



# Headland

# Technical Update

Monday, 23 February 2009

## Rubric®

### THE New Epoxiconazole

Rubric is the first GENERIC epoxiconazole to be launched on the UK market. Rubric is a novel formulation, developed by Headland Agrochemicals' parent company, Cheminova in Denmark, and performs at least as well as the current epoxiconazole market standard.

*In all trials material presented below the comparison is against the market standard epoxiconazole, MAPP number: 12057, which is marked as EPX12057 in the chart presented.*

Rubric label details are as follows:  
Rubric contains 125 g/litre epoxiconazole, as an SC

**Crops:** Winter wheat, Spring wheat, Winter barley, Spring barley, Triticale, Rye, Oats

**Dose:**

Maximum Individual Dose:	1 l/ha
Maximum Total Dose:	2 l/ha

**Timing:**

Wheat, rye, triticale:	Up to GS69
Barley, oats:	Up to GS59

Rubric is approved by the BBPA/BRI for use on malting barley, pre- ear emergence.

In Headlands UK trials, on average Rubric was at least as good as EPX12057:

- The control of *septoria tritici* was, on average, slightly better than that from EPX 12057 at all dose rates tested
- Yields from the trials showed Rubric to be at least equal to EPX12057

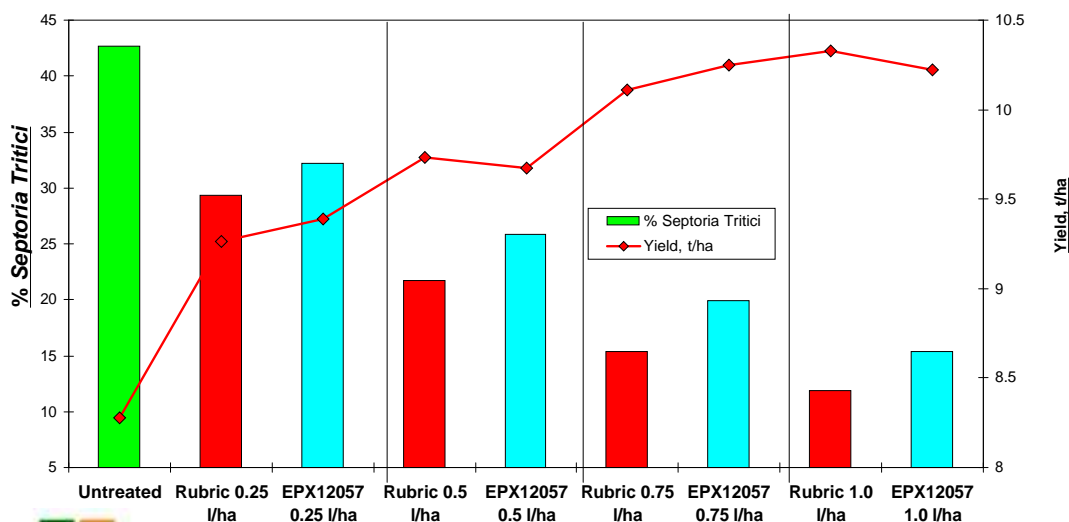




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## All Four Sites, Mean Of Disease Control, And Yield.



Contracted Trials, N=4, 2008

All treatments applied twice

 CHEMINOVA

### Crop Safety:

- A total of 22 biological compatibility tests were carried out during the 2008 season.
- At full label doses of all products there were no adverse effects on the crop.

### Product compatibility:

- A total of 30 compatibility tests were undertaken during 2008.
- All products tested were found to be fully compatible with Rubric. ( summary is given below) :



 CHEMINOVA

All third party trademarks acknowledged  
Always read the label. Use pesticides safely



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The mixes given in this section are known to be physically compatible as defined by industry standards. Biological compatibility can depend on seasonal factors, crop conditions, growth stages and other variables as well as the tank-mix partner. Recommendations for biological efficacy cannot be made unless they are given on the product labels.

The below list was found to be physically compatible, as well as safe to the crop at label dose rates in 2008:

**Rubric +:**

Agroxone  
Ally Max  
Amistar  
Axial + Adigor  
Boxer  
Brock  
Chlorothalonil

Flexity  
Foxtrot + Fortune  
Harmony M SX  
Instinct  
Jett  
Maple DF  
Mirage

Moddus  
New 5C Cycocel  
Optica  
Quell Flo  
Starane 2  
Topik

The below list was found to be physically compatible:

**Rubric +:**

Agroxone  
Ally + Starane  
Atlantis + Biopower

Canopy  
Hussar  
Tracker + Flexity

Tracker + Terpal

For further advice on compatibilities please speak to your local distributor or Headland Agrochemicals representative.

Rubric has also been subjected to vigorous stability studies, which ensure its suitability for use for storage and subsequent use, with excellent results.

In summary, Rubric is:

- At least equal to the market standard epoxiconazole in terms of:
  - *Septoria tritici* control
  - Yield
- A good mixer; to date no products have been found to be incompatible
- Safe to the crop; in all tests carried out at label doses, there were no crop effects
- Physically, the product is of good quality and stable over time.

A C Speed, Technical Sales Manager

