CONFIDENCE STARTS HERE

New non-repellent technology, unmatched performance



Seclira® Cockroach Gel
Insecticide

Goliath® Gel
Cockroach Bait

Seclira®
Insecticide

Termidor® Residual
Termiticide & Insecticide

BASF
We create chemistry

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New technology - unmatched performance

For many years, general insecticide technology for ant, cockroach, spiders and other general pests has relied on a class of chemistry known as synthetic pyrethroids. Although synthetic pyrethroids are effective at rapidly knocking down insects which come in contact with them, long lasting population control is often difficult to achieve as these insecticides are not designed to be passed from insect to insect.

BASF has pioneered the introduction of a range of new chemistries for general pest control which, unlike synthetic pyrethroids, are designed to control the problem (the colony) not simply kill insects. BASF's novel insecticides are powered by the company's genuine non-repellent technology, which is designed to be undetectable to the target pests. This allows the pest to unknowingly interact with the treated surface, maximising exposure to the target insect pests. It is at this point that this unique non-repellent technology takes effect, where insects return to their nest to pass on the insecticide to other individuals in the colony. This ultimately results in colony mortality and long lasting total population control. Synthetic pyrethroids on the other hand do not have this transfer effect capacity. An added benefit of this technology is pest managers can be more targeted with their insecticide treatments and only apply insecticides where needed, rather than relying on a total blanket coverage approach.

What to expect

BASF have introduced a range of non-repellent brands to the Australian market including Termidor®, Seclira® and Goliath®. Your professional pest manager will identify which product or combination of products best suits your situation and home. Application of these insecticides will be targeted to key harborage, feeding and movement areas to ensure maximum pest to insecticide interaction whilst minimizing the use of insecticides where they are not required.

Unlike older synthetic pyrethroid chemistries, post-application you will see significantly less dead cockroaches, ants or other pests scattered throughout your home – in fact you may not see any. BASF's non-repellent chemistry is designed to have a delayed action to ensure the pests that interact with treated surfaces can transport insecticides back to the colony - ultimately leading to a pest free environment for the long term. This means you may notice some pest activity shortly after treatment, but it is nothing to be concerned about.

BASF's pioneering insecticide technology and your professional pest manager will work to provide you a pest free environment, with minimal disruption.



For more information visit
pest-control.basf.com.au
or call **1800 558 399**

ALWAYS READ AND FOLLOW LABEL DIRECTIONS BEFORE USING ANY PRODUCT IN THIS FACT SHEET

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