

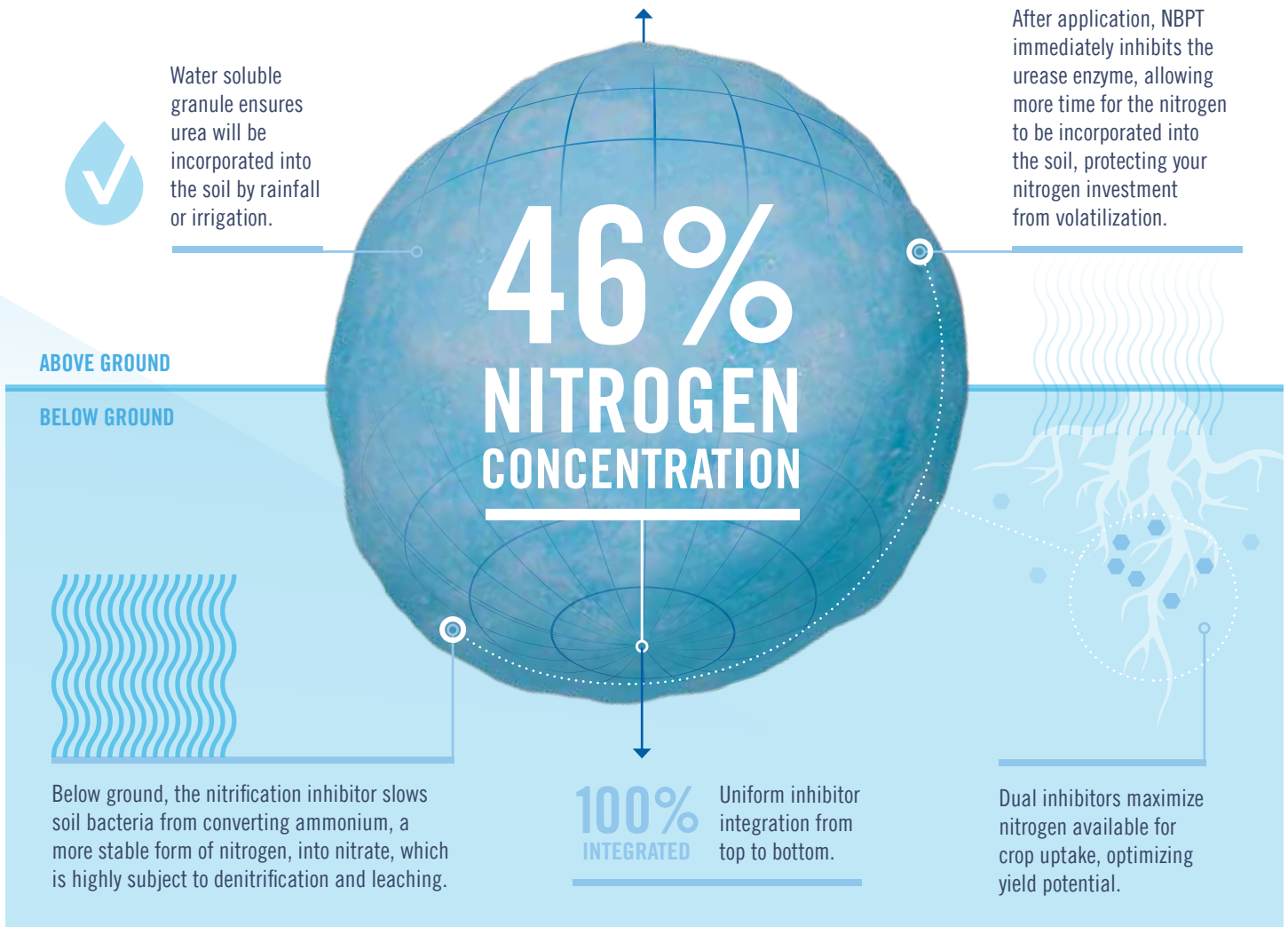
HOW IT WORKS

SUPERU[®]

Protect your nitrogen investment from all three forms of nitrogen loss with the unsurpassed efficiency of SUPERU[®] premium fertilizer from Koch Agronomic Services. Featuring the highest concentration of nitrogen available in a finished fertilizer, SUPERU contains both a urease and nitrification inhibitor to guard against volatilization, denitrification and leaching.

PROTECTION ABOVE AND BELOW GROUND

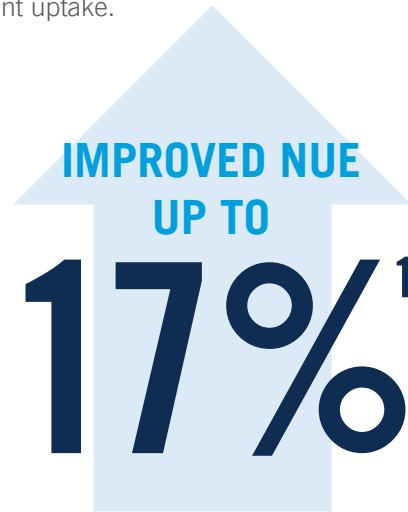
SUPERU is a granular, ready-to-use, stabilized urea-based fertilizer that utilizes exclusive N-TEGRATION™ Technology to integrate the active ingredients evenly into every granule. This means SUPERU provides consistent nutrient protection and allows for maximum nitrogen uptake.



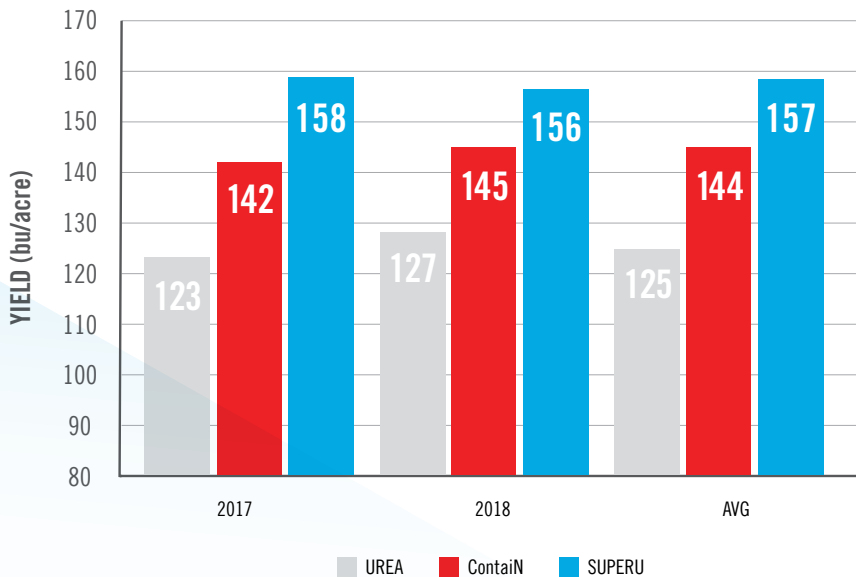
SUPERU VS. THE COMPETITION

SUPERU utilizes agronomically-effective levels of active ingredients that are approved by the Association of American Plant Food Control Officials (AAPFCO). Above ground, NBPT protects nitrogen until it can be incorporated into the soil. Below ground, DCD extends the time nitrogen is stable and available for plant uptake.

With two proven levels of protection, you can be confident that more of your nitrogen fertilizer investment will be available when your crop needs it. Researchers often measure the effectiveness of nitrogen stabilizers by evaluating the crop's nitrogen use efficiency (NUE), which is how much nitrogen is required to produce one bushel of grain. In a two-year University of Missouri research study, SUPERU increased NUE in corn by 17 percent over urea treated with Contain™.¹



CORN YIELD BENEFIT WITH SUPERU



When you increase the efficacy of your fertilizer investment, you optimize your yield potential at the end of the season — where results matter most. In the same two-year University of Missouri study, **SUPERU outperformed untreated urea by 32 bushels per acre of corn and urea treated with Contain™ by 13 bushels per acre.**¹

SUPERU – CHANGE THE WAY YOU GROW

Above and Below Ground Protection. One Premium Fertilizer.

Contact your retailer today to get started or visit SUPERUfertilizer.com for more information.