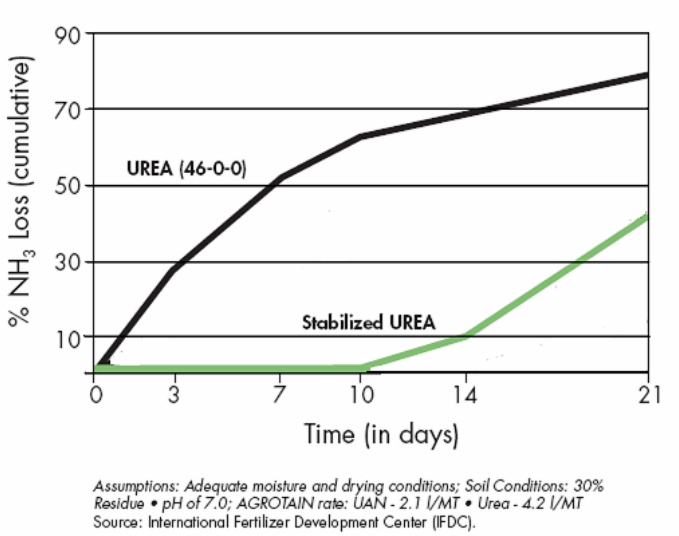
Improving Your Nitrogen Efficiency

Introducing IV-14 Enhanced Award Fertilizer

High fertilizer prices putting a crimp on your profitability? Today Lawn Care Operators are looking to control their costs while providing results for their customers. Award Professional Fertilizer with IV-14 is the answer.

- **Reduce Nitrogen Volatility by 30%**
- **Less Ammonia & Carbon Dioxide Gas Released Into The Atmosphere**
- **Go Green!**
- **Use a Lower Nitrogen Analysis & Get The Same Results As A Higher Nitrogen Product**
- **Lower Cost Per 1,000 sq. ft.**



Assumptions: Adequate moisture and drying conditions; Soil Conditions: 30% Residue • pH of 7.0; AGROTAIN rate: UAN - 2.1 l/MT • Urea - 4.2 l/MT
Source: International Fertilizer Development Center (IFDC).

Get the most out of your fertilizer applications by using Award Professional Fertilizers with IV-14 an additive that inhibits volatility. Stabilizing the urea so that it is not lost into the air, allows it to move into the soil to be used by the turf, improving your nitrogen efficiency.

When nitrogen is not lost into the air you are able to use a lower nitrogen analysis and get results. This lowers your cost per 1,000 sq. ft. and gives your customers the same results had a higher nitrogen product been used.

Reducing your fertilizer costs will help keep you profitable while keeping your customers happy.

AWARD

PROFESSIONAL TURF FERTILIZER

Quality Products Excellent Service

EC GROW

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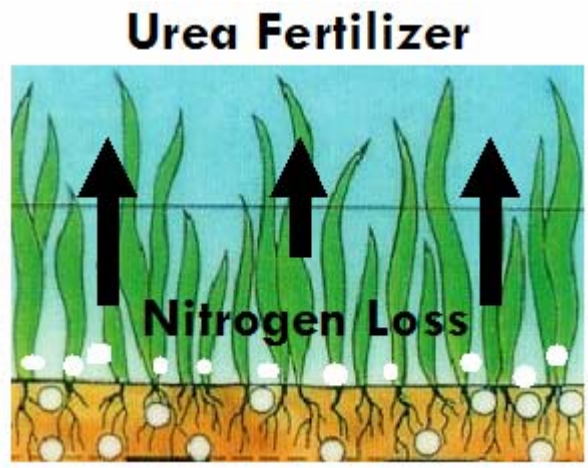
www.ecgrow.com

Award IV-14 Mode of Action

Fertilizer Application
Urea nitrogen fertilizer applied and in the grass canopy is subject to environmental effects such as volatilization before it moves into the soil.



Benefits of IV-14
When you apply fertilizers with IV-14 you're applying a nitrogen source with inhibitors that delays the natural course of the soil nitrogen cycle.

IV-14 urease inhibitor prevents hydrolysis by neutralizing urease enzymes. IV-14 is not a slow release nitrogen but helps minimize volatilization and loss above ground, allowing valuable time for rainfall and irrigation to work the stabilized nitrogen into the soil, where it benefits the turf.

Volatilization
Once applied, urea rapidly undergoes hydrolysis when in the presence of moisture and the enzyme urease. Through this process the urease enzymes in the soil and surrounding thatch convert nitrogen into two by-products, ammonia (NH_3) and carbon dioxide, both which are readily lost into the atmosphere.

On average, 30% of ammonia nitrogen will be lost within days of application through volatilization unless it is moved into the soil by rainfall or irrigation.

Under normal condition it takes 3/4 of an inch of rain to move the urea into the soil. Watering can fuel the volatilization process as moisture combines with urease enzymes contributing to continued nitrogen loss.

Award IV-14 Fertilizer