



ADVERTORIAL

HAVE IT YOUR WAY

Bayer's new **Flex Solutions** platform lets users choose the products they want to package together.

Finding the right combination of products for your lawns can be time-consuming and expensive. Though PAKs can traditionally help alleviate this problem by bundling various products at a discounted price, they can still be tiresome exercises in patience. The discounts may not be worth the hassle of finding the PAK that's best for the contractor. Plus, some of the products supplied in each PAK might not be exactly what an LCO needs, so they may be purchasing a product they don't want simply because it's part of the overall package.



Zach Lane, right, Bayer Area Sales Manager, talks with **Craig Devereaux**, Lawn Route Manager for Turfmaster Lawn Services, about the different ways he can pick products specific to his needs.

The Flex Solutions platform from Bayer is intended to alleviate that problem. The new online platform allows users to select the products of their choice, mix and matching to their preferences. Rather than having to settle for a bundle that only closest fits their needs, customers can instead get exactly the products they desire.

"We've really removed that complication from the process," says Mark Clodfelter, the product marketing manager at Bayer. "It was loud and clear over the years: (They said) 'just let me pick the products I want and the combinations that I want.' Sometimes the PAKs worked well for some folks, other times they didn't. This application gives them the freedom to pick the products they need."

For LCOs, it's all spelled out up front. Using the rebate finder allows contractors to follow the blue tags and icons on the website to show which product combinations can lead to the best deals. Users can type in their growing area, turf type and acreage, and the system will generate recommendations based on what will best help that turf. To order products, create a cart and work with your distributor like you always have to order your Bayer products.

"They don't have to agonize over what's the best combination and what's the best deal. We're letting the system tell them how to get the best deal. Do what the blue tags tell you, put the products you want in the cart, and then in the end, you know you got the best deal possible from Bayer."

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Bayer

If an LCO is dealing with a particular pest, he or she can search that pest by name and Flex Solutions will generate a list of Bayer products best suited to handle it. “If you’re in Florida and you want to control doveweed, you can search doveweed... and it recommends the products Bayer would recommend to manage that weed,” Clodfelter says. The platform will also generate insect and disease solutions for various problems that Bayer products treat.

Bayer began developing this website last February, but it’s a complicated process to pour over so much data. There

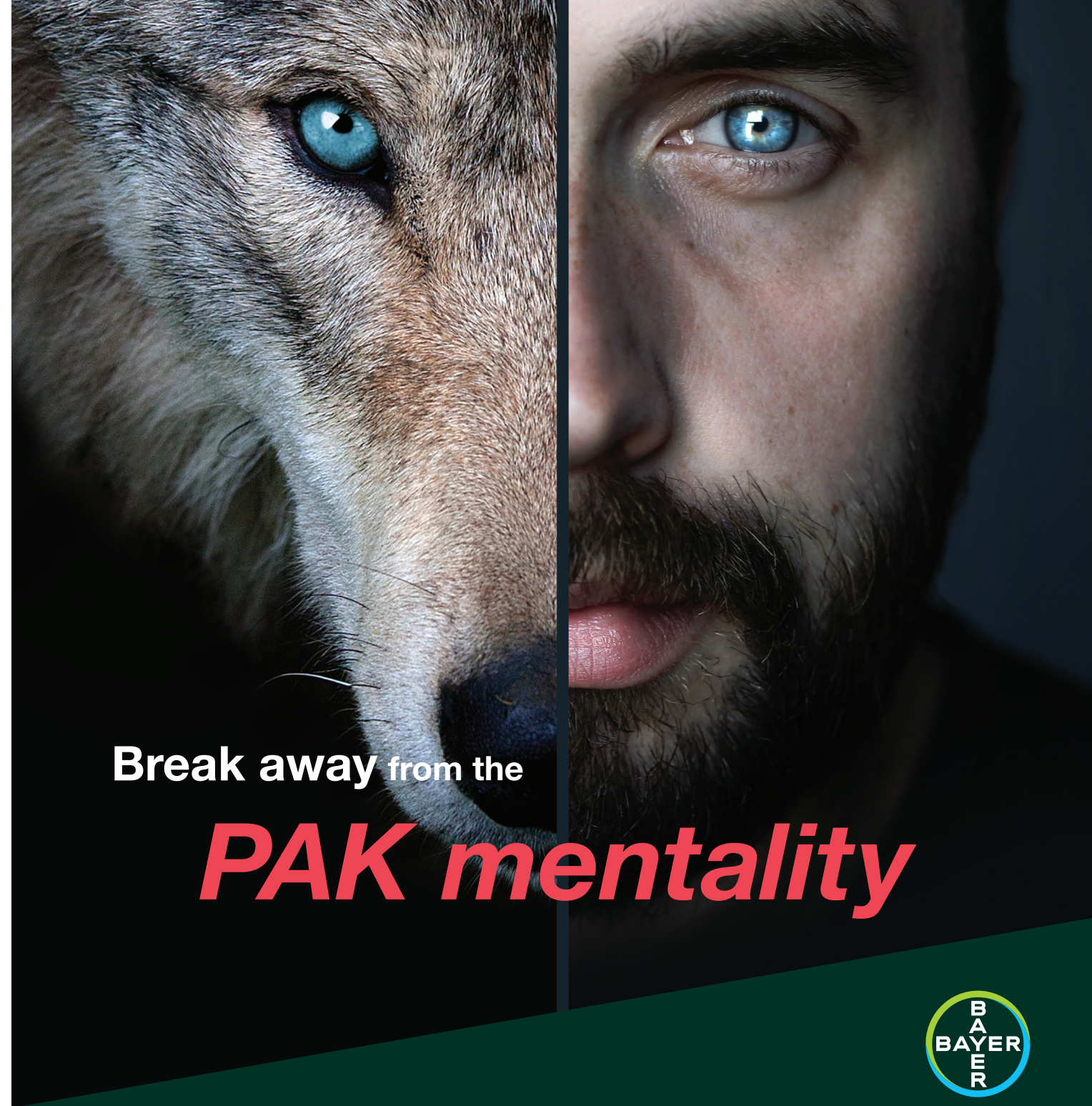
are over 50 distributors and thousands of end users that will participate on the Flex Solutions program. The Flex Solutions program will include nearly all Bayer products, including Agency and Title Transfer products.

“Imagine trying to build a platform that can work well across all those different stakeholders,” Clodfelter says. “It’s been challenging, but we’re excited about what we’re going to have.”

The platform had a soft launch early in September for their distribution partners, but October 1 is the first day any end user can hop on Flex Solutions and get to work.

LCOs will use the Flex Solutions platform for their early order program purchases. In order to participate, customers must have a My Bayer Rewards account. Once this has been created, they will be able to create login credentials specific to the Flex Solutions platform. Bayer recommends following these steps for accessing customized solutions, viewing savings and working closely with trusted advisors.

For more information on Flex Solutions, visit es.bayer.us/flex-solutions.



Break away from the *PAK mentality*



/// Go with your instincts – see what’s new at es.bayer.us/flex-solutions

This fall, break away from the PAK to find the best solutions for your turf. Pick only the products you want. See rates, recommendations and savings all in one place.

ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS.
Bayer Environmental Science, a Division of Bayer CropScience LP, 5000 CentreGreen Way, Suite 400, Cary, NC 27513. For additional product information, call toll-free 1-800-331-2867.
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