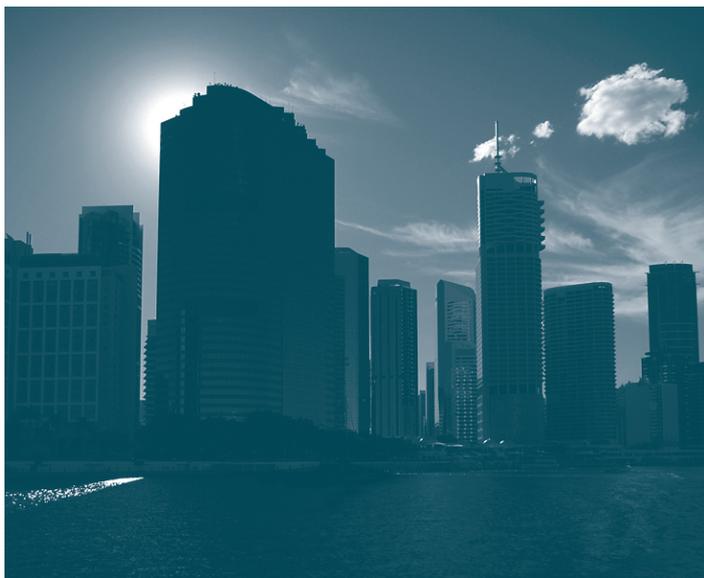


# What's in a Name?

by Paul Martin, Director, Rainbow & Brown



This is a photograph I took in late April while visiting my daughter in Brisbane. Not a particularly distinguished photograph (I was trying to be 'arty'), but it is a particularly appealing city. It's a river city with a mild sub-tropical climate. Comfortable shady houses, stylish apartments and lush green parks line the leafy river banks. The weather is great almost every day, the pubs and cafés are friendly and casual, and the city passes the important 'Goldilocks Test' ... *not too small, not too big; it's juuust right!*



## IN THIS ISSUE:

- **WINTER SALE:**  
Great Savings on Nearly Everything!
- **GLYPHOSATE:**  
Latest on Prices
- **REFERRAL REWARDS:**  
Bigger 'Thank You' for Recommending Us
- **WORLD CUP REHASH:**  
Not a Single Syllable
- **FULL PRODUCT RANGE:**  
Details, sizes & prices

Long-suffering regular readers of my Newsletter columns will know that, in spite of my cultured accent and my long-time residence in NZ, I am actually Australian. And while visiting Brisbane I was reflecting on one of the more quirky differences between our two nations; the Aussie tendency to create silly but affectionate nicknames for almost everything they hold dear. Barbecue is barbie, costume is cozzie, Shane Warne is Warnie.

And Brisbane is Brizzie. But it's the only major Australian city that has a nickname. I'd like to think the reason is that Brisbane is the only state capital that inspires that kind of universal affection, even among Aussies who aren't Queenslanders. Melbourne may be exciting and cosmopolitan, Adelaide may be lovely and genteel, but those cities, like High Court Judges and Bishops, are always referred to by their full names. Nobody says they're going to 'Melbie' for the weekend (and thank Goodness for that small mercy). But nearly everyone says Brizzie. It's just that kind of place.

This slightly infantile Aussie taste for awarding affectionate nicknames has some very strange conventions that must be observed. Consider surnames ... short ones must always

be lengthened and long ones shortened. So Thompson is chopped down to Thommo, Stirling becomes Stirlo, Gilchrist becomes Gilly, and of course Johnstone is Johnno. But Smith must instead be *extended* to Smithy, Jones to Jonesy, and Bloggs will be Bloggsy. Of course, if your name is neither short *nor* long, such as Ponting for example, then we'll just call you Punter. Can't fool us.

Another oddity is the convention of *contrary* nicknames. That is, a nickname that celebrates the exact opposite of its literal meaning. So a very short man is called Lofty, while a tall bloke is naturally called Shorty. A red-haired person is always known as Bluey, and someone with dead-straight hair is called Curly (although a rare and inexplicable exception is made for blonde-haired blokes, who are invariably nicknamed Snowy).

So should you ever find yourself being introduced by an Aussie as a 'Kiwi Bastard', you can be quite sure you are considered to be anything but. It's a profound compliment to you which, if you keep up your apparent good behaviour, may even see you eventually promoted to a 'Miserable Kiwi Bastard' and believe me, that's as good as it gets!



# WINTER

***It's time for our annual Winter Sale. You can save up to 20% off our already scandalously low prices.***

Nearly all Rainbow & Brown products are included, with just a couple of exceptions:

- Glyphosate isn't included, although its current price may actually be a Winter Sale special too, given that further price increases are looking ominously likely (see page 5 of this Newsletter for details).
- Both wetters (SuperWetter & SprayWetter) are not included, and are instead rising slightly in price due to the crude oil price getting ever cruder (see opposite page).

The Winter Sale commences right now, and ends on Friday 27th June, or earlier if sale stocks are sold out.

There's no limits per customer, and it is first-in first-served. We've got a respectable supply of sale stock for all the products, but it's not inexhaustible and when any item is sold out, the sale ends for that product.

Full details of all the Winter Sale prices, and your savings, are on the page opposite.

## WINTER CLOSE DOWN

Once again, our lavishly overpaid but nevertheless ungrateful staff are insisting on some kind of annual holiday. So to simplify matters for everyone, we're closing for a mid-Winter break.

We'll close at 4:00 pm on Friday 27th June and re-open at 8:30 am on Monday 21st July. ***So if you'll need any products between those dates, order them early.***

***CLOSE – Friday 27th June • RE-OPEN – Monday 21st July***

# SALE

## MSF600

*Gorse & brushweed spray*

**\$125/kg**

**SALE \$110/kg for  
min. order of 6kg,  
save \$90**



## Cobber

*For hard-to-kill thistles*

**2L - \$185 SALE \$155, save \$30**

**5L - \$370 SALE \$320, save \$50**

**10L - \$710 SALE \$640, save \$70**

**20L - \$1320 SALE \$1200, save \$120**



## GrassMate

*Grass-friendly herbicide*

**5L - \$245 SALE \$210, save \$35**

**10L - \$450 SALE \$405, save \$45**

**20L - \$795 SALE \$740, save \$55**



## Buckshot

*Direct spot application granules*

**5kg - \$65 SALE \$55, save \$10**

**10kg - \$110 SALE \$95, save \$15**

**20kg - \$200 SALE \$175, save \$25**



## Triclo

*Grass & clover friendly spray*

**5L - \$225 SALE \$205, save \$20**



## Ranger

*Buttercup & docks spray*

**100g - \$95 SALE \$75, save \$20**

**1kg - \$855 SALE \$650, save \$205**



## WINTER SALE FREE BONUS

We've decided to drop CropMate from our range, so we're giving away our remaining stocks of it during the Winter Sale. There's not much left, and it's technically past its 'use by' date, but it is certainly good for another couple of years at least ('use by' dates are very conservative).

CropMate was intended to control broadleaf weeds in cereal crops (not much of a market for us, as it turned out), but it also makes an excellent general-purpose spray for doing around buildings, along fencelines, and in driveways where you want to remove all sorts of weeds, as well as grasses and clover.

You can use it alone, but for best results add some CropMate to your Glyphosate spray in those places ... it will take care of the species that the Glyphosate is not so good against (e.g. clover) and it will provide about 3 months of residual control. Use CropMate at 15-25g/100L, plus 1L Glyphosate if desired. It's very safe; effectively non-toxic to humans and animals.

We have just thirty 500g packs left, originally priced at \$143. But they're free to the first 30 people who order more than \$300 in the Winter Sale. One per customer and remember, 'Send No Money' ... they're free!

## Wetters Price Rise

Alas we have to have a moderate price rise for SprayWetter and SuperWetter, our two wetter/penetrants.

The rise is due to the increased price of crude oil, which is in turn caused by the disgraceful prices of the latest 2009 models at the Saudi Bentley dealerships.

The new prices, effective immediately & incl GST, are:

**SprayWetter:**

**5L...\$65 10L...\$115 20L...\$215**

**SuperWetter:**

**2L...\$60 5L...\$125 20L...\$470**



# REFERRAL REWARDS

*Word-of-Mouth really is the best advertising of all!*

Over the last three years we have seen a growing percentage of all our new customers come from referrals by existing customers, rather than from our advertising.

Those referrals are now responsible for well over half of all our new customers, and we reckon that the time has come to properly acknowledge that change.

So we're going to increase your reward for recommending us to other people, commencing right now. We're reducing our advertising expenditure and redirecting that money to you instead.

We had previously given you a \$10 discount off the total value of your next order, after someone you'd recommended us to had ordered for the first time.

But from now on, that reward is going to be increased to \$10 discount off *each product* in your next order. So if your next order comprises four different products, for example, you'll get a \$40 discount, and not a \$10 discount.

The new customer must mention your name when they first order. We'll record that in our computer against your name & you don't have to do anything; you'll automatically get the discount when you next order.

The rules of the Referral Rewards system are simple:

- **You can't get the discount off products that are on special.**
- **The discount applies to each different product in your order.**  
*(if you buy two packs of the same item, you get one \$10 discount)*
- **You can't save Referral Rewards up.**  
*(the discount applies to your first order after the new customer has ordered)*
- **One Referral Reward per order.**  
*(if you've recommended two new customers you get the discounts off each of your next two orders)*

## **EXAMPLE:**

Say you've recommended us to someone & they have ordered. Then you call to order a few items, which will be discounted as follows:

<i>Item</i>	<i>Normally</i>	<i>Discount</i>	<i>You Pay</i>
2 x 20L Glyphosate 360	\$380	\$10	\$370
5L SuperWetter	\$125	\$10	\$115
500g MSF600	\$78	\$10	\$68
2L GrassMate	\$130	\$10	\$120
<b>Totals</b>	<b>\$713</b>	<b>\$40</b>	<b>\$673</b>

**SECRET INTELLIGENCE REPORT**  
**FOR YOUR EYES ONLY - EAT THIS PAGE AFTER READING**

**Subject: Glyphosate Price & Availability**

Glyphosate raw materials pricing continues to be very high, having now almost tripled in the past nine months.

It's been caused by increased world demand at the same time as world production capacity actually decreased. Not surprisingly, the supply-and-demand effect of that was to push up prices. Actually it was a bit more violent than that ... Push came to Shove!

Other factors are the removal of export subsidies paid to Chinese manufacturers, and Chinese production restrictions because of power rationing as well as efforts to improve Olympic Games air quality.

Current indications are that high raw material prices will continue for several months yet, and that further retail price rises in NZ can be expected.

We're holding our current price for the moment, but it is likely to turn out to be a 'WINTER SALE' price at that level anyway ... a further increase in our price before Spring is looking likely. One of our closer competitors has just had their third increase since Christmas and is now 18% dearer than Rainbow & Brown. Alas, we may have to follow soon.

Glyphosate prices may begin to ease by late Spring or Summer. Hopefully.  
Blah!

## **Agrecovery – Recycling of Agricultural Containers**

In a recent newsletter we asked for your comments about our joining the national Agrecovery programme. The response was pitiful ... if we went by the number of replies we got, we would flag the idea completely; less than 0.5% of customers said they'd use the system.

But we don't actually believe that. Either we asked the wrong question, or we failed to give you enough information and incentive to respond. So this is a second try at the issue.

The Agrecovery programme has a number of local collection sites (currently over 50 and growing) around the country where you can drop off washed empty containers from participating manufacturers. From there they will be recycled and turned into seats at Eden Park, elevator inserts for Winston Peters's shoes, and other useful plastic products.

There's a cost to the manufacturer (i.e. to us) to participate. It works out at just under \$3 per 20L container, and just under 75 cents per 5L container. And we pay that fee on everything we sell, not just the containers that actually get recycled. So for us it's probably going to be between \$15,000 and \$20,000 per year.

We can't afford to just absorb that, and it would have to be costed into the product. That is, our prices would rise by about those amounts. Other participating manufacturers have done the same, with some openly declaring the price increase, and some doing it less explicitly.

It's an important issue, but it's also a lot of money ... especially if most customers don't bother using the Agrecovery recycling programme.

**So we really want to know if you'd use Agrecovery.** You can:

- Call toll-free (0508) 299 299 during business hours and tell us.
- Call toll-free after hours and leave a brief message.
- Send an email to Rachel at [mail@rainbowbrown.co.nz](mailto:mail@rainbowbrown.co.nz)



Also, we'll be asking everyone who calls us from now until the end of June, so if you'll be ordering, we'll ask you then.

Please try to let us know whether or not you'd use Agrecovery if we join it.

**You can see more information about Agrecovery, including drop-off site locations, at their website at [www.agrecovery.co.nz](http://www.agrecovery.co.nz)**

**CALL TOLL-FREE ON (0508) 299 299 Prices incl GST & delivery**

PRODUCT	COMMENTS	SIZES & PRICES
<p><b>GLYPHOSATE 360</b></p> <p>360g/L GLYPHOSATE AS THE ISOPROPYLAMINE SALT</p>  <p>ACVM No P5441</p>	<p>Glyphosate is the world's most popular and trusted herbicide.</p> <ul style="list-style-type: none"> <li>• Safe to use, fast acting, non-toxic &amp; economical.</li> <li>• No residual effect in soil; drill new seed in 2 days.</li> <li>• Withhold stock 2 days to allow penetration through plant.</li> <li>• Use 1L/100L (hand) or 3-5L/ha (pasture).</li> <li>• Add SprayWetter penetrant for best results.</li> </ul>	<p>5L.....\$75</p> <p>10L.....\$125</p> <p>20L.....\$190</p> <p>100L.....\$875</p> <p>200L.....\$1675</p>
<p><b>GLYPHOSATE 450</b></p> <p>450g/L GLYPHOSATE AS THE ISOPROPYLAMINE SALT</p>  <p>ACVM No P7223</p>	<p>More concentrated for maximum economy</p> <ul style="list-style-type: none"> <li>• Same user-friendly benefits as Glyphosate 360 (above).</li> <li>• 25% stronger so goes 25% further (20L = 25L of the 360g/L product).</li> <li>• Use 800ml/100L (hand) or 2.4-4L/ha (pasture).</li> <li>• Add SprayWetter penetrant for best results.</li> </ul>	<p>5L.....\$85</p> <p>10L.....\$145</p> <p>20L.....\$225</p> <p>100L.....\$1050</p> <p>200L.....\$1950</p>
<p><b>MSF600 Gorse &amp; Brush Spray</b></p> <p>600g/kg METSULFURON-METHYL</p>  <p>ACVM No P7027</p>	<p>The low-cost, proven choice for gorse and brushweeds.</p> <ul style="list-style-type: none"> <li>• Water-dispersible granule, easily soluble.</li> <li>• Safe to handle, non-toxic to humans and animals.</li> <li>• Gorse, blackberry, manuka, scrub, bracken, ragwort &amp; thistles.</li> <li>• For gorse use 20g/100L (hand), 500g/ha (aerial).</li> <li>• Add SuperWetter penetrant for best results.</li> </ul>	<p>200g .....\$55</p> <p>500g .....\$78</p> <p>1kg .....\$125</p>
<p><b>GRASSMATE</b></p> <p>300g/L TRICLOPYR AS THE BUTOXYETHYL ESTER plus 100g/L PICLORAM AS THE AMINE SALT in the form of an emulsifiable concentrate</p>  <p>ACVM No P7417</p>	<p>Grass friendly control of brushweeds and broadleaf weeds in pasture.</p> <ul style="list-style-type: none"> <li>• Kills gorse, broom, blackberry, tutus, sweet briar, matagouri &amp; lupins.</li> <li>• Also controls broadleaf weeds, including ragwort, thistles, fennel, nettle and inkweed.</li> <li>• Add SuperWetter penetrant year-round.</li> <li>• 10-12L/ha for brush species, and 250-300ml/100L handgun (gorse rate)</li> </ul>	<p>2L.....\$130</p> <p>5L.....\$245</p> <p>10L.....\$450</p> <p>20L.....\$795</p> <p>100L.....\$3650</p>
<p><b>COBBER</b></p> <p>300g/L CLOPYRALID as the amine salt.</p>  <p>ACVM No P7790</p>	<p>Controls hard-to-kill thistles in pasture.</p> <ul style="list-style-type: none"> <li>• Kills Californian, nodding, winged and variegated thistles incl large rosette and multicrown plants.</li> <li>• Mix with 2,4-D or MCPA where thistles resistant to those herbicides exist.</li> <li>• Also useful in cereal, Brassica and maize crops, plus forestry, orchards and shelter belts..</li> <li>• Use 1-2L/Ha by boom or 100-200ml/100L spot spraying. Also good for wiper application.</li> </ul>	<p>2L.....\$185</p> <p>5L.....\$370</p> <p>10L.....\$710</p> <p>20L.....\$1320</p>

**WINTER SALE**

Ends 30 June

Check Sale Prices on page 2

**WINTER SALE**

Ends 30 June

Check Sale Prices on page 2

**WINTER SALE**

Ends 30 June

Check Sale Prices on page 2

# WINTER SALE

Ends 30 June  
Check Sale Prices on page 2

# WINTER SALE

Ends 30 June  
Check Sale Prices on page 2

# WINTER SALE

Ends 30 June  
Check Sale Prices on page 2

PRODUCT	COMMENTS	SIZES & PRICES
<p><b>BUCKSHOT</b></p> <p>20g/kg PICLORAM GRANULES</p>  <p>ACVM No 7717</p>	<p>Granular herbicide for direct spot application.</p> <ul style="list-style-type: none"> <li>• Controls ragwort, nodding thistle, gorse, inkweed, broom, docks, hemlock, sweet brier, woolly nightshade, tutsan, blackberry.</li> <li>• Convenient and safe; apply by hand, by pogo stick applicator, or by applicator bottle.</li> <li>• Carry Buckshot on the bike, tractor or ute for opportunistic spot weed control.</li> <li>• Use 2g per plant or 30-55g/sq.m</li> </ul>	<p>5kg ..... \$65</p> <p>10kg ..... \$110</p> <p>20kg ..... \$200</p>
<p><b>RANGER</b></p> <p>750g/kg THIFENSULFURON-METHYL GRANULES</p>  <p>ACVM No 7668</p>	<p>Selective herbicide for use in pasture, wheat barley and oats.</p> <ul style="list-style-type: none"> <li>• Controls buttercups (annual, creeping and giant) and docks.</li> <li>• Scoop and measuring cylinder included.</li> <li>• Use at 20g/Ha, so 100g pack will treat 5 hectares.</li> </ul>	<p>100g ..... \$95</p> <p>1kg ..... \$855</p>
<p><b>TRICLO</b></p> <p>600g/L TRICLOPYR AS THE BUTOXYETHYL ESTER</p>  <p>ACVM No P7189</p>	<p>Controls broadleaf &amp; brush weeds without pasture damage.</p> <ul style="list-style-type: none"> <li>• Blackberry, broom, gorse, lupin, tutus, fennel, sweet brier, Old Man's Beard, plus most broadleaf weeds in pasture.</li> <li>• Apply in warmer months during active growing conditions.</li> <li>• Add SuperWetter for gorse and all woody species.</li> <li>• Brush weeds use 10L/ha or up to 300ml/100L by hand.</li> <li>• Broadleaf weeds in pasture use 2L/ha or 200ml/100L.</li> </ul>	<p>2L..... \$120</p> <p>5L..... \$225</p> <p>10L..... \$385</p> <p>20L..... \$675</p>
<p><b>SUPERWETTER</b></p> <p>100% ORGANOSILICONE WETTER-PENETRANT</p> 	<p>Boost spray performance on woody &amp; hard-to-kill species</p> <ul style="list-style-type: none"> <li>• Assists penetration, especially into stressed and dusty plants.</li> <li>• Reduces rain risk period, normally to under an hour.</li> <li>• Boosts herbicide performance by aiding in translocation.</li> <li>• Use at 100ml/100L, or 500ml-2L/ha depending on species.</li> </ul>	<p>2L..... \$60</p> <p>5L..... \$125</p> <p>20L..... \$470</p>
<p><b>SPRAYWETTER</b></p> <p>100% NON-IONIC SURFACTANT WETTER-PENETRANT</p> 	<p>Maximises herbicide performance in all situations</p> <ul style="list-style-type: none"> <li>• Permits faster &amp; more thorough penetration into plant.</li> <li>• Reduces rain risk period, normally to under an hour.</li> <li>• Use when herbicide directions do NOT specify a SuperWetter.</li> <li>• Use at 100ml/100L, or 500ml-2L/ha depending on species.</li> </ul>	<p>5L..... \$65</p> <p>10L..... \$115</p> <p>20L..... \$215</p>

# THE BACK PAGE

## • Rainbow & Brown

Rainbow & Brown Ltd is a privately-owned NZ company. Our factory and office is in Rotorua. We're now in our 9th year of operation, and have been growing strongly every year. We have customers all over New Zealand, including farmers, horticulturalists, spray contractors, nurseries, commercial and private gardeners, and many other businesses. Our products are sold direct, with no retailers, agents or middlemen involved, which is why our prices are so attractive ... it is effectively the "wholesale" price, direct from the manufacturer.

## • People

The directors of Rainbow & Brown are Paul & Chris Martin, who've both been involved in the NZ agricultural chemicals business for nearly 20 years. Both are actively involved in running and building the business. If you phone us, your most likely contact will be Rachael, our office manager. If you call in at the factory, you'll also meet Clinton, the factory manager. We're just a small family, but a happy one.

## • Ordering

You can order anytime by phone, online at [rainbowbrown.co.nz](http://rainbowbrown.co.nz), or by fax, e-mail or by letter. If you call on the freephone number, you may at times get an answering machine. That means we're already on the phone, or doing something else. Or it may be after office hours (see below). Please just leave your name and number, and we'll soon call you back. Or if we've already got all your details, just leave your order (*with your name and phone number*) on the machine.

## • Delivery

We send your order within 24 hours. Delivery will usually take between 1 and 4 days. If it hasn't arrived after that time, *call us* immediately so we can track it down for you. Delivery of orders of 60 litres or less will normally be to your door, including rural delivery addresses. However, delivery of larger orders will be to the nearby freight depot or drop-off point we will arrange with you when you place your order.

## • Factory & Office Hours

If you want to collect your order from our Rotorua factory, you're welcome. It's at 68A Tallyho Street. Open hours are 8.30 to 4.30, Monday to Friday. (**Note: May, June and July hours are 9.00am to 4.00pm**)

## • Payment

We send your invoice by mail, the day we send your order, so you'll know when it was shipped. Payment is due on 20th following month, and you can send a cheque or use direct payment to a/c No: 123155-0066374-00. The bank account number is also on both your invoice and your statement. We send statements out in the first week of each month.

## • Website

Our website is at [www.rainbowbrown.co.nz](http://www.rainbowbrown.co.nz). There you'll find full details of all our products, as well as labels, Safety Data Sheets (SDS), and a small library of useful reference articles about things like Chemical Safety, Calculating Application Rates, Comparing Prices, etc. You can use the website to order direct from us, or to send us a message. Please take a look and if you have any suggestions for improvement let us know.



## • Approved Handler Certificates (ERMA)

You DO NOT need an Approved Handler certificate to purchase ANY current Rainbow & Brown product. To apply MSF600, CropMate, Grassmate, Cobber, Ranger or Triclo in a "wide dispersive manner" (i.e. by boom spray), or apply it commercially (i.e. you're a contractor), or over water (i.e. you're a dickhead), then you DO need an Approved Handler certificate to apply it, but you DO NOT need a certificate to buy it. After August 2008 you will need an Approved Handler certificate to buy or apply Cobber herbicide.



PO Box 10049, Mail Centre, Rotorua 3046

E-mail: [mail@rainbowbrown.co.nz](mailto:mail@rainbowbrown.co.nz)

Freephone: (0508) 299 299

Fax: (07) 350 2008

[www.rainbowbrown.co.nz](http://www.rainbowbrown.co.nz)