



 **BASF**

We create chemistry

Complete Cockroach Control

Protecting Reputations, Health Ratings,
and Profitability

Whenever a cockroach is seen at one of your accounts, your business is at risk. Cockroach sightings are often linked to the wrong pest control products and strategies used. As a result, you risk losing the account and often spend more time and money trying to save it.

BASF Complete Cockroach Solution reduces risk of cockroach infestations and protects what matters most – your and your customers' reputations, local health department ratings, and profitability. With the best strategy and portfolio of innovative technology available for cockroach control, roaches won't stand a chance.

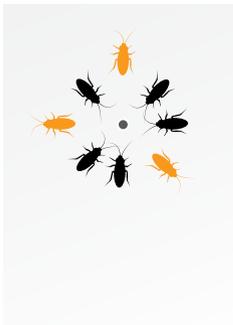


Challenge

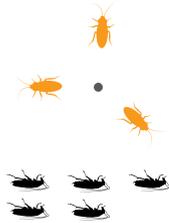
Bait Aversion

Bait aversion can occur when a single gel bait product is used exclusively for cockroach control.

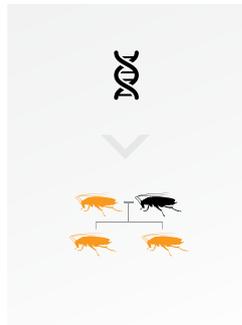
Repeated use of the same gel bait product over time



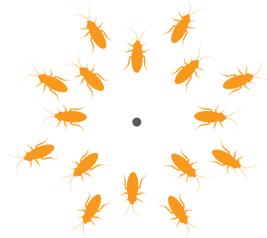
The “picky eater” cockroaches that don’t like the product’s food matrix avoid eating it.



Cockroaches that don’t eat the bait survive.



Cockroach survivors breed and pass on the genetic trait that transfers bait aversion to offspring.



Surviving cockroaches produce a bait averse population that avoids eating the bait.

● Gel Bait Placement



Non-gel-bait Averse Cockroach



Gel-bait Averse Cockroach

Best Practice

To eliminate chance of bait aversion, rotate baits formulated with different food ingredients every three to six months. Exposing cockroaches to a varied menu is the key to effective management.

- Continuous Rotation
- Use multiple baits with different food matrices
- Use Integrated Pest Management techniques

BASF Solution

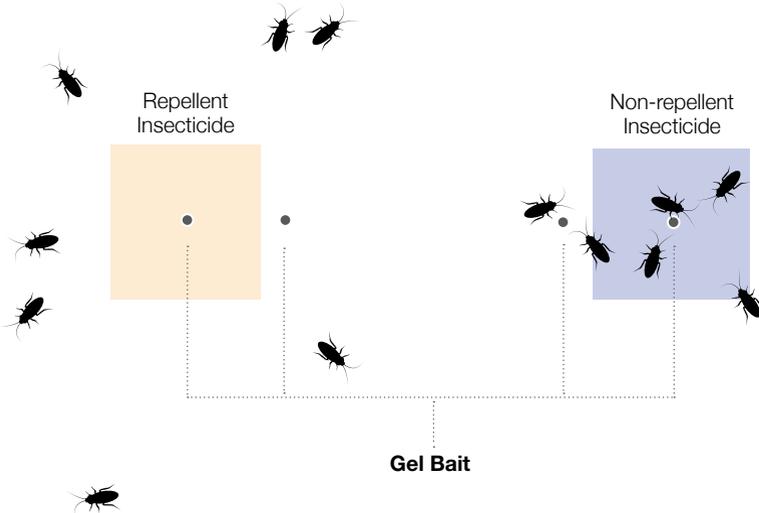
Alpine[®] Cockroach
Gel Bait Rotation 1
Reservoir

Alpine[®] Cockroach
Gel Bait Rotation 2
Reservoir

Avert[®] **DF**
Dry Flowable
Cockroach Bait

Challenge Repellency

When repellent insecticides, such as many pyrethroids, are applied to surfaces, cockroach infestations will often fragment and spread. This may account for the unfortunate sightings of cockroaches in sensitive areas like dining rooms and reception areas. Additionally, the use of repellent materials near bait deposits may deter or prevent cockroaches from feeding on the bait.



Best Practice

To protect your and your customers' reputations, it's important to prevent unfortunate cockroach sightings and bait contamination during and following treatment.

- Use non-repellent insecticides
- Avoid using repellent insecticides:
 - near or where bait is used
 - where cockroach scattering could create issues or concerns



BASF Solution

Alpine® WSG
Water Soluble Granule
Insecticide

PT® Alpine®
Pressurized Insecticide

Phantom®
Termiticide-Insecticide

PT® Phantom® II
Pressurized Insecticide

Challenge

Chemical Resistance

**Non-resistant
Cockroach**

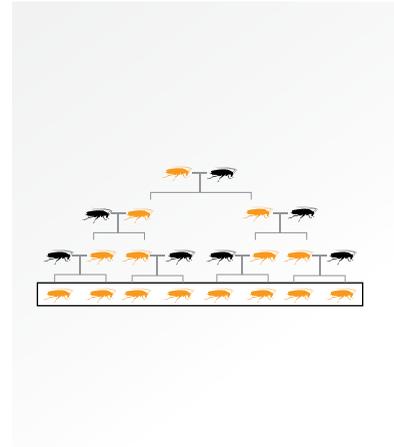


Insect Dies

**Resistant
Cockroach**



Insect Survives



Pesticide resistance occurs when insects no longer react negatively to a particular active ingredient at the same level they once did.

These survivors reproduce and pass on their resistance to their offspring.

Ultimately, a once-effective product no longer controls cockroaches because they are now resistant to the active ingredient.

Best Practice

How can you prevent or overcome chemical resistance?

- Use products containing different modes of action, active ingredients, and classes of chemistry
- Rotate products regularly
- Use Integrated Pest Management techniques

BASF Solution

Alpine® WSG
Water Soluble Granule
Insecticide

Avert® DF
Dry Flowable
Cockroach Bait

PT® Alpine®
Pressurized Insecticide

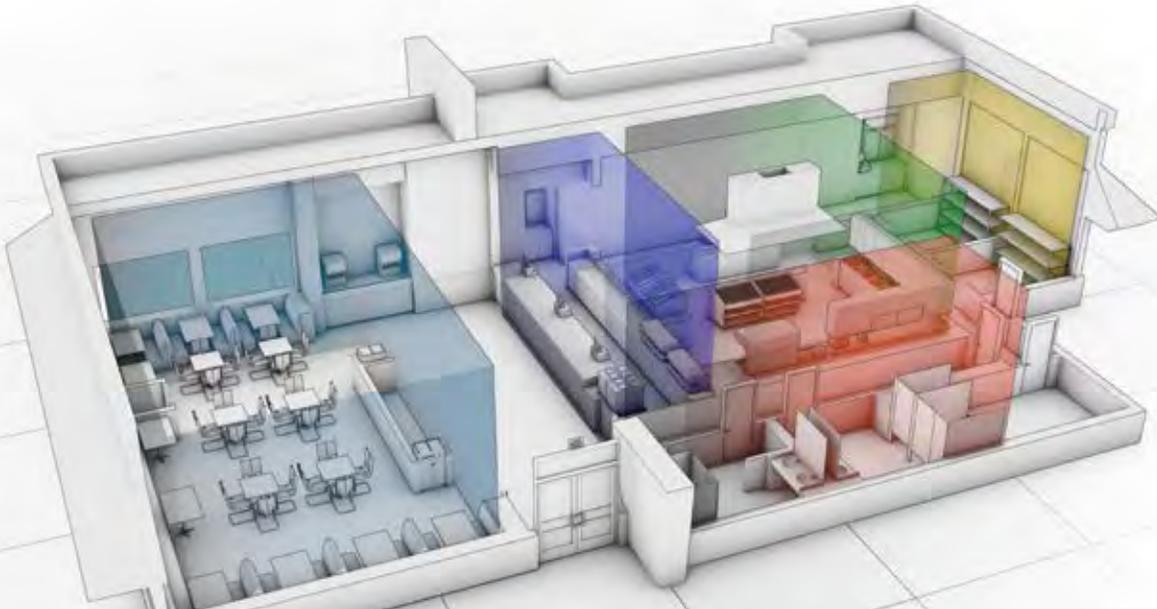
Phantom®
Termiticide-Insecticide

PT® Phantom® II
Pressurized Insecticide

Challenge

Complex Treatment Areas

Servicing an entire facility can entice the Pest Management Professional to inspect and treat only easily-accessible areas and surfaces — leaving deep harborages untreated.



Best Practice

A focus-zone-based approach during each visit can be the key to superior cockroach control.

1. Divide the account into manageable focus zones.
2. Focus service efforts on the microhabitats where roaches are most likely to live within each zone.
3. Rotate the zones being focused on for each service visit.
4. Use sticky traps to monitor all zones for quick and easy inspection of areas not being serviced.
5. Use products and application techniques most suitable for each microhabitat.

BASF Solution

Comprehensive Pest Management Training



Alpine® WSG Water Soluble
Granule Insecticide

PT® Alpine® Pressurized Insecticide

Alpine WSG insecticide and **PT Alpine** pressurized insecticide are proven, fast-acting, non-repellent formulations that do not scatter roaches, contaminate gel bait placements, or deter cockroaches from feeding on bait. Both products are easy to use and offer versatile labels that permit Crack & Crevice®, void, and spot treatments even when food handling establishments are in operation. With **Alpine WSG** insecticide and **PT Alpine** pressurized insecticide, the risk of roach sightings is decreased and cockroaches will eat the bait.



Phantom® Termiticide-Insecticide

PT® Phantom® II
Pressurized Insecticide

Phantom termiticide-insecticide and **PT Phantom II** pressurized insecticide are unmatched, high performing, non-repellent insecticides made to manage cockroach resistance. Their mode of action, uncouplers of oxidative phosphorylation, is different from all other registered insecticides because it disrupts energy production at multiple target sites within the cells of the cockroach. The products' active ingredient, chlorfenapyr, is a pro-insecticide, which is metabolized by the roach's own enzymes into a chemical form more toxic to the roach than in its original form. With **Phantom** insecticides, cockroaches are controlled and the chance of cockroach resistance is not likely.



Alpine[®] Cockroach Gel Bait Rotation 1 & 2 Reservoirs

Alpine cockroach gel bait rotation 1 & 2 reservoirs are the solution to breaking the cycle of cockroach bait aversion. This attractive, fast-acting, and reliable rotational gel bait duo contains dinotefuran, the only active ingredient granted Reduced Risk Status by the EPA for use in both public health and food handling establishments. With very different food ingredients in each formulation, **Alpine** cockroach gel bait rotation 1 & 2 reservoirs will vary the menu to cockroaches, reducing the risk of bait aversion and increasing cockroach control.



Avert[®] **DF** Dry Flowable Cockroach Bait

Avert DF cockroach bait, is the most unique cockroach bait that will go where no gel bait can go. Penetrating deep into cracks, crevices and voids, this highly attractive and efficient bait allows you to now apply a bait to challenging areas where roaches are known to live, breed, and hide. It provides lethal consumption of bait through direct feeding and Pick-n-Preen. Whether roaches are hungry or not, **Avert DF** cockroach bait consistently controls cockroaches on a deeper level.

the best science + full support + state of the art products = cockroaches don't stand a chance

BASF is committed to giving you the best strategy and portfolio of innovative technology available for cockroach control. From training and support to the most advanced cockroach products available, count on us to increase your service efficiency and customer satisfaction.

Contact your BASF representative and find out how easy complete cockroach control can be.

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pestcontrol.basf.us

Always read and follow label directions.

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