

# StandUp® SeasonMAX®



PCT | Sunrise® StandUp® SeasonMAX® is a naturally-derived polymer that protects your phosphorus fertilizer investment. Compatible with liquid and dry phosphorus, SeasonMAX® improves nutrient uptake and plant performance.

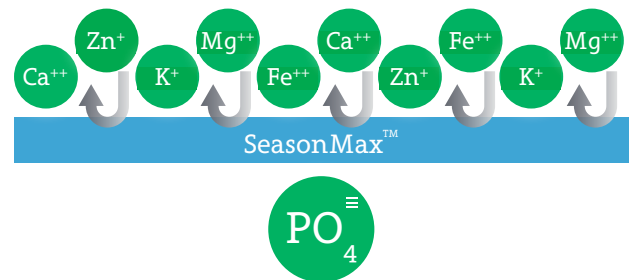
Up to 90 percent of unprotected phosphorus fertilizer applied binds with opposite-charged nutrients, such as calcium, magnesium and potassium, forming insoluble compounds. These compounds fall out of the soil solution and are unavailable for plant uptake. Only after several years, these compounds slowly dissolve and re-enter the soil solution.

Phosphorus treated with SeasonMAX® is more immediately available to the plant and accessible throughout the growing season. The active ingredient in SeasonMAX® intercepts and binds with opposite-charged nutrients, preventing the formation of insoluble compounds with phosphorus. This allows all nutrients to be available to the current year's crop.

Extensively researched in university trials, the active ingredient in SeasonMAX® is 10 times larger than competing products. The greater size protects against rapid soil breakdown and increases the amount of phosphorus it protects.

SeasonMAX® can be added to your liquid starter fertilizer at a rate of 1% and applied in-furrow or 2x2. Or, add to your dry phosphorus fertilizer at a rate of 3-4 quarts per ton.

The PCT | Sunrise team of agronomists and chemists continually research, test and formulate their own precise blends to ensure current nutrients needs are being met.



## Product Stage Applied

