



**Special Solutions.
For Specialty Markets.**



Today's ever-increasing market consolidation and concentration on big markets for big profits raises a crucial question. Can any company effectively meet the needs of more limited, yet still important markets?

The answer is yes. And the company is SePRO Corporation.

Solving special problems in a mass-market world.

Formed in 1994, SePRO focuses on acquiring, developing, manufacturing, and marketing value-added products for specialty applications in aquatics, trees, turf and ornamental horticulture.

The result: highly focused solutions and services prepared especially for these smaller markets.



Sonar* is the world's leading brand of aquatic herbicide for the selective treatment of invasive and nuisance plants. SePRO's own extensive research and development has expanded this brand to four formulations and has created the differential technologies that account for its market dominance.





Solving special problems in a mass-market world.



In 1999, SePRO introduced Decree® Fungicide for the control of *Botrytis* on greenhouse ornamentals. This product launch is an example of SePRO's partnership approach to bringing new value-added products to small specialty markets.

Refining quality solutions.

Using its expertise in niche markets—and in managing regulatory labeling issues—the company purchases and develops products not strategic to large companies. SePRO also develops and markets products for companies who are not active in SePRO market segments.

From achieving prompt regulatory approval to putting the right distribution and market communications in place, SePRO brings life to more-user-responsive, more-user-friendly specialty products.



SePRO's corporate headquarters are centrally located in Carmel, Indiana just minutes north of Indianapolis.

Partnering with customers.

Many companies claim to partner with customers...but seem to treat them as silent partners.

At SePRO, partnering with customers means listening...really listening...and doing everything possible to understand and respond to customer needs.

It means such things as routinely talking one-on-one with a rose grower about a problem in his greenhouse...or accompanying an aquatics applicator to a meeting with lake property owners.

And, it's impressive what can be accomplished without big company channels, politics, and complexities. When SePRO recognizes an opportunity, it has all the resources and nimbleness necessary to quickly and efficiently meet this need and bring a solution to market.

Insisting for excellence.

Producing high-quality, value-added specialty products is at the core of SePRO's approach.



In addition to serving as a logistic hub, the SePRO Research and Distribution Center (RDC) includes dedicated facilities for advanced research and development.

This goal requires utilizing only the most qualified manufacturing resources...only the finest chemical ingredients, and only processes and techniques that assure the highest product purity, and at the best price for the consumer.

It also requires offering such extras as the GPS-guided bathymetric maps produced by SePRO strategic partner ReMetrix, to assure absolute water volume calculation and application accuracy in treating water bodies.

The same commitment to excellence applies to SePRO's respect for the environment, and our continuous effort to protect the safety and health of both our industry workers and the environment in which they work.

Insightful innovation and a great business plan can give any entrepreneurial enterprise a significant competitive edge.

But, in the final analysis, to bring a superior level of service to markets, a company must first-of-all be people-oriented.

Growing with people who know.

SePRO's people orientation begins inside. It's a company made up of recognized and dedicated industry experts with decades of experience. These are people with superior specialty product knowledge and a desire to share their knowledge with customers.



Where needed, the full range of SePRO's services includes on-site product application training, performed by highly trained and experienced experts.

SePRO people live and breathe this business. They know it, and they love it. And that makes a difference in what they do everyday.

Taking customer service personally.

Many companies view customer service as the job of the sales force. At SePRO, customer service is everyone's job. Backing products with "no-hassle" technical assistance comes from servicing customer inquiries on our 800 number as a top priority.

It comes from returning calls at home, on weekends, and fielding thousands of homeowners' questions about weeds in their ponds and lakes. It comes from working—and, when needed, researching—to answer even the most difficult inquiries as accurately and promptly as possible.



To meet particular challenges, SePRO technical specialists can, upon request, provide individualized, in-person consultation with growers.

And it comes from producing application guides, "how-to" videos, an up-to-date comprehensive web site, and a whole range of additional aids...to give customers easy and complete access to expertise and information on proper usage of SePRO products.

Playing a leading industry role.

To SePRO, customer involvement also includes supporting their customer's industry.

SePRO people actively participate in industry organizations, maintain close ties with university experts, and help lead the way in shaping governmental policies that affect our customers.

This close involvement positions SePRO to serve as a positive advocate for customers...and to stay at the forefront of emerging trends and technologies.



**Getting involved on
a people-to-people basis.**

In 2002, SePRO introduced Renovate[®], the first new aquatic herbicide to come to market in over 15 years. Renovate is designed to be effective on submersed, immersed, and floating aquatic plants—a feature that accelerates wetland and lake restoration.



Staying open to fresh ideas
and new challenges.



SePRO entered the human life sciences market in 2003 with the purchase of the compound Spinosad for the control of lice. SePRO has formed an affiliated company, ParaPRO LLC to develop and market products from this technology.

Not resting on its laurels, SePRO is moving constantly ahead with an even greater focus on finding new and better ways to serve customers.

Searching out new opportunities.

In just a few years, SePRO has won industry recognition as the preeminent leader in aquatics, and as a major player in the turf and ornamental markets.

Now, the company is starting to enter specialized markets in the human life sciences.

And, tomorrow, solid relations already forged with some of the world's leading product innovators, will lead toward still newer horizons.

Wherever traditional or bio-rational chemistry can meet a small but vital need, SePRO will be looking for an ownership or licensing arrangement...to deliver this solution in an ultimately effective and economically viable way.

Continuously improving what we do.

In addition to capitalizing on new opportunities as they arise, SePRO also constantly strives to add value to its current products.



Recently, SePRO developed a new bulk delivery system that simplifies transporting Sonar for application via helicopter. The new system eliminates time-consuming rinsing and disposing of large numbers of plastic containers.

A prime example is a new "super-sack" bulk delivery system, to conveniently transport Sonar for helicopter application without the need to rinse and dispose of plastic containers.

Such innovative R&D and exacting laboratory and field effectiveness testing set SePRO products apart from competitors.

In fact, the Florida Department of Environmental Protection recently cited superior "differential technologies" as the reason for awarding SePRO an exclusive five-year contract for treating the state's extensive wetlands.

Meanwhile, specialists also continuously work to expand usage approvals, creating broadened uses and new markets for SePRO products.



SePRO's strategic partner ReMetrix applies GPS photography to produce precise bathymetric maps. This one helped to assure accurate Sonar dose application in the 2002 restoration of Houghton Lake, Michigan's largest inland lake.

Adapting to serve global needs.

In an expanded effort to meet specialty market needs, SePRO is also extending its presence in other countries around the world.

This heightened international perspective has, for example, demonstrated how aquatic plant managers from Brazil and India can get productive ideas from a lake project in Florida.

And such shared insights point the way to a future of even better solutions—and better business around the world—for SePRO and the growing list of specialty markets it provides.



SePRO purchased flurprimidol plant growth regulator from Dow AgroSciences in 2001. Flurprimidol reduces unwanted plant growth, while enhancing the quality of ornamentals, trees, and turfgrass. SePRO's Topflor* plant growth regulator in Europe and Cutless* turf growth regulator in the United States, are the first products to be marketed using this chemistry.

Visit us on the world wide web at www.sepro.com





SePRO Corporation 11550 North Meridian Street, Suite 600, Carmel, IN 46032 Tel: (317) 580-8282 www.sepro.com



1994 - 2004 Celebrating Our Tenth Anniversary