

# THE SUPERIOR FERTILIZER

**SUPERU<sup>®</sup>**

In a class of its own, SUPERU<sup>®</sup> premium fertilizer delivers unsurpassed productivity and efficiency in one ready-to-use product. Specially formulated with the highest concentration (46%) of readily available nitrogen in a stabilized urea-based granule, it protects against all three forms of above and below ground nitrogen loss. SUPERU fertilizer helps growers optimize yield and increase efficiencies, all while practicing good land stewardship.

READY-TO-USE

## UNSURPASSED PRODUCTIVITY & EFFICIENCY PREMIUM FERTILIZER

### FEATURES & BENEFITS OF THE BEST

#### PROTECTS AGAINST NITROGEN LOSS

SUPERU fertilizer guards against all three forms of above and below ground nitrogen loss – volatilization, leaching and denitrification – using urease and nitrification inhibitors.

#### SCIENTIFICALLY PROVEN RESULTS

Backed by 25 years of research and hundreds of trials, the science behind SUPERU fertilizer is shown to enhance nitrogen efficiency and optimize yields.

#### FLEXIBLE APPLICATION

Growers know their investment is protected, even when applied to the surface.

#### IMPROVED PRODUCTIVITY

Optimize yield and streamline operations with the easy-to-use and convenient finished granule.

#### COMPLETELY SOLUBLE

SUPERU fertilizer arrives readily available for plant uptake.

#### INCORPORATED PRODUCT

N-TEGRATION™ Technology means the power to protect nitrogen is uniformly integrated within every single granule.

#### MORE ACRES, LESS TIME

SUPERU fertilizer allows for broader and more even spread patterns, meaning growers can cover more acres in less time than with UAN and anhydrous ammonia.

#### EASE OF USE

SUPERU fertilizer offers reduced handling time and is not sticky or gummy.



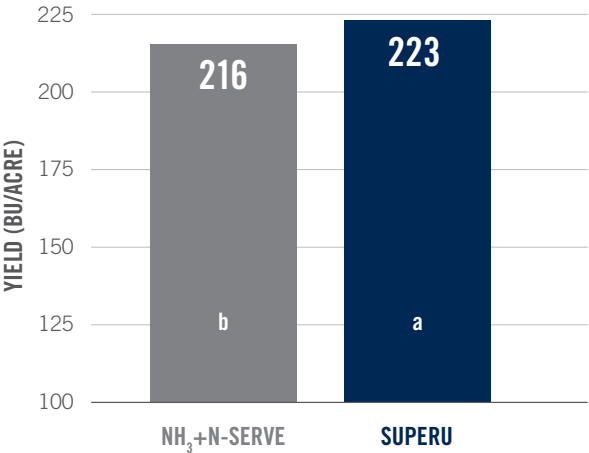
# SCIENCE SUPPORTS SUPERU FERTILIZER

Recently, researchers conducted a study under rainfed conditions in Glyndon, MN to assess the impact of urease and nitrification inhibitors on nitrogen loss. The results showed that SUPERU fertilizer reduced calculated cumulative nitrate leaching by 30%.

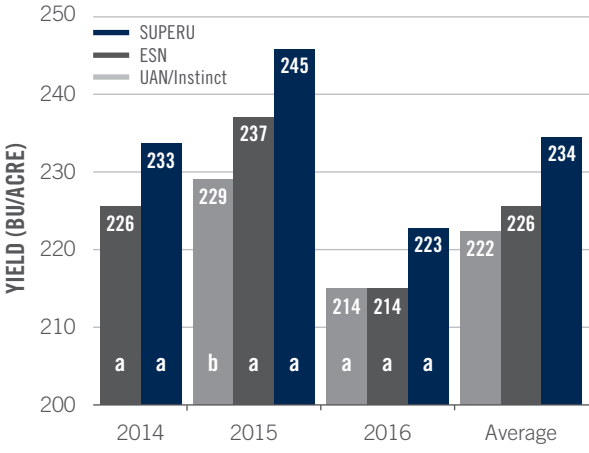
## OUTPERFORMING THE REST

From 2014-2016, the University of Illinois conducted a study in Urbana, DeKalb, Monmouth and Perry, IL in which they compared the performance of SUPERU fertilizer with anhydrous ammonia treated with N-Serve. Averaged across 10 site years, application of SUPERU fertilizer to corn fields resulted in a yield advantage of 7 bu/acre over anhydrous ammonia treated with N-Serve.

Two additional studies conducted by the University of Illinois in Urbana from 2014-2016 compared SUPERU fertilizer to ESN<sup>®</sup> and to UAN treated with Instinct<sup>®</sup>. Averaged across three years, application of SUPERU fertilizer resulted in a yield advantage of 8 bu/acre over ESN. Averaged across two years, application of SUPERU fertilizer resulted in a yield advantage of 12 bu/acre over UAN treated with Instinct.



IL 2014–2016 (Urbana, DeKalb, Monmouth, Perry)  
 150 lbs. N applied at planting  
 SUPERU treatments were broadcast  
 Means within a year followed by the same letter are not statistically different



Urbana, IL 2014–2016  
 150 lbs. N applied at planting  
 SUPERU treatments were broadcast

Source: Nafziger and Schaefer, University of Illinois; Illinois Fertilizer and Chemical Assn.  
 Means within a year followed by the same letter are not statistically different

\*Neither University of Illinois, nor the individual researchers referenced, endorse or recommend any product or service. N-Serve<sup>®</sup> is a registered trademark of Dow AgroSciences LLC.

\*Neither University of Illinois, nor the individual researchers referenced, endorse or recommend any product or service. ESN<sup>®</sup> is a registered trademark of Agrium, Inc. Instinct<sup>®</sup> is a registered trademark of Dow AgroSciences LLC.

For more information about how SUPERU premium fertilizer can improve your efficiency and productivity, contact your retailer or representative or visit SUPERU.com today.