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Grupa Azoty adapts fertilizer portfolio to market demands

Grupa Azoty is expanding its product line in the field of ammonium nitrate, a primary nitrogen fertilizer. Initially, production of the fertilizer with a 33.5% nitrogen content, previously the flagship product of Grupa Azoty ZAK, will also begin at Grupa Azoty Puławy. The next step involves rebranding the product from ZAKsan 33.5 to megAN 33.5. This move accelerates the integration of production, sales, and marketing activities in the Agro segment across the entire Grupa Azoty Capital Group.

The new megAN 33.5 brand stands out for its safety and efficiency, combined with extensive and precise fertilization. Ensuring continuity of supply through production in two locations is also crucial. The central theme of the megAN brand communication will be the slogan: "MEGA NITROGEN IN MEGA GRANULES." The product under the new name is scheduled to launch at the end of July. During the transition period, both brands, ZAKsan and megAN, may coexist. At the same time, Pulan Macro N32 will gradually be replaced by megAN 33.5. However, Pulan 34.4 prill, the flagship fertilizer produced at Grupa Azoty Puławy, will continue to be sold under its current name.

Grupa Azoty currently operates six modern mechanical granulation lines (in Kędzierzyn, Tarnów, Puławy), producing fertilizers with various chemical configurations and granulations. These lines primarily produce large, macro products, mainly intended for modern agricultural enterprises.

*The concept of six mechanical granulation lines dates back to 2013 when we began preparing investment assumptions. In recent years, project implementations in this area have not fully aligned with the original plans. Consequently, we cannot yet claim full utilization of the production capacities of all six lines. Key to this is the commissioning of the fifth nitric acid line, which, according to the schedule, should happen this fall, and this is what we are striving for. The commercial launch of this investment will allow us to fully utilize available production capacities and further develop Grupa Azoty's product portfolio. Advanced work is underway on another product - we have successfully tested it in Puławy and will begin tests in Kędzierzyn-Koźle in the coming weeks. The new product is expected to hit the market this year, says **Hubert Kamola, Vice-President of the Management Board of Grupa Azoty S.A., responsible for the Agro segment and President of the Management Board of Grupa Azoty Puławy.***

Mega Nitrogen in One Granule with Calcium and Magnesium

Ammonium nitrate contains two forms of nitrogen: nitrate, which is quickly available to plants, and ammonium, which acts more slowly but remains available for longer periods. This makes it a primary fertilizer in our climate zone. Nitrogen is the most yield-forming element, determining the size and quality of the crop. megAN 33.5 contains nitrogen in the nitrate-ammonium form. The product has a wide range of practical applications and is

suitable for any farm. It can be used to fertilize all types of crops. It is a "large granule" product (95% of the product is in the form of granules with dimensions of 2-5 mm), allowing for very wide spreading. Uniform granulation ensures even fertilizer distribution over the field surface. The large granule is suited for efficient farming, larger areas, and effective application over long distances.

This solution enhances the use of equipment available in agricultural enterprises. Another advantage of megAN 33.5 is the applied granulation technology (so-called mechanical granulation), which prevents granules from clumping, crushing, and abrasion. As a result, the fertilizer can be spread without causing dust, which hinders work. The fertilizer is enriched with secondary nutrients, such as calcium and magnesium. Both magnesium and calcium fertilization increase nitrogen efficiency.