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Bell's new 15g Brodifacoum FORMUS BLOX controls rodents with a smaller chemical footprint

“EVERY INGREDIENT IN FORMUS WAS SELECTED WITH A MOUSE-CENTRIC FOCUS, WITH THE GOAL TO BE THE ULTIMATE BAIT FOR REALLY TOUGH MOUSE INFESTATIONS”

— PETER MARTIN

BELL'S DIRECTOR OF RESEARCH & DEVELOPMENT

As a “green” approach to pest management begins to reshape the industry, Bell Laboratories is at the forefront with new products that minimize the chemical footprint of its rodenticides while capitalizing on the effectiveness of its bait formulation.

One such product is FORMUS, Bell's newest bait with the powerful single-feed, second-generation anticoagulant, Brodifacoum.

Specifically developed to appeal to mice, FORMUS is formulated in an economical 15g BLOX, half the size of Bell's traditional BLOX. And, the active ingredient in FORMUS is half the concentration of conventional Brodifacoum baits, 0.0025 percent — strong enough to control rodents yet posing a lower risk to non-target animals.

Named for the house mouse, *Mus Musculus*, FORMUS is specifically developed

with mice in mind, though it also controls rats.

“Every ingredient in FORMUS was selected with a mouse-centric focus, with the goal to be the ultimate bait for really tough mouse infestations,” said Bell's Director of Research & Development, Peter Martin.

“FORMUS meets the taste requirements for mice. It's bite-size for mice. And, with a 15g BLOX, PMPs can put out more placements per ounce. Mice are nibblers so by increasing placements, you increase the probability that mice will come across the bait, eat it, and thus you kill more of them,” Martin pointed out.

Outgrowth of Island Conservation Research

Decreasing the amount of toxicant in FORMUS, from 0.0050 to 0.0025 percent, grew out of Bell's research in recent years on developing bait for sensitive rat eradication projects on islands off the coasts of Scotland,

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What's Inside

- New 15g FORMUS BLOX formulated for ultimate mouse control
- Rodent monitoring and tracking made easier with new DETEX with Biomarker
- Bell showcases five innovative new products to more than 3,000 attendees at PestWorld 2009
- Haddad promoted to Regional Sales Manager for Northeast



<http://www.facebook.com/pages/Bell-Laboratories-Inc/58604531155>

The 15g FORMUS BLOX is sized for mice.



Follow their trail

DETEX

with Biomarker



Bell adds Biomarker to Non-Toxic DETEX BLOX

Kermit the Frog aside, it's easy being green these days with Bell's new DETEX with Biomarker. The popular non-toxic bait was recently re-formulated with a unique substance that makes rodent droppings glow neon green under black light.

An indispensable tool in monitoring rodent activity, DETEX with Biomarker now can also be used to track rodent movement and to identify rodent harborage.

Biomarker is a special additive that passes through the rodent unchanged. Droppings from rodents that have consumed DETEX with Biomarker appear normal color under regular light but glow a bright neon green under black light.

"Biomarker makes it easy to detect and identify rodent feces, and consequently to fol-

low a rodent's trail," noted Mark Westover, Bell's Director of Sales.

"By tracking the droppings, PMPs can see where rodents are going. If a trail stops, it could indicate an access point into a building."

Green Value in Sensitive Accounts

Industry consultant, Bobby Corrigan, Ph.D, in the October issue of Pest Control Technology magazine said non-toxic monitoring blocks, like DETEX, "have particular green value in sensitive facilities such as zoological gardens, city parks, animal-rearing facilities."

New DETEX with Biomarker also works for monitoring rodent activity in schools, food warehouses, and other sensitive accounts.

How to use Biomarker with an IPM Program



STEP 1

- Apply Detex with Biomarker as a monitoring bait (inside and out) to determine rodent activity and points of entry.

STEP 2

- Once rodent pathways and harborage areas have been identified, place control measures at points of highest activity.

STEP 3

- Once rodent infestation is taken care of, replace control measures with Detex with Biomarker to monitor for future problems.

Bell showcases five new innovative products at PestWorld '09 in Las Vegas



DETEX with Biomarker works well indoors and out, placed in bait stations, to monitor and track rodent activity.

Under black light, the “glowing” droppings help PMPs identify the specific species and size of the infestation, as well as track rodent movement to harborage and nesting areas. Active burrows become visible under black light.

Leads to Smaller Chemical Foot Print

Monitoring with DETEX with Biomarker can lead to a smaller chemical footprint in accounts. Droppings containing Biomarker help PMPs identify rodent runways, enabling them to more accurately determine if rodents are present and, if so, to place control measures, whether it's traps or bait, where they are most effective.

“Pre-baiting with non-toxic DETEX also ensures ready acceptance when bait is substituted,” Westover added.

Included in Corrigan's *Partial List of Green Rodent Management Materials and Products*, DETEX provides PMPs with “an additional tool of being able to track the activity and path of exterior rodents around sensitive facilities. Conventional rodenticide baits or kill traps can then be substituted should pest activity that actually threatens a facility or a product develop,” Corrigan wrote.

A long-time monitoring staple for PMPs, DETEX with Biomarker now gives the industry more information on rodents. ■



Bell Laboratories took its innovation to the masses late in October as it introduced five products to the industry at PestWorld '09 in Las Vegas, pest control's largest trade show.

Over the three days, traffic at the Bell booth was steady as PMPs and distributors from around the world were drawn in by the number and range of new products displayed and demonstrated by Bell's domestic and international technical reps.

Interest was keen and feedback positive to the products. Here's a brief overview:

- ▶ TERAD₃Ag is the first and only rodenticide registered by the EPA for organic production. It has many attractive features, including reduced risk of secondary poisoning and low toxicity to birds.

- ▶ A display with black light showed the unique qualities of DETEX with Biomarker. This new rodent monitoring tool incorporates a special additive that makes it easy to locate and track rodents quickly as feces glow green under a black light.

- ▶ FORMUS is Bell's new 0.0025% brodifacoum bait specially formulated to appeal to mice. It translates into lower cost per placement and lower toxicity.

- ▶ A special display unit showed the ease and strength of the new TALPIRID Mole Trap. A yellow foot pedal means "hands free" use and the trigger is set below the surface.

- ▶ PROTECTA Load-N-Lock is a durable base unit designed to securely anchor PROTECTA LP and Sidekick. Bell presented the Load-N-Lock at the New

Product Showcase, along with 29 other companies showcasing new products.

It wasn't all about products, however, as Bell staff opened the convention by hosting a wine and cheese reception on the first night. First timers to the convention and Bell guests toasted the show and mingled with their fellow industry friends.

CEO Steve Levy accepted a special award for Bell's continued support of Pest World.

And, as usual, the convention was a chance to meet with customers from all corners of the world.

“I had all my distributors there: Webcot, Globe, Garrards, Agserv plus quite a few PCOs from Perth, Brisbane, Adelaide and Sydney,” noted Melissa Cameron, Bell's Australian Sales Manager.

“All commented on how big the exhibition was compared to ours and that they looked forward to Hawaii next year when the Australian AEPMA conference will be combined with NPMA in Hawaii in 2010.”

Likewise, Rupert Broome, Bell's Business Manager for Europe, the Middle East, Africa and Asia (EMEA), and Bell's Regional Manager for Southern Europe, Agostino Panetta, met with Bell's international customers including more than 30 PMPs who travelled to Las Vegas from Italy and representatives from approximately 10 French pest control companies. ■

Photos (left): Bell's booth drew many of the 3,000 convention attendees. (Right) Two Bell customers from Italy examine Bell's Mole Trap with Bell rep, Agostino Panetta (far right).

New FORMUS Blox *continued from page one*

Alaska, California and other locations where dwindling bird populations are threatened by rats.

“We found that, against laboratory rodents and in wild rodents around the world, the reduced level of brodifacoum was equally effective as conventional baits,” Martin said. “More importantly, this lower concentration formula poses less risk to non-target animals while reducing the risk of secondary toxicity.”

With a daily food consumption of 4-5g for mice and 20-25g for rats, rodents can consume a lethal dose in a single night's feeding. However, they may continue to eat bait for 3 or 4 more days, ingesting a "super lethal dose" which can contribute to secondary poisoning in non-target animals.

“With lower amounts of active in FORMUS, effective rodent control is achieved with significantly reduced levels of brodifacoum.” Martin stressed. “Most importantly, Formus' lower active ingredient content means a lower amount of pesticides in the environment.”

Innovation in BLOX Formulation

While Bell's work on island rat-eradication has led to reduced levels of toxicants in bait, its scientists have also come up with new

innovations in bait formulation. FORMUS, along with Bell's new TERAD₃ baits, incorporates a preservation system that reduces the risk of mold and mildew. Likewise, BLOX are formulated to resist melting to temperatures as high as 170 degrees F, higher than most baits on the market.

FORMUS also meets the Environmental Protection Agency's single-feed guidelines that require a rodenticide to kill after only 24 hours of exposure to the bait.

More Mouse Placement with FORMUS

Half the size of Bell's standard BLOX, the 15g FORMUS BLOX readily fits in Bell's PROTECTA RTU and Keyless Mouse Bait Station. The BLOX center hole also lets PMPs secure it on bait securing rods in larger rat and mouse bait stations.

“With mouse control, more bait placements typically are better. FORMUS lets PMPs put out smaller placements in more locations. The bait is spread out more for better control,” noted Mark Westover, Bell's Director of Sales.

The brick red FORMUS BLOX can also be incorporated into a bait rotation program with Bell's bromadiolone bait, CONTRAC, if tolerance to an active ingredient is suspected, Westover added. ■

PERSONNEL *News*

Haddad promoted to Regional Sales Manager for Northeast



Sheila Haddad, Bell's senior technical representative for New England, was promoted to Regional Sales Manager in October.

In addition to her current sales responsibilities, Haddad will manage Bell's sales in 13 states in the Northeast, including states served by Bell representatives, Jim Prendergast and Patrick Lynch.

“I'm excited to be a part of Bell's managerial team and to facilitate in providing top-quality services to our customers in the Northeast,” said Haddad who joined Bell in 2003. ■

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