

MAXFORCE[®]

PRIME

Technical Information

Simply irresistible to cockroaches



Maxforce Prime is an imidacloprid-based gel utilising a *simply irresistible* bait matrix which was first developed in the USA when German cockroaches started to show aversion to many commercially available gel baits.

The process of bait aversion development has been shown to be an ongoing evolution in cockroach populations. Bait aversion has not yet been scientifically proven in Australia but it is only a matter of time in situations where gel baits have been used repeatedly over time.

As market leaders in gel bait technology, Bayer Environmental Science has developed Maxforce Prime to help prevent this phenomenon becoming widespread here. Use Maxforce Prime pro-actively as a rotation option to preserve the level of efficacy of your other product lines.

Target pests

- Cockroaches

Areas of use

Domestic, Commercial and Public Service buildings including farm buildings, food processing establishments, factories, hospitals, homes, kitchens, offices, restaurants, retail outlets, store-rooms, vehicles and other situations which fall within these definitions.

Key features:

- Unique blend of bait ingredients – a *simply irresistible* bait formula
- Excellent gel consistency
- Contains imidacloprid
- Minimal PPE required
- Unobtrusive application technique
- Highly safe method of cockroach control – minimal amounts of active substance used

Application rate and delivery

- 1 – 3 spots per square metre

Comments on application

The activity of Maxforce Prime will be quicker against German cockroach adults than nymphs. Due to the irresistible nature of the bait matrix, cockroaches will tend to feed on this gel more readily and rapidly than other products, and this can lead to a faster level of control being achieved.

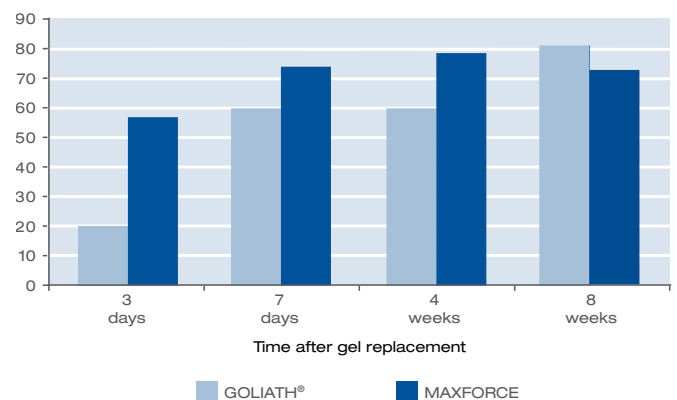
What is bait gel aversion?

In some situations German cockroaches may develop an aversion to certain food ingredients in gel baits. Bait aversion will be readily noticeable if cockroaches are not attracted to a bait spot within minutes of it being placed near them. This phenomenon does not necessarily exist in all situations and the failure of a gel bait to control cockroaches should not always be attributed to aversion.

Maxforce Prime has been developed with a balanced blend of ingredients to specifically overcome bait aversion identified in certain strains of German cockroaches. Since the occurrence of bait aversion is not predictable, but is largely dependent on repeated gel bait use in a given population of cockroaches, this product should be considered as part of an integrated cockroach control program which utilises rotation with other gels as well as judicious use of other control methods such as dusts and residual sprays (where applicable) in order to ensure that aversion to this, and other gels, does not develop over time.

It is important to note that gel aversion is not the same as Insecticide Resistance (since it is independent of the active ingredient used).

Mean % reduction in German cockroach numbers (to 4 weeks) in a field trial in Sydney (UTS 2006)*



Through market leading Research and Development, Bayer Environmental Science is committed to providing quality, highly effective and safe pest management solutions for Pest Management Professionals.

Best practice guidelines

- ☑ Conduct a thorough inspection prior to application of any chemical product
- ☑ Read and follow directions on the label
- ☑ Avoid application of synthetic pyrethroid sprays around areas where gel baits have been applied
- ☑ Monitor bait placements at regular intervals; replenish gel if previous application has been consumed and cockroaches remain a problem, increasing the number of spots if necessary
- ☑ Avoid applying to areas which are regularly washed
- ☑ To avoid resistance development and/or development of bait aversion, rotate with other gel baits which use other active substances and different bait matrices and consider integrated use of other control methods too (eg. use of non-repellent dusts and sprays)



Product profile

Active ingredient information:

21.5 g/kg imidacloprid

Insecticide group:

Chloronicotinyl

Formulation type:

Ready to use gel bait

Pack size available:

30 g

Product safety

Personal protective equipment required:

None

No products produced by Bayer Environmental Science have been shown to be carcinogenic, teratogenic or mutagenic

Regulatory information

APVMA Approval number: 61629

AQIS IOA Status: Category 16 Type D

Poisons Schedule: Exempt

Other regulatory information:

Use of this product according to the registered label is consistent with the requirements of HACCP Procedures used within food processing establishments

Impact on the environment

All pesticides are regulated under the Agricultural and Veterinary Chemicals Act to ensure that they do not pose an unacceptable risk to human health and the environment

For information regarding pesticide regulatory process please visit the Australian Pesticides and Veterinary Medicines Authority website at www.apvma.gov.au



Bayer Environmental Science

ALWAYS READ AND FOLLOW THE REGISTERED PRODUCT LABEL PRIOR TO USE.

MAXFORCE® is a registered trademark of Bayer.

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For more information on MAXFORCE contact Bayer Environmental Science www.bayeres.com.au

Bayer Environmental Science
A Business group of Bayer CropScience
Bayer CropScience Pty Ltd
391-393 Tooronga Road
Hawthorn East Victoria 3123
Ph: 1800 223 002 Fax: 1800 223 112

**QUEENSLAND
NORTHERN TERRITORY**

Doug McCarron
0428 149 104

NEW SOUTH WALES

Paul Conradt
0448 349 901

**VICTORIA
SOUTH AUSTRALIA
WESTERN AUSTRALIA
TASMANIA**

Jim Westhead
0407 342 234

Distributor Information