

Ариста ЛайфСайънс: Technological breakthrough in the control of storage pests

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The company presented its new insecticide Talizma UL and the pilot installation for its application. The event, which attracted the attention of a large circle of successful farmers and partners from across the country, took place at the representative hotel "Sevastokrator" in Arbanasi near Veliko Tarnovo and at the warehouse complex of Top Agro in the village of Varbitsa. Present were managers from the office of Arysta LifeScience Romania, as well as Mr. Eng. Danail Tsonev, regional manager of the company Alpler, designer of the installation, and Todor Hristov, owner of the company Top Agro.

Arysta LifeScience is launching its new conceptual project – an alternative to fumigation, the current leading technology in the control of storage pests. The format insecticide **Talizma UL** + installation for its application is a

strong message from the company in several directions. The appearance of **Talizma UL** is a technological breakthrough in a very conservative field, which for many years did not fit into the priority directions of the global agrochemical industry. The insecticide has tremendous potential, unleashes creativity and motivation, and guarantees success and security in a rapidly changing environment – increased aggressiveness, growing population density and species composition of storage pests, as well as continuously increasing requirements for food quality on a global, European and regional scale. **Talizma UL** generates new energy, this type of activity, higher intensity and effectiveness of crop protection. At this year's edition of the international agricultural exhibition Agra in Plovdiv, already with its first participation, **Arysta LifeScience** received a "Gold Medal" in the Competition for Innovation in Products and Developments in the Field of Agriculture, category "Fertilizers and plant protection products for agriculture" with the product **Talizma UL** – a new insecticide and biocide.

The Bulgarian team of Arysta LifeScience is implementing in a highly professional and convincing manner the policy of the corporate management to accelerate the development of crop protection and to occupy new market positions with a specific product portfolio for each country and real support for agricultural producers!