Delivering the Least Time-Consuming Treatment

Minimising total treatment - as much as product cost is essential with today’s economic pressures and price sensitivities.

With labour comprising a good three quarters of the cost of most rodent control jobs, this demands the greatest possible efficiency of baiting practice as well as efficacy of rat and mouse baits.

The BASF Difenacoum range offers the best way of driving down saturation baiting costs with the best overall value from quality multi-feed baits combined with baiting support borne of a thorough understanding of rodent behaviour.

This best value combination is designed to minimise the cost of traditional baiting by ensuring highly reliable multi feed rat and mouse control for the least time input.

Exclusive Patented Uptake Boosting Patented Technology

Neosorexa® Gold’s uptake boosting foraging grain technology delivers the most rapid and reliable control by exploiting rodents’ natural feeding behaviour to encourage faster, more consistent and thorough rodenticide consumption.

Unlike traditional baits of uniform consistency, Neosorexa® Gold’s uptake boosting technology employs patented foraging grains of a different shape, colour, smell, taste and texture to produce a mixed feed with markedly superior rat and mouse appeal.

Detailed studies show that more than twice as many rats consume a lethal dose of difenacoum in a single day with Fortec formulations than with standard grain baits.

Proportion of Rats Consuming a Lethal Dose of Difenacoum in a Single Day

<table>
<thead>
<tr>
<th>Proportion of Rats</th>
<th>Fortec Grain Bait</th>
<th>Standard Grain Bait</th>
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<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td>0%</td>
<td>32%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Source: BASF Laboratory Studies

Comprehensive BASF Difenacoum technical support freely available at www.pestcontrol.basf.co.uk includes:

The BASF Rodenticide Decider to help choose the best products for specific jobs.

The BASF Think Rat Resource to help plan control programmes to take the greatest advantage of natural rodent behaviour.

The BASF Interactive Video Guides to help save treatment time through the best control practice in a range of ‘real life’ situations.

This brochure is intended as advice. The recommendations for use provided on each product label should be carefully observed.

Neosorexa® and Sorexa® are registered trade marks of BASF.

Neosorexa® Gold, Neosorexa® Gold Ratpacks, Neosorexa® Blocks, Neosorexa® Pasta Bait, Neokil® D, Neokil® Gel and Neokil® all contain difenacoum.

Use biocides safely. Always read the label and product information before use.
High Potency All-Round Multi-Feed Rodenticides

Difenacoum is one of the most widely used rodent control active ingredients in the world. More suitable for use around cats and dogs and other non-target species than so-called single feed rodenticides, it has one of the highest rat and mouse potency in its class.

Although Difenacoum baits typically require two or more feeds to deliver a deadly dose, BASF’s quality manufacturing and advanced formulation technology ensure sufficient rat and mouse consumption to make them deadly in the least possible time.

Subject to the necessary precautions to safeguard non-target species, BASF Difenacoum is the first of the second generation anti-coagulant rodenticides, it has one of the highest rat and mouse potency in its class.

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Subject to the necessary precautions to safeguard non-target species, BASF Difenacoum is recommended for consistently reliable indoor and outdoor use in saturation baiting regimes which leave it readily available until all signs of rodent activity have ceased.

The different baits have been developed from extensive professional experience to meet the full range of different environmental needs and control challenges, providing the best value solutions for every situation.

Best Researched Bait Types for Every Situation

Neosorexa® and Sorexa® contain the high potency active ingredient Difenacoum that was invented as the first of the second generation anti-coagulant rodenticides.

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