Small spots, powerful performance

The power of **Goliath** *Cockroach Gel lies in its greater speed of action and its exceptionally high activity against cockroaches. Very high cockroach mortalities are achieved more quickly than with other baits. Under laboratory conditions, this high mortality is achieved within 12 hours of cockroaches consuming the gel.*

Fast control is important with gel baits. If they take too long, customers will not be satisfied and additional treatments may be required.

With **Goliath**, however, visible effects and reductions in cockroach populations can be seen overnight.

Faster control also means greater customer satisfaction and reduced call-backs. **Goliath** is highly active against cockroaches. This means that extremely low amounts of chemical are required to achieve excellent levels of control.

Goliath Gel Spot Size Recommendation	
Small cockroach species:	Large cockroach species:
3-4mm in Diameter	6mm in Diameter
(e.g. German cockroach, brownbanded cockroach)	(e.g. American cockroach, smokey brown cockroach, Oriental cockroach, Australian cockroach)

Goliath Cockroach Gel

The most advanced cockroach treatment

- Clean, odourless and unobtrusive
- Highly effective in extremely low doses
- Fast-acting and rapidly spread to cockroaches in inaccessible harbourages through the 'Transfer Effect'
- Applied simply, safely and conveniently
- Retains attraction and potency for long-lasting control
- Does not go hard or runny in the tube

For clean, efficient treatment of cockroach infestations, **Goliath** is the professional choice.

GOLIATH® COCKROACH GEL

BASF Australia Ltd
500 Princes Highway, Noble Park, Victoria, 3174

Product Information Hotline
For further information,
contact Freecall 1800 006 393

www.termidor.com.au

Distributor Details



Small Investment Goliath® Return

Disclaimer: The information submitted in this publication is based on current BASF knowledge and experience. In view of the many factors that may affect its application, this data does not relieve the user from carrying out their own tests. The data does not imply assurance of certain properties or of suitability for a specific purpose. It is the responsibility of the user to ensure that any proprietary rights and existing laws and legislation are observed. © Copyright BASF 2009.

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Maxforce ® Registered trademark of Bayer AG.

Goliath should be applied by licensed Pest Control Operators only.

BASF
The Chemical Company

CGOL0609SPV01

The professional's choice for cockroach control

Since its introduction, ***Goliath®*** *Cockroach Gel has created a revolution in professional cockroach control.*

Although numerous attempts have been made to copy this very successful cockroach control product, the original is definitely the best.

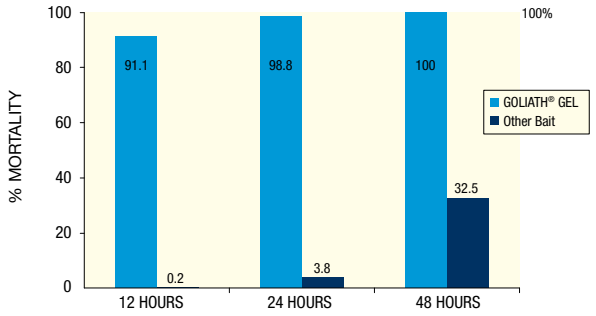
The secret of **Goliath** is that it not only contains the extremely effective new generation active ingredient fipronil but it is combined with a superior, very attractive and stable bait matrix. It only requires three to five grams of **Goliath** to treat an average-sized home.

Unlike sprays, **Goliath** attracts cockroaches to feed on the product. Cockroaches that feed on the gel return to their harbourages and pass a lethal dose to others that they contact.

By utilising the natural behaviour of cockroaches to return to harbourages, **Goliath** controls cockroaches at their source. This translates into highly effective, long-term control. The gel that remains after the infestation has been controlled will continue to be effective, and will provide protection and control of future infestations for a period of approximately three months.

Goliath can only be applied by a professional whose knowledge of cockroach biology will maximise the effect of gel placement.

GOLIATH® Gel efficacy laboratory conditions on German cockroaches - Prof Singgih, Bogor, Indonesia



Graph 1: Goliath provides rapid and effective control of German cockroaches. 100% control achieved in 48 hours.

Transfer Effect™

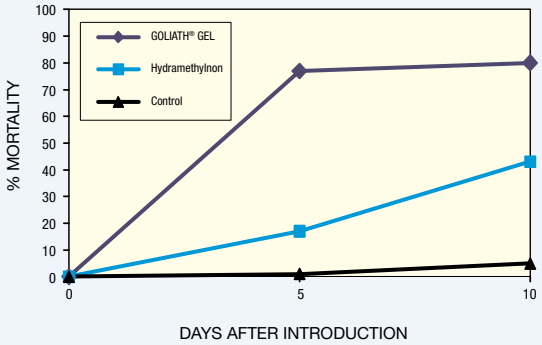
Once cockroaches have eaten ***Goliath*** *Cockroach Gel, they contaminate others through cannibalisation and consumption of faecal matter.*

This means that **Goliath** has a powerful "Transfer Effect™" or secondary kill that extends its activity to areas that are difficult to treat, ensuring that the population of cockroaches is fully controlled. In effect, each cockroach that consumes the gel acts as a mobile bait, taking product back to the harbourage.

This unique transfer effect is a particularly important mechanism, as not all cockroaches will find the gel placements. Knockdown products like sprays, which cause rapid mortality, do not have this effect because the cockroaches are killed before they have the chance to return to the harbourage. Hence, while sprays provide quick knockdown of cockroaches, they can have difficulty in completely controlling infestations where cockroaches remain hidden or do not expose themselves to the sprayed surfaces.

The Transfer Effect uses the natural behaviour of cockroaches to extend the activity of **Goliath** throughout the infestation. This is one of the major reasons for the very high level of control provided by **Goliath**. While other baits may claim secondary kill, only **Goliath** has the Transfer Effect to ensure it works much more rapidly and effectively.

Percent mortality of German cockroach nymphs by secondary kill Goliath Transfer Effect trials - University of Technology Sydney



Graph 2: Goliath provides superior transfer against German cockroaches.

Advantages of using Goliath

When a customer employs a pest control company to control cockroaches, they are looking for a combination of the following:

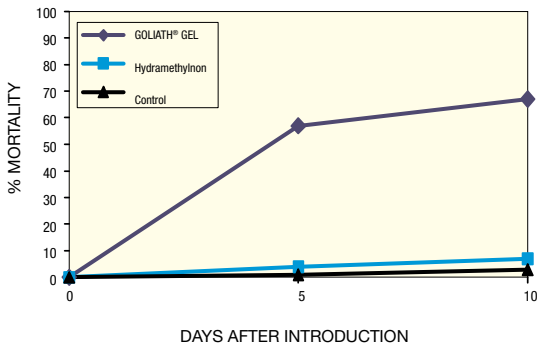
- fast eradication
- no re-infestation
- no disruption
- no health risks

Goliath Cockroach Gel causes no disruption and provides fast, effective control.

Goliath is unique in combining the benefits of baiting with fast eradication. **Goliath** can be applied with minimal disruption to commercial premises and without the need to vacate the premises.



Percent mortality of American cockroach nymphs - secondary kill Goliath Transfer Effect trials - University of Technology Sydney



Graph 3: Goliath provides superior transfer against American cockroaches