

RoundUp Pro® vs. Generics

Many of you may have been asked if we sell generic RoundUp Pro (Glyphosate). While we do support Ranger Pro (a generic substitute), the preferred option is to try to switch the customer to RoundUp Pro. Here are a couple of facts that might help you get the sale.

Only RoundUp Pro has patented PROformance™ technology for quality performance.

- 21st century surfactant technology for fast plant uptake and quick delivery to the roots
- Older, commonly used surfactants in some products just don't provide the same root-penetrating power of PROformance technology

One-Hour Rainfastness GUARANTEED

- RoundUp Pro is **guaranteed** to provide acceptable weed control if rainfall occurs one hour or more following application
- Most generics have no performance guarantees and none have a written one-hour rainfastness guarantee

RoundUp Pro is "fully loaded" with high-quality surfactant

- RoundUp Pro contains 14.5% surfactant and no additional surfactant is needed for any applications
- While generic manufacturers claim "additional surfactant" or "fully loaded", most do not have 14.5% loading.

RoundUp Pro is the best all-around value

- While generic compounds promote their lower cost, the difference, in many cases, when comparing mixed spray solutions are mere pennies per gallon
- In fact, lower priced/lower quality herbicides can actually cost more in the long run with higher labor and product costs due to repeat applications

Question & Answer Guide

What is PROformance Technology?

PROformance technology is the patent-protected surfactant system used in RoundUp Pro. It is a high-quality with 21st century surfactant technology that delivers fast plant uptake and quick delivery to the root system of treated vegetation due to improved translocation. Generic products may try to imitate RoundUp Pro, but they don't copy its PROformance technology.

How much surfactant does RoundUp Pro contain?

RoundUp Pro, as a formulated product, contains 14.5% surfactant. Other Glyphosate products claim to have "additional surfactant added" or to be "fully loaded" but the amount of surfactant in their formulated product is not disclosed and, in most cases, is less than the 14.5% level in RoundUp Pro. In addition, many other Glyphosate products use lower quality surfactants which can directly affect product performance, especially when weather conditions are not ideal and against tough-to-control weeds.

Is there a difference in surfactants used in RoundUp Pro and imitator products?

Surfactant quality is also a critical issue relative to product performance. Most of the imitator products use older surfactants that do not provide the same root-penetrating power of PROformance technology. The combination of older surfactants and lower amounts of surfactant in the formulated product may result in less consistency and lower performance levels than that delivered by RoundUp Pro.

Is performance guaranteed?

Yes. RoundUp Pro offers the No Worry Rainfast Guarantee. This guarantee states that if rainfall occurs one hour or more after the application of RoundUp Pro, the applicator will receive acceptable weed control or Monsanto will replace the amount of the RoundUp Pro applied at no cost. Most imitator products have no performance guarantees and none have a written one-hour rainfastness guarantee.

But, I can buy an imitator product for several dollars less per gallon.

Herbicides that claim to be the same as RoundUp Pro often tout a lower price per gallon. But, when you compare cost in terms of mixed spray solution, the difference is mere pennies per gallon. In fact, lower priced herbicides can actually cost you more in the long run - with higher labor and product costs due to repeat applications.