

THERE IS ONLY ONE BLACK

For Sustainability, Nutrition, Yield and Profit

...and the demand for



keeps growing!

WE NOW OFFER YOU

OUR "ENHANCED EFFICIENCY FERTILISERS" RANGE!

Our Black Fertiliser Products affect the soil environment actively by:

- Stabilising nutrients (N, P & S), reducing losses to the environment
- Stimulating important micro-organisms in the soil
- Supplying your plants and soil micro-organisms with the essential nutrients needed to optimise productivity



Revolutionary carbon exterior

25-30% MORE NITROGEN reaches the plant with BLACK UREA®



Ordinary Urea

THE FUTURE OF FERTILISER EFFICIENCY IS HERE!

Highly effective BLACK UREA® and BLACK DAP™ are the future of affordable, productive farming! The patented carbon coating offers a greater extent of proven agronomic benefits that ordinary NPK based fertilisers do not.

The unique complex coating of BLACK UREA® and BLACK DAP™ delivers:

- Optimal production, quality and profit
- A more sustainable, environmentally-friendly approach
- Greater efficiency of applied fertiliser

HOW DO BLACK FERTILISERS™ WORK?

By promoting the pathway of Nitrogen which is most efficient to the plant...

- The patented coating (Launch®) contains carbon organic catalysts (organic acids, carbohydrates, trace elements, bio-stimulants, surfactants) that provide a very high nutrient exchange capacity around the fertiliser granule and serve soil microorganisms an extremely high energy packet.
- Nitrogen is stabilised in the soil primarily as ammonium and protein (in microbes) with a sustained release to nitrate controlled by the plant-soil interaction (rhizosphere).
- Phosphorus is stabilised with carbohydrate to avoid reactions with multivalent cations (tie -up).
- The reduction in fertiliser need (because it is more efficient) reduces negative impacts on the environment (which are expensive losses to the grower).
- Do they work everywhere? Yes but not always economically. By working on a physical and biological level, only where these processes are limiting will an economically viable result persist. Soils with <3% soil organic matter (SOM) and/or a low cation exchange capacity (CEC) will always perform to expectations, soils out of this range may perform if biological activity is suppressed due to other environmental influences.
- Why not just use humic acid? We do include a small amount of technical humic acid to provide exchange capacity (and colour). Only those humic compounds with a specific ratio of functional groups and with a very high surface area are effective at these small amounts and none are capable of increasing the metabolic necessity of target soil microbes by themselves.

© Launch is a Registered Trade Mark of EcoCatalysts Pty Ltd

Your Local Distributor is:



MAXIMISE

Sustainability, Fertility, Yield and Profits

BLACK UREA®

BLACK DAP™

BLACK BLENDS™

MINIMISE

Input Costs!

This break-through in fertiliser technology enables you to increase the efficiency of applied nitrogen or phosphate (greater yield per kg of applied Nitrogen & Phosphorus)!



Black Urea® Is Proudly Manufactured By Advanced Nutrients Pty Ltd.

Future Farming
INFO LINE: 1800 244 009
www.blackurea.com.au



IS NITROGEN USE EFFICIENCY A PROBLEM?

BLACK UREA®

DELIVERS SUSTAINED NITROGEN RELEASE TO YOUR SOIL

Problem: With ever-increasing input costs, you cannot afford to apply an inefficient source of nitrogen. Scientific literature reports up to 50% of your nitrogen can be lost from high pH and/or sandy soils when using ordinary granular urea.

Solution: BLACK UREA®, with its patented carbon coating, provides powerful chemical, biological and physical benefits over ordinary white urea.

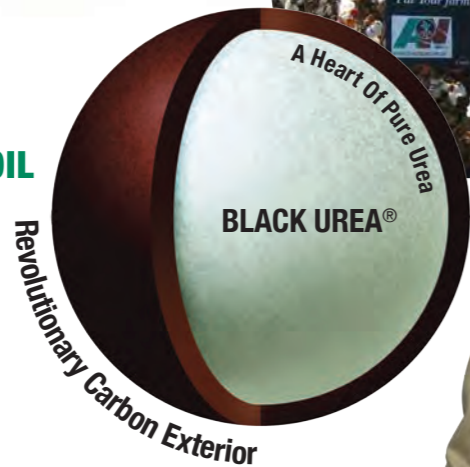
BLACK UREA® FROM ADVANCED NUTRIENTS®.

A NATURAL SOLUTION FOR ENHANCED EFFICIENCY FERTILISERS.

- BLACK UREA® marks a new level in fertiliser efficiency; less fertiliser is needed to yield the same results as with ordinary urea.
- BLACK UREA® delivers sustained release of nitrogen to plants; less rank growth, less bitter tasting nitrates, higher protein contents.

SUSTAINED RELEASE OF NITROGEN

1. Reduced losses of fertiliser (and your money) to the environment (leaching, volatilisation, denitrification, run off, wind).
2. Nitrogen is stabilised in the soil as ammonium and protein (microbes).
3. Independent research has shown under varying moisture conditions over 10 week cycles, there is a 40 - 60% lower loss with BLACK UREA® as a top dressed fertiliser than with ordinary urea.



IS PHOSPHATE TIE-UP AN ISSUE?

BLACK DAP™

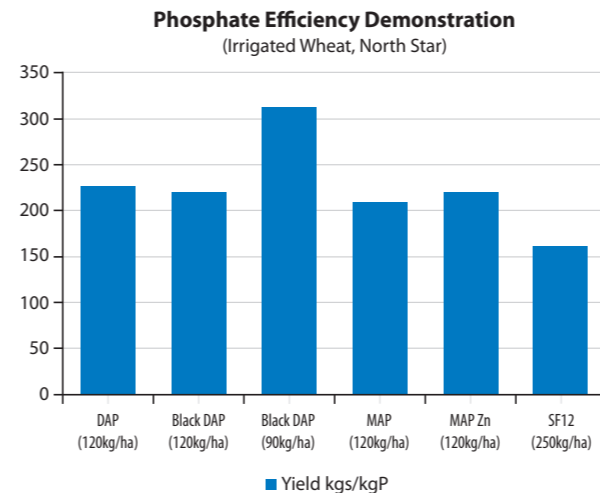
WHY DO YOU NEED PHOSPHATE?

- Low phosphate retards plant growth leading to weak crop development resulting in poor yield
- Low phosphate reduces product quality and shelf life
- Low phosphate causes poor soil fertility

BLACK DAP™ ENERGIZES YOUR SOIL TO THE MAXIMUM WITH PHOSPHATE!

- BLACK DAP™ ensures that plants have a sustainable source of energy.
- The patented carbon coating promotes sustained release (avoid phosphate tie-up).
- BLACK DAP™ can be safely applied pre-plant, planting or top dressed for MAXIMUM performance.
- Field trials have demonstrated that BLACK DAP™ is 25% more efficient than ordinary DAP.

YOU BUY LESS AND GET MORE...



NEED CUSTOMISED COMBINATIONS?

BLACK BLENDS™

SUSTAINABLE SOIL SOLUTIONS

Advanced Nutrients® offers you customized combinations in the form of BLACK BLENDS™. These blends are developed to meet the specific nutrient requirements of your soil, as determined by accurate soil analysis.

- BLACK UREA® and BLACK DAP™ are compatible with many other fertilisers (e.g. MOP, SOP, Gypsum, Zinc Sulphate)
- The blends are balanced to ensure that each element is synergistically available

This is the route to OPTIMUM fertility.

