

CCC's Cheers WeatherShield outperforms

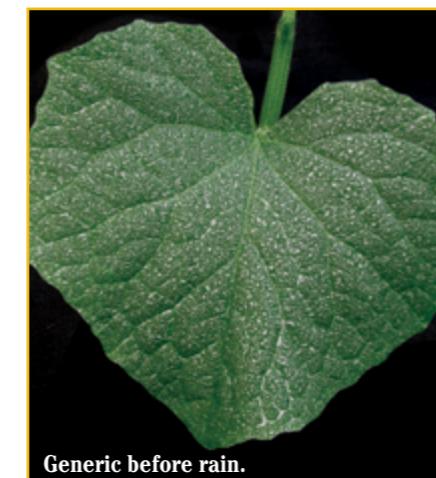
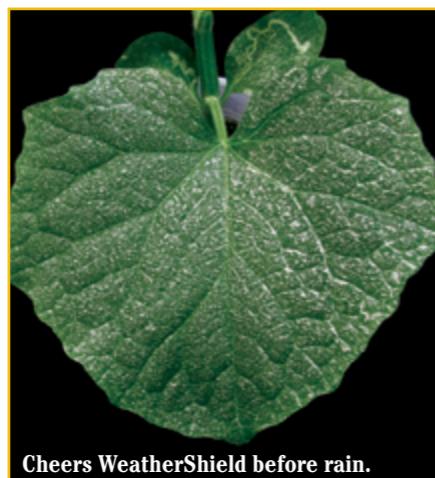
With its sophisticated, stable 'Cheers WeatherShield' formulation, Colin Campbell Chemicals (CCC), has become one of Australia's market leaders for chlorothalonil.

Chlorothalonil was first registered in 1966. It was developed initially by Diamond Alkali Co. (USA) which became known as Diamond Shamrock in 1967 after a merger.

To supply the Asia-Pacific with greater efficiency, Diamond Shamrock established a joint venture with a Japanese chemical company in 1968. The joint venture now known as SDS Biotech opened a dedicated chlorothalonil synthesising and manufacturing plant in Yokahama.

In 1971, CCC was one of two companies in Australia to be given exclusive rights by Diamond Shamrock to introduce chlorothalonil to the Australian market. They first marketed the product under the international trade name Daconil 2787 750 WP.

In 2001, global acquisitions resulted in the transfer of the Daconil trade name and CCC's original product was renamed Dacogreen. CCC branched out to the horticultural market with their original chlorothalonil formulation in 2002 with Cheers 720.



After simulated rainfall of 40mm over two hours, the Cheers WeatherShield formulation (on

A major formulation upgrade occurred in 2008, where its already superior adhesion technology was further improved with a WeatherShield formulation for Dacogreen and Cheers.

Ramsay Zreikat, national sales manager at CCC said, "Cheers WeatherShield is now one of our biggest selling products. With major uses on bananas, lentils, chickpeas, faba beans and tomatoes just to name a few."

Dino and **Carly Rocca** of Spring Creek Produce in Tolga have seen the results firsthand. "Anybody growing bananas knows the battle banana growers have in combating leaf spot and leaf speckle especially in the tropics of Far North Queensland.

"Cheers WeatherShield has proven to be a vital part of our integrated pest management program since 2016.

"We find that when sprayed it helps protect leaves from further infestation and holds on the leaf for a longer period of time, therefore providing longer protection.

"Due to the longer protection period of Cheers WeatherShield we find it a cost-effective product to use to protect our plantation."

Still sourced from SDS Biotech, Cheers is a first-class Japanese formulated product, which continues to be recognised as the superior formulation for its ability to stick, mix and store better.

Mr Zreikat explained why Cheers' long shelf-life is so important.

"One complaint that we often hear from retailers around Australia is that chlorothalonil doesn't store well from year to year. Retailers tell us that the chlorothalonil brands they have



the left) sticks better to the leaf surface than the generic chlorothalonil (on the right).

in stock have separated even after a few months of storage. However, Cheers' high-quality formulation has demonstrated both in real time and through accelerated storage tests that it stores well for over two years."

The product's stability was further proven in 2019 when a retailer still had Cheers stock manufactured in 2017.

After the mandatory shaking of the container, CCC thoroughly inspected the product. The result showed no visible signs of settling, separation or solidifying.

Trials were then conducted to see how the product sprayed out. For the

trial a high application rate of 19L in 500L water/ha was used. At this rate, Mr Zreikat said if the formulation was not right, it would be noticed. "Instead, the 2017-manufactured Cheers WeatherShield product poured from the container, mixed, and sprayed out perfectly – as if it were made that same day."

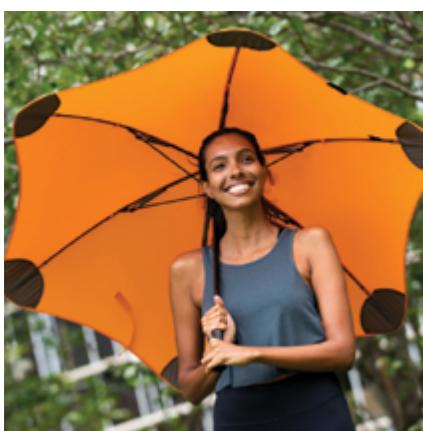
The positive results achieved with Cheers 720 have been observed by growers across Australia.

South Australian grower **Will Murdoch** from RG & LE Murdoch said, "I have been using Cheers 720 for a number of seasons now with no



issues. This is a high-quality product which gives me the confidence to order in 1000 litre IBCs to create a closed system which becomes safer for all employees and makes for an easier product to handle."

Similarly, **Ken** and **Amanda Arbuckle** from Rosie's Reds Papaya based in North Queensland know Cheers is a product they can trust. "We recently (18 months ago) switched our aerial and ground fungicide program to Cheers 720. We have noted amazing performance of the product in our papaya and banana crops. We shall continue using this product as it adds profit to our business."



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