



## COMPETITIVE INTELLIGENCE SERVICES

Competitive intelligence on pesticide products is available if you know where to look for relevant information and can interpret the data. Such insight can be critical to registration application, litigation support, and due diligence associated with potential mergers and acquisitions as well as data compensation assessments. It also facilitates planning product development, shaping marketing strategies, and long term product maintenance and defense.

**toXcel** offers a variety of research services targeted to meet the specific requirements of our clients while preserving their anonymity. For example, **toXcel** utilizes the National Pesticide Information Retrieval System (NPIRS) to give our clients timely insight into the regulatory activities of potential competitive pesticide products. Additional searches under the Freedom of Information Act and other resources are available. Our staff is trained to navigate the searches and interpret the output of data to determine the potential regulatory activity of competitors required under FIFRA to register or amend their product's label. We have the capabilities to expose new product registrations being sought, estimate the timeframes of competitive product changes, predict the nature of product label changes, and track the status of State registrations. Information obtained will be presented in a customized format that will allow maximum utility to your environment and situation.

These activities can be conducted at the onset of a project and/or may be utilized on an ongoing basis (e.g., monthly monitoring of competitors' registrations, submissions, and even media articles regarding targeted products.) Let us help you with your competitive intelligence needs.

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