

# Agricultural Formulations Services (AFS): Major Chemical Company Partners with Stepan to Deliver a New Eco-Friendly Product to Market

## AT A GLANCE

After seeing success with a specific solvent in pre-emergent formulations, a manufacturer partnered with **Stepan Advanced Formulation Services (AFS)** to develop application data and potential formulations for future customers to improve market adoption.

### HEAR WHAT CUSTOMERS ARE SAYING

*“Integration with the Stepan R&D group has been seamless, it’s like they are part of our team.”*

*“Service isn’t really the right word for what you do because it’s so much more than that. It’s really more of a partnership.”*

*“Excellent communication, the team is easy to work with, and their expertise is very apparent.”*

## Go-To-Market Success

- Enhanced product development timing and quality
- Tailored marketing data set to improve adoption
- Improved speed to market

## CHALLENGES

Due to limited resources and expertise, the manufacturer faced issues developing application data and formulation options for customers, which created a challenge in marketing their product in the industry, highlighting the need for an external partner like Stepan AFS to achieve its formulation goals quickly.

## SOLUTIONS

Stepan AFS and the customer collaborated closely to identify potential applications for their product. Once the applications were identified, Stepan designed and executed rigorous application testing, including seed germination and greenhouse trials for post-emergent herbicides. Together, they pinpointed the most promising application and generated the data needed to support market claims. In addition, the Stepan team used its development expertise to create formulation options that addressed target segments and enabled the customer to not only launch a new product but successfully break into a new market—a significant milestone for their business.



### Greenhouse Testing

Completed proof of concept herbicide efficacy testing to demonstrate performance of the formulated system.



### Formulation Development

Developed stable, high-performance formulations with synthetic active ingredients across multiple emulsifiable concentrate formulations.



### Biological Capability

Proved that the solvent could be added to various biological organisms with minimal effects to the actives.



### READY TO EXPLORE MORE?

For more information visit  
[www.stepan.com/agriculture](http://www.stepan.com/agriculture)

# Stepan AFS: Your Strategic Partner For Accelerated Development

## BENEFITS



1

### Client-Focused Partnership

We collaborate closely with clients, acting as an extension of their team, and provide high-quality, market-ready formulations backed by clear communication and data-driven insights.

2

### Speed to Market

We understand the critical importance of time in bringing products to market. AFS prioritizes agility and responsiveness, adapting to meet the project's specific demands while maintaining the highest quality standards.

3

### Risk Mitigation & Expertise

With over 100 years of combined expertise, we share our knowledge with your team to mitigate the risks of a new product launch in the market. AFS can provide support such as secondary source approvals for raw materials.

4

### Comprehensive Services & Support

We offer more than just formulation services—providing end-to-end support in product development, efficacy testing, stability optimization, scale-up processes, and product positioning—with complete transparency.

5

### Solution-Oriented

Our unbiased approach ensures we source and utilize the best technologies for your product, focusing solely on meeting your specific product and process needs and goals.



## ABOUT STEPAN AFS



AFS helps bridge the gap between research and commercial reality, optimizing formulations for practical use. Our team partners with you to find the right solutions, ensuring your product meets the highest quality and performance standards to deliver innovative, market-ready formulations.

Operating from a foundation of firsthand knowledge and experience, AFS utilizes technical acumen and formulation expertise to forge a path toward resolutions to difficult problems. AFS is a reliable, seamless extension of your R&D team, partnering with you through development, testing, and scale-up. We foster growth at every stage, walking alongside our partners to elevate customer aspirations and bringing insightful solutions to the market.



### NEED QUESTIONS ANSWERED?

For more information visit [www.stepan.com/contact-us.html](http://www.stepan.com/contact-us.html)