



GENERATION®
SMART BAIT FOR RODENTS

BLOCK BAIT

SMALL DOSE BIG RESULTS

KEY FEATURES:

- ✓ Latest generation new active ingredient - difethialone
- ✓ Small 15g block gives 25% more bait placements than 20g competitor products
- ✓ A rapid knock-down of large infestations
- ✓ Ideally suited to control ship rats and mice
- ✓ Highly palatable block formulation for maximum bait uptake
- Blue dye aids in the identification of bait consumption in rodent excrement
- Blocks have a central hole for ease of securing inside bait stations
- Blocks contains Bitrex, a bittering agent that reduces the risk of consumption by non targets

Bait Stations for responsible rodenticide use.

Reggie's Rodent Restaurant

is available in 3 sizes:

- MOUSE
- TUNNEL
- RAT and MOUSE

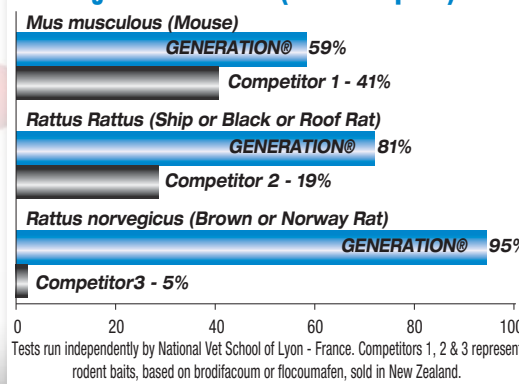
Key Benefits

- Performs very well when there are competing food sources
- Quick and effective control means repeat customers
- Unparalleled bait consumption - Outperforms competition baits in head-to-head trials.
- Superior palatability. Rats and mice cannot resist.
- Only a small dose gives a kill
- Low cost per placement
- Moisture resistant and stands up to high temperatures

Pack Sizes: Block 3kg and 7.5kg



Comparative palatability of GENERATION® block against other baits (% consumption)



Ship rat (Rattus rattus) is the most common rat species in New Zealand

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GENERATION®
SMART BAIT FOR RODENTS

SOFT BAIT

FATAL ATTRACTION FOR RATS AND MICE.

The latest generation anti-coagulant in an irresistible soft bait formulation that gets rapid results from a single feed. Rats are intelligent and selective feeders. They are very cautious around new feed sources, sensitive to chemicals and can quickly become bait shy. Liphatech have developed an outstanding new product with the latest new active ingredient in the most palatable soft bait ever developed.

KEY FEATURES:

- ✓ 10g ready-to-use soft bait, unique formulation.
 - Superior attractiveness and palatability. More attractive than competing food sources.
 - Special soft bait paper allows aroma to escape and attract rodents.
 - Excellent texture, no leaking, no melting.
 - Very good heat tolerance. Good moisture tolerance.
- ✓ Active ingredient, difethialone 25ppm which is not detected by rodents.
- ✓ The most advanced and highly effective anti coagulant with no known genetic resistance among rodent populations.
- ✓ The smallest non-dispersible bait on the market.
- ✓ Single-feed with rapid mode of action.
 - 2-3g to kill a mature rat (average daily diet = 20g/day)
 - 0.3-0.4g to kill a mouse (average daily diet = 3g/day)

WHEN:

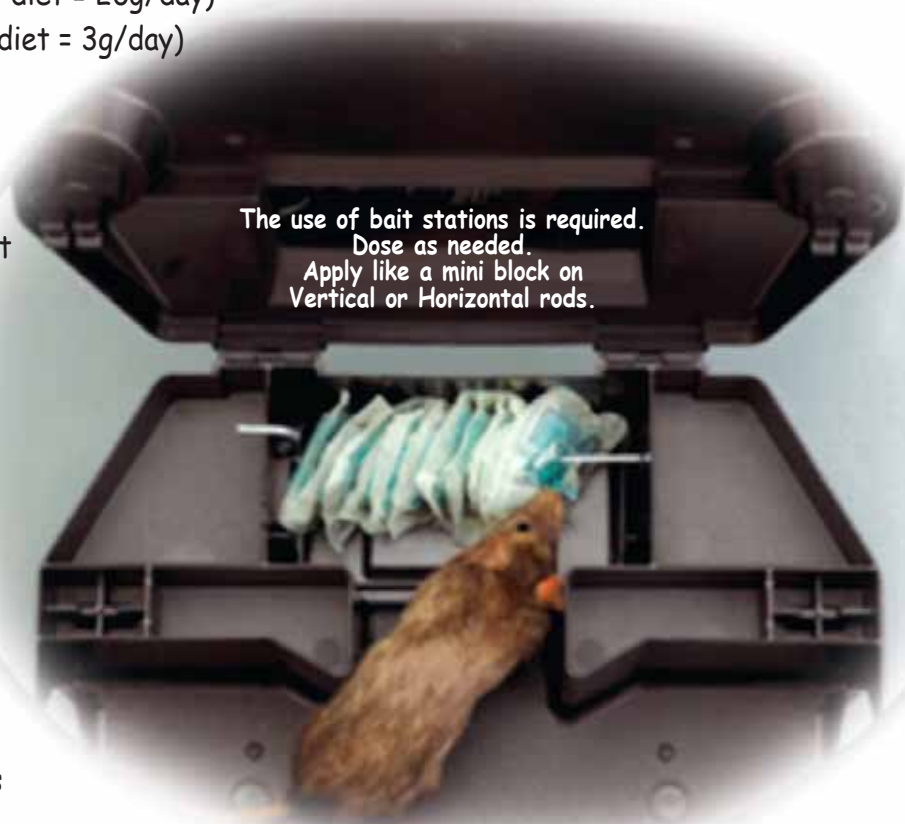
Ideal for heavy rat infestations and lingering rodents. Ideal mice product even in highly competitive food environment

TARGETED USE:

1. Thorough inspection around farm buildings (look for faeces, gnawing etc.)
2. Remove rubbish, clutter, food sources (spilled grain) and vegetation to reduce harbourage
3. Locate trouble spots and high activity areas
4. Use like a mini-block. Customize the dose to the rodent pressure. Place bait stations in rodent pathways and where they are easily found. Inspect regularly to determine if enough baits have been placed and keep up a fresh supply. Bait inside and outside buildings
5. Record and map rodent activity and trapping. Reinfestation is common and treating a new population in an old habitat may be required.

Pack Sizes Soft Bait 400g, 1.5kg and 5kg

GEN0513



The use of bait stations is required.
Dose as needed.
Apply like a mini block on Vertical or Horizontal rods.

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NZ Freephone: 0800 100 325 www.etec.co.nz

GENERATION®
SMART BAIT FOR RODENTS

**NEW
ACTIVE,
MORE
ATTRACTIVE**

**FATAL ATTRACTION
for RATS and MICE**

A day in the life of Reggie the Rat.



**Reggie the Rat is a Rascal of a Rodent who
loves to Rumble, Reproduce and Rock & Roll.**

Rats and mice are the most serious mammalian pests ever known; their opportunist lifestyle, intelligence, agility, omnivorous diet and prolific breeding potential are a constant threat to NZ farmers and householders. Rats and mice must be controlled as they cause serious damage to property, crops and are a significant health risk.

Etec
CROP SOLUTIONS

Reggie's Rodent Rave and Rock & Roll party

Rats are very social and typically live in communities of 8 to 15. They feed and socialise almost exclusively at night.



Reggie Romances and Reproduces

Rats have an incredible reproduction rate. If two rats are allowed to mate in a suitable environment for 18 months they can potentially have over a million descendents.

Rats reach sexual maturity at 8 to 12 weeks of age and mate all year round. Rats have large litters (6 to 10) and can have up to 7 litters a year.



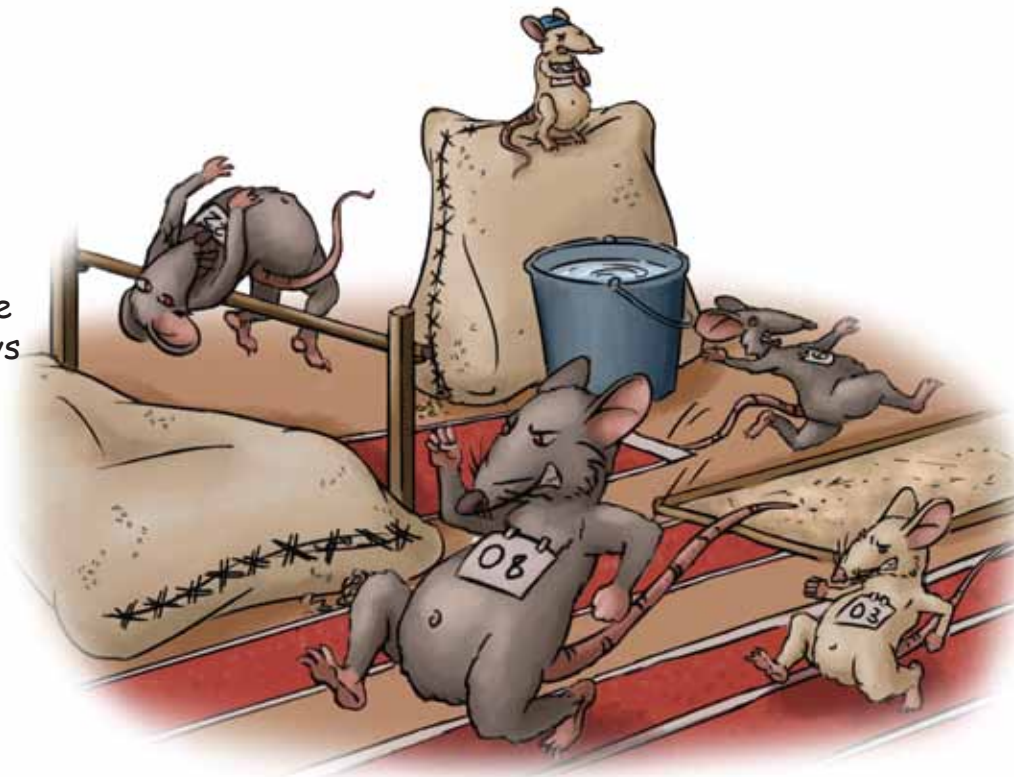
Ravenous Reggie Gorges Grain and Gnaws on Garbage

Rats eat around 20-30g each day and drink 20-50ml water. Rats also store considerable amounts of food to eat later. They have powerfull jaws and are severely destructive to crops, packaging and structures. Rats typically feed at 2 to 3 familiar points each night. They are constantly on the move and will only feed for between 5 and 30 seconds before rushing off only to come back a few minutes later for more. They are omnivores, consuming meat, eggs, fish, flour, fruits, vegetables, grains and any other food typically found in garbage.



Reggie Races and Romps at the Rodent Olympics

Physically very strong, rats have been known to swim for two days in open water. They can high jump a metre, long jump 1.2 metres, aerobically drop 15 metres and hit the same top speeds as a human sprinter of around 40km per hour.



Reggie drops Ratshit and he Reeks of Rodent

A single rat may produce 50 droppings and 50ml of urine daily. Not only do they devour feed sources but they tend to spoil what they are unable to consume by urinating and defecating on the remains of their meals. Rats urinate as they travel to mark their path. Heavy infestations have a distinctive odour.

The Rat Pack also carry dangerous diseases and they can indirectly spread a number of serious human diseases by way of fleas and mites.



Reggie's Routine

Rats are creatures of habit, feeding at 2 or 3 familiar places and using established routes. They move into buildings for food and warmth in the winter and continually migrate to re-occupy territories left vacant by previous control programmes. Rats are very territorial and only roam about 100 to 300 metres from home.



Reggie can't Resist

Rats and mice have an excellent sense of taste and a good memory. Rodents can identify certain substances, including some rat poisons. Rodents are very cautious, initially taking a small taste of anything new. After a taste of Generation they can't get enough. (note graphs below of attraction trials).

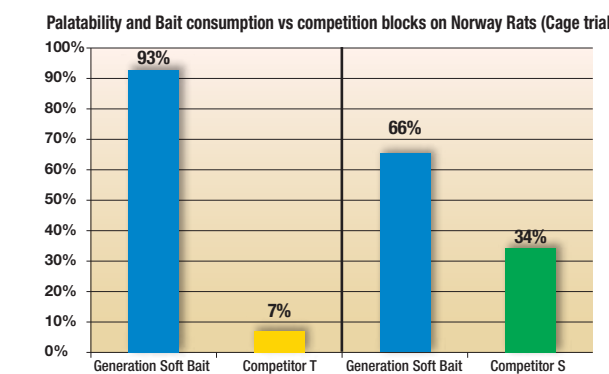


RAT and MOUSE Palatability and Attraction Studies

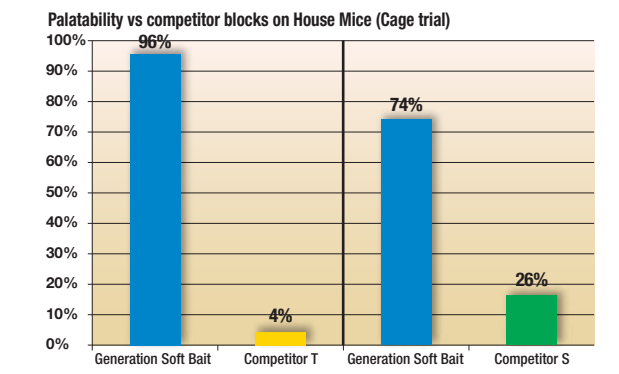
Bait 'shyness' and more attractive food sources are real issues for rodenticides.

In controlled studies against two NZ competitor baits

Generation soft baits were much more palatable and attractive to both rats and mice



Protocol: Day 1: individuals placed in cage with cereals. Day 7: measure individuals' weight + replace cereals with 50 g of baits. Bait A placed left - Bait B placed right. Day 8 to 11: measure baits consumption each day - Switch bait places every day - Weigh remaining baits and replace up to 50g. Day 11: complete trial



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GENERATION OUT-PERFORMS THE LEADING BAITS IN NZ WHEN RATS ARE GIVEN A CHOICE OF BAITS TO FEED ON.

- ✓ GREATER BAIT ACCEPTANCE
- ✓ A LETHAL DOSE FROM A SINGLE VISIT

Reggie Rapidly Rolls Over

After a single feed Reggie is history. But not before he has told all his mates of the great tasting bait and the whole colony will gradually have joined in the feast.

