

# Precision-Controlled Nitrogen

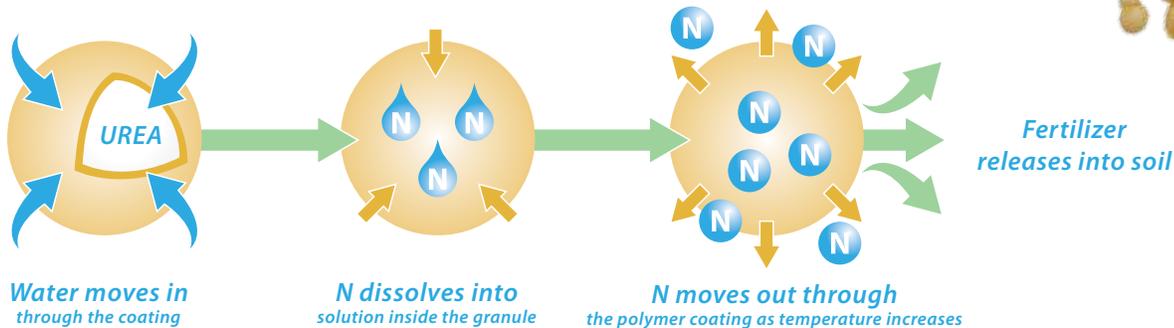


## With DURATION CR® Controlled-Release Fertilizer, At Least One Thing About Your Job Is Predictable.

With DURATION CR® fertilizers from Agrium Advanced Technologies, nitrogen (N) is released gradually throughout the plant's growth cycle, resulting in precise, predictable feeding that lasts for months. Available in four longevities with various release rates, DURATION CR will take the worry out of maintaining healthy turf, ornamentals and specialty crops while giving you the exceptional performance you demand. All of our DURATION CR products have been extensively tested in field trials for both turf and agricultural applications and consistently stand out from the competition. Plus, laboratory testing has proven that DURATION CR can easily withstand normal handling and abrasions.



### HOW IT WORKS: Temperature-Controlled Diffusion



**Optimal Nutrition, Made Predictable.** DURATION CR offers polymer-coated urea with 43 to 44% nitrogen, produced by an advanced generation polymer-coating technology that delivers a predictable release of nutrients. The key to the steady release is the application of a micro-thin membrane that completely coats the nitrogen fertilizer. Water passes through the polymer membrane, dissolving the nutrients inside. The pressure created releases the nutrients through the polymer membrane at a controlled rate, ensuring that only the prescribed supply of nutrient is received. Only temperature influences the release rate so you don't have to worry about microbial activity or excessive moisture.

**Benefits Of Precision Release.** When using controlled-release fertilizers, predictability is a necessity. With DURATION CR, you know exactly what the plants are getting, and when. What this means for you is:

- **Reduced Applications**  
Using DURATION CR means avoiding the peaks and valleys associated with multiple applications; this results in reduced costs, reduced soil compaction and reduced total nitrogen fertilizer applications.
- **Lower Potential For Leaching Nitrogen**  
Because the DURATION CR granule is protected by a polymer coating, the nitrogen is protected, even under the wettest conditions.
- **Healthier Plants**  
Extensive testing demonstrates that DURATION CR consistently delivers balanced feeding for stronger, well-nourished plants.

# Precision-Controlled Nitrogen



**Nitrogen When You Need It.** Our superior, controlled-release nitrogen is available in four longevities: DURATION® 45, DURATION® 75, DURATION® 120 and DURATION® 180. These improved products replace our earlier DURATION line (Type 1 through Type 5) and are engineered to last from 45 to 180 days at 73° F. (Colder temperatures will allow products to last even longer.)

## Duration 45 Controlled-Release Fertilizer



*DURATION 45 is ideal for lawn and other turf applications where six to eight weeks of nutrition is needed. At 44% nitrogen, DURATION 45 is a very cost-efficient, controlled-release fertilizer.*

## Duration 75 Controlled-Release Fertilizer



*Turf, landscape and nursery professionals know that balanced feeding over the growing season produces the highest quality plants. Made with 44% nitrogen, DURATION 75 delivers even feeding and nutrient release between 60 and 90 days.*

## Duration 120 Controlled-Release Fertilizer



*For those professionals looking for even fewer applications of nitrogen during the growing season, we have developed DURATION 120. With an average release of 120 days, its unique properties allow it to be used in numerous crop, ornamental and turf management situations.*

## Duration 180 Controlled-Release Fertilizer



*Newest to the DURATION family, our season-long DURATION 180 is ideal for high-value agriculture and horticulture crops. DURATION 180 can be used as a season-long topdress application for both container and field-grown ornamentals, plus other areas as well.*

*Release Specifications for 80% Total Nitrogen Release at 73°F.*

**Please Consult** your Agrium Advanced Technologies representative to determine the best DURATION CR product for your cultural practices.

### Contact Information

Canada	United States
888.757.0072	888.757.0072
10 Craig Street	2915 Rocky Mountain Ave., Ste. 400
Brantford, ON N3R 7J1	Loveland, CO 80538

### Your Sales Representative

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_