

NEW



Maxforce[®]
PRIME



**Astounding attraction.
Remarkable results.**

- Controls all major cockroach species
- Exceptionally attractive gel bait
- Consistent high performance

Maxforce® Prime

Key features and benefits

- Controls all major cockroach species
- Exceptionally attractive gel bait
- Consistent high performance

Controls all major cockroach species

Maxforce® Prime controls the following major cockroach species:

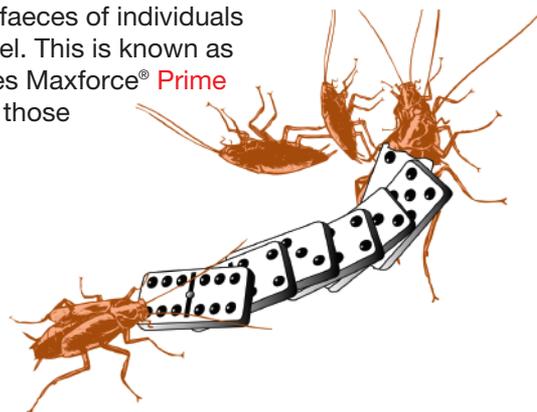
1. German cockroach (*Blattella germanica*)
2. Oriental cockroach (*Blatta orientalis*)
3. Brown banded cockroach (*Supella longipalpa*)
4. Australian cockroach (*Periplaneta australasiae*)
5. American cockroach (*Periplaneta americana*)

Exceptionally attractive gel bait

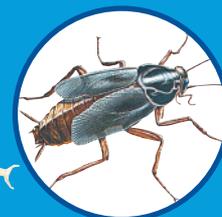
Maxforce® Prime has been formulated to offer the best consumption rates across cockroach species and more importantly cockroach development stages (nymphs), due to well balanced and highly attractive food ingredients in this premium bait matrix.

Maxforce® Prime was developed in the US to solve the bait aversion problems that the Americans experienced and focuses on delivering the most attractive Maxforce bait to date. Based on the trusted active ingredient Imidacloprid which makes part of this superb formulation, an effect on the cockroach population can be expected within 24 hours of treatment.

The formulation can be transferred from one cockroach to another because survivors can eat the corpses or faeces of individuals that have previously fed on the gel. This is known as the 'Domino Effect™' and enables Maxforce® Prime to contaminate and control even those cockroaches that remain hidden within harbourages.



German Cockroach
Blattella germanica



Oriental Cockroach
Blatta orientalis



Brown banded Cockroach
Supella longipalpa



Australian Cockroach
Periplaneta australasiae



American Cockroach
Periplaneta americana

Maxforce®
PRIME

Consistent high performance

Maxforce® Prime withstands a broad range of temperatures (0°C to 30°C) and is odourless. Unlike other fat based gels, the physical consistency of Maxforce® Prime remains unchanged within this range of temperature making it easier and more consistent to apply. Performance is also not affected when applying in temperatures up to 54°C. The gel bait is applied directly as small spots (see back page for actual size) or thin strips to surfaces in the treatment area, ideally in discrete locations away from non target species.

Areas of use

The 30g Maxforce® Prime cartridges are designed for the controlled placement of bait in the following situations:

Domestic premises (including kitchens)	
Food handling	Processing: Food manufacture, kitchens, slaughter houses etc. Storage: Food retailers, warehouses, raw material stores, silos (except where grain is stored) etc. Preparation: Restaurants, commercial kitchens etc.
Public buildings	Continuously occupied areas including hospital wards, hotels, public baths, municipal buildings, churches, halls, community centres, cinemas etc.
Small scale animal housing	Zoos, pet shops, kennels, veterinary practices, laboratory animal houses etc. (excluding animal pens and cages).
Ships and aircraft	All ship and aircraft situations.

Integrated pest management

To minimise the chances of either behavioural or active ingredient resistance developing Maxforce® Prime can be used as a major component of an integrated pest management program which features gel formulations with different food bases (e.g. Maxforce® White IC), and products from alternative chemical classes.

There is no known resistance from cockroaches to Imidacloprid, the active ingredient in Maxforce® Prime. This active ingredient belongs to a class of insecticides called neonicotinoids. Neonicotinoids are the newest of the chemical classes which do not repel or interfere with the consumption of the bait. Neonicotinoids have a different mode of action to other classes of insecticide such as pyrethroids and organophosphates.



Housing



Commercial kitchens



Public areas



Animal housing



Ships & aircraft

Application rates

Maxforce® Prime requires no preparation or spraying equipment, there is no risk of spillage and little opportunity for operator error. The application rate depends on the size of infestation and the type of cockroach required to control:

Cockroach species	Density of infestation* (per m ²)	
	LOW	HIGH
German, Brown banded cockroach	One spot x 0.1g (actual size) 	Two spots x 0.1g (actual size) 
Oriental, Australian, American cockroach	Two spots x 0.1g (actual size) 	Three spots x 0.1g (actual size) 

Applicator settings	
Piecemaker	 3
Bait Gun 2000	 3
Walmur	 2
B&G Multi-doser	 3

Note: One spot = 0.1g measuring 4mm in diameter. A thin ribbon equating to one spot can alternatively be applied.

*Density of infestation:

Low infestation: cockroaches rarely visible during the day.

High infestation: cockroaches commonly visible during the day.



PROTECTING
TOMORROW
...TODAY



Controlling cockroaches effectively reduces potential of the spread of diseases like dysentery, gastroenteritis, tuberculosis, poliomyelitis, and reduces allergic reactions amongst sensitive individuals including asthmatics.

Maxforce® Prime's special formulation has been designed with sustainable development as a key focus to help reduce your carbon footprint by reducing the amount of packaging. Maxforce® Prime's low dose rate offers a highly targeted approach with a low environmental impact.

The effectiveness of the active ingredient allows a very small amount of product to be used per application.



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USE BIOCIDES SAFELY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE.

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