

Think less. Since **FRACTION**'s cost per acre is comparable to ordinary dry AMS, you're no longer forced to compromise between a liquid alternative at a steep price, or a dry adjuvant that carries higher operating costs due to its much higher use rate.

Ordinary AMS:
high operating costs

Liquid Alternative:
high product cost



Fraction:
low operating costs
low product cost

Average Two-Year Research Southern Illinois University

Researcher: Bryan Young

Herbicide: RoundUp® WeatherMax* (22 fl. oz./acre)

*Registered trademark of Monsanto Co.

Evaluation: 14 days after treatment

PRODUCT	USE RATE per 100 GAL	H ₂ O HARDNESS	ANNUAL GRASSES	WATERHEMP <small>(data from 2004)</small>	RAGWEED / COCKLEBUR
FRACTION	4 lbs	200 ppm	99%	96%	97.5%
AMS	17 lbs	200 ppm	99%	96%	97.5%
FRACTION	4 lbs	350 ppm	99%	98%	98.0%
AMS	17 lbs	350 ppm	99%	99%	98.0%
FRACTION	4 lbs	1,000 ppm	99%	99%	98.5%
AMS	17 lbs	1,000 ppm	99%	99%	99.0%

It's a no-brainer; contact your distributor about switching to **FRACTION**, and think **less.**



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Fraction is a registered trademark of KALO, Inc.

Thinking too much?

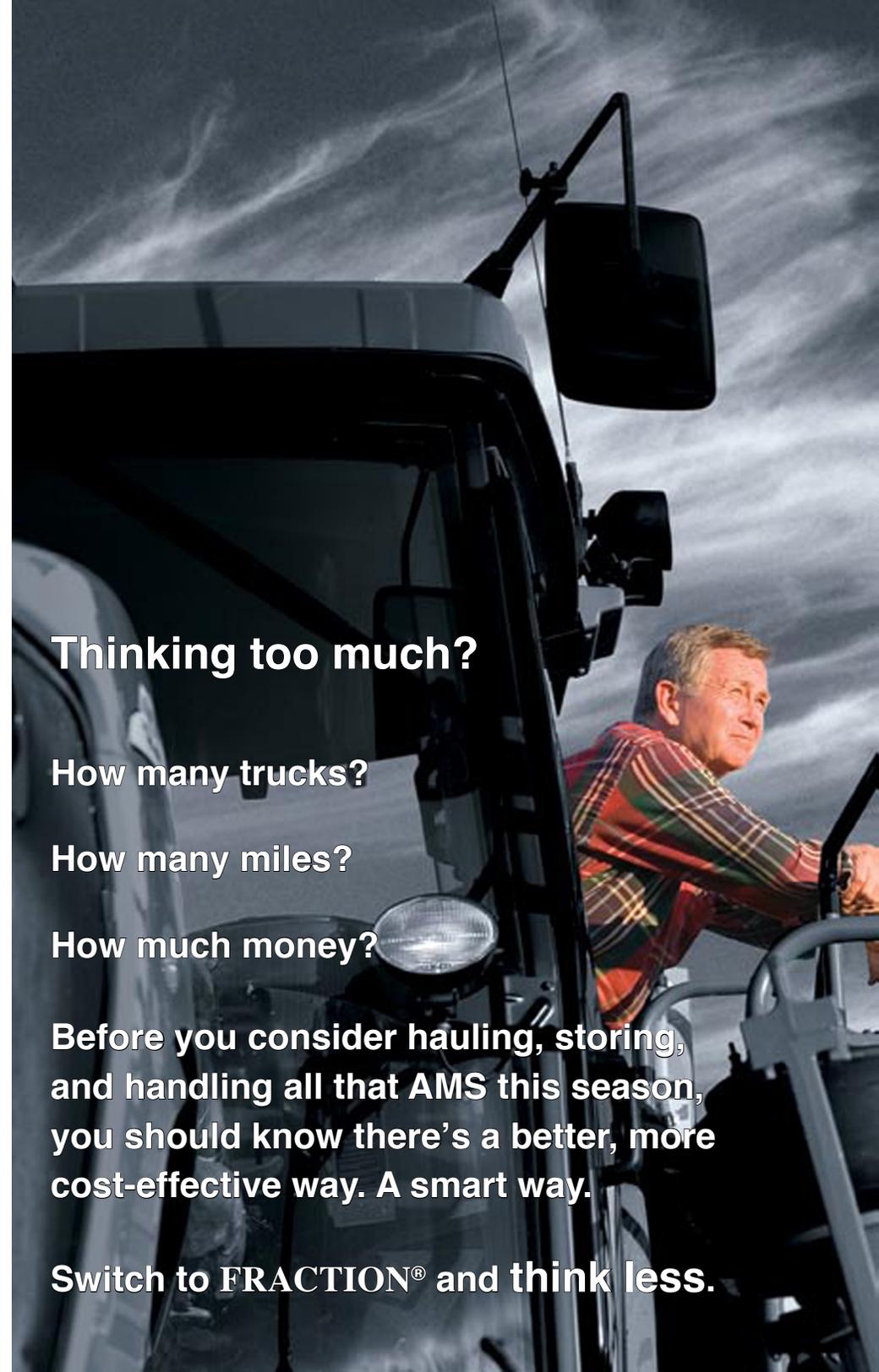
How many trucks?

How many miles?

How much money?

Before you consider hauling, storing, and handling all that AMS this season, you should know there's a better, more cost-effective way. A smart way.

Switch to FRACTION® and think less.



FRACTION means less per acre.

- less product volume.
- less time spent handling adjuvant.
- less operating expense.



Think less product.

The next generation adjuvant. It makes more sense than anything else out there. **FRACTION** contains refined AMS, but because it's also fortified with other ingredients that boost its efficacy, **FRACTION** gets the job done with about 76% less product than ordinary spray grade AMS.

A typical application using **17 pounds** of AMS needs only **4 pounds** of **FRACTION**.



Think less overhead.

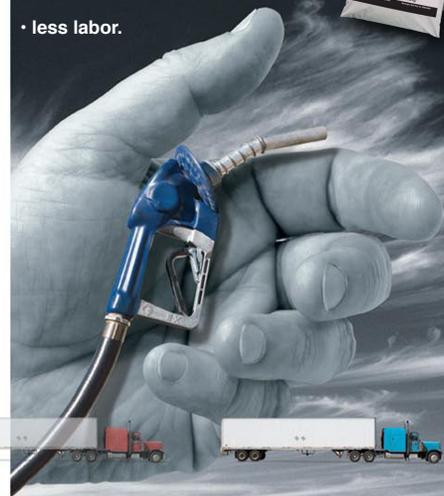
In your business, using less adjuvant means a more profitable operation. Consider what switching to **FRACTION** would save you on fuel costs, for example. How much less will you spend at the pump to get your adjuvant from point A to point B?

Imagine loading adjuvant onto one truck instead of four.



FRACTION means less expense.

- less fuel for hauling.
- less storage space.
- less labor.



Think less time.

With **FRACTION**, you'll spend less time loading, shipping, and handling than with ordinary AMS. And as most hard-working people would agree, a little time saved is worth a lot.



Think less hassle.

FRACTION is highly soluble, with very refined and uniform granulation. You're assured of precise, consistent dilution rates, and you don't have to worry about sprayers getting clogged or damaged by debris. In **FRACTION**, you won't find any of the contaminants that end up mixed in with ordinary AMS, so there's no wasted volume; you get exactly what you pay for.



FRACTION is screened, milled, and screened again under highly controlled conditions.

