

Agrovista Amenity: Innovation on Show at BTME 2026

Agrovista Amenity will return to BTME 2026 with a line-up that reflects its continued commitment to practical, science-led turf solutions. Visitors to Stand 126 will be able to explore two of the industry's most talked-about technologies – Attraxor® and Maxtima® – alongside an exciting new addition to Agrovista Amenity's product portfolio, the Thor robotic mower.

Attraxor® – growth regulation with real-world efficiency

Attraxor® has become a core part of integrated turf management programmes thanks to its proven ability to regulate growth quickly, consistently and across all major amenity grass species. Powered by prohexadione-calcium, the formulation inhibits the gibberellic acid pathway, reducing upward growth and easing mowing demands. Once mixed in the spray tank, the active is immediately activated by water and begins regulating within as little as four hours.

Visitors can speak to Agrovista specialists about how Attraxor® helps reduce clipping yield, increase labour efficiency and produce denser, higher-quality swards. Its strong performance at rates as low as 375 g/ha, its suitability for early-season use, and its compatibility with key fertilisers, colourants, herbicides and fungicides make it an adaptable option for greens, fairways and sports surfaces. Whether the goal is labour savings, improved playability or reducing the dominance of *Poa annua*, Attraxor® continues to deliver reliable results throughout the growing season.

Maxtima® – flexible, turf-safe disease control

Agrovista Amenity will also highlight Maxtima®, featuring mefentrifluconazole – the industry's first isopropanol-azole and a major step forward in DMI fungicide technology. Its flexible 'hook-like' molecular structure allows it to bind powerfully to target enzymes within fungal pathogens, delivering fast knockdown and long-lasting protection even in challenging, cool or variable weather.

With excellent turf safety, low application rates and up to 28 days of activity, Maxtima® provides broad-spectrum control while remaining a strong rotational partner for resistance management. Rapid foliar absorption forms internal leaf reservoirs, protecting the active from UV and wash-off and supporting extended translocation through the plant. The result is dependable performance against many of the toughest turf diseases encountered across golf, sports and amenity settings.

Introducing the Thor robotic mower

Making its BTME debut, the Thor robotic mower brings fully autonomous, all-electric mowing to professional turf management. Equipped with RTK, LiDAR and AI vision, Thor delivers precise navigation across large areas, cutting up to 36,000m² per day with a 730mm deck.



Issued on behalf of Agrovista UK by
Fusion Media (Europe) Limited
Press contact: Christopher Bassett
Telephone: +44 (0) 01474 240222
Email: chris.bassett@fusion-media.eu
www.fusion-media.eu

Agrovista UK Limited
Rutherford House, Nottingham Science & Technology
Park, University Boulevard. Nottingham. NG7 2PZ
Tel: +44 (0) 115 939 0202
Fax: +44 (0) 115 939 8031
Email: enquiries@agrovista.co.uk
www.agrovista.co.uk

Dual-wheel drive, robust all-terrain capability, auto-return charging and cloud-based mapping make the system a powerful option for sports fields, golf courses, public parks and estates seeking consistent finish with minimal operator input.

With real-time monitoring, safety sensors, a flexible cutting height range (10–100mm) and tablet or app-based control, Thor represents a future-ready approach to large-area mowing. Agrovista Amenity's technical team will be available throughout BTME to discuss product strategies, site-specific advice and integrated solutions. Visitors are encouraged to stop by Stand 126 to see the full range in action.

For more information about Agrovista UK, visit <https://amenity.agrovista.co.uk/>

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Photo Caption: Agrovista Amenity will return to BTME 2026 with a line-up that reflects its continued commitment to practical, science-led turf solutions.

Notes to editors:

Agrovista UK Limited is a leading supplier of agronomy advice, seed, crop protection products and precision farming services. Working in partnership with arable, fruit, vegetable, horticultural and amenity sectors, Agrovista is committed to helping customers manage their businesses more efficiently and more profitably. We are dedicated to our company purpose - releasing agronomic potential.

With roots originating more than 60 years ago, Agrovista offers a unique blend of local experience, research-based expertise, customer-based knowledge and trusted relationships; practicing values of honesty, integrity and fairness across all aspects of the business. Agrovista also embraces care for the wider environment, with an understanding of the important role now played by all those who manage the land, through dedicated initiatives such as Agrovista Soil Health and Agrovista Decision Support services.

Agrovista is part of leading international parent company, Marubeni Corporation.