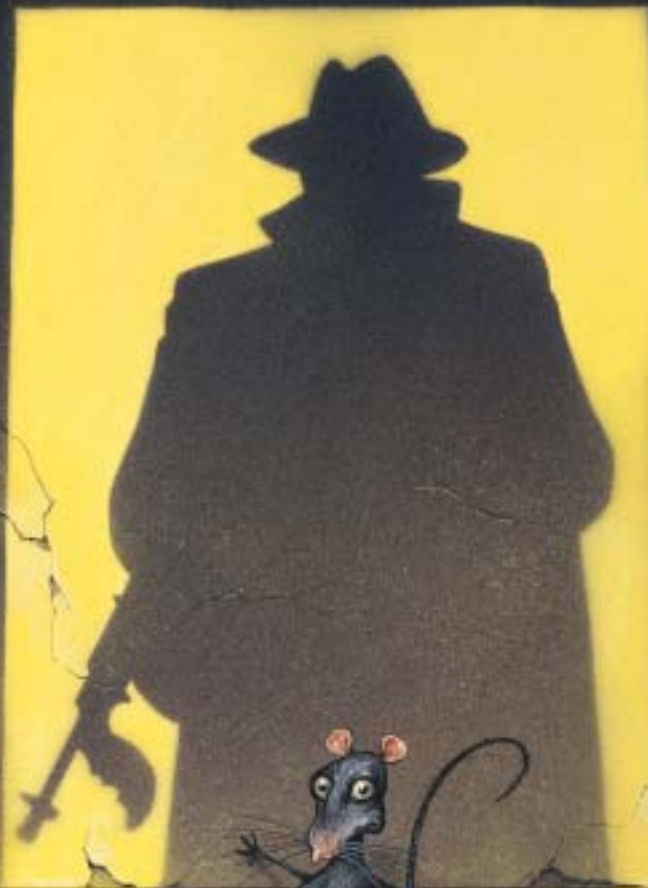


The professional way  
to make a killing.



# If you have to control rodents, you will want to do it quickly.

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Rodents are bad news. The dollar value put on the damage they cause through destruction of crops and contamination of grain and other foodstuffs runs into millions a year. Their gnawing through electrical cables is thought to be the cause of many unexplained fires and they carry disease. What's more, rodents breed like rabbits. Two unwelcome guests



could multiply to become more than 2000 within a year. So it's important to put a stop to them fast.

## Traditional rodent baits are slow. Rodents need to consume great quantities before they die.

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With some older rodenticides, a rodent may need to consume a quantity of bait equal to a quarter of its bodyweight to be fatal. A big ask. At best, several feeds will be required in order to consume this quantity. At worst, the rodent will simply feel ill, then become suspicious enough of the bait to avoid it in future.

## faster than other rodenticides.

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A number of three week trials were conducted in the United Kingdom with warfarin-resistant mice. The trials were set up to compare the performance of Stratagem against other rodenticides. The baits were tested under the same conditions in an area made to resemble the natural habitat of mice. Feeding time was the shortest and death the quickest with Stratagem. Of the rodenticides tested, only Stratagem gave complete control.

Active ingredient component	Bait eaten (g)			Mortality %	Mean days to death
	Week 1	Week 2	Week 3		
Bromadiolone (Bromakil <sup>®</sup> )	376.8	64.9	27.0	94.6	8.1
Brodifacoum (Talon <sup>®</sup> )	315.3	28.0	21.4	98.4	7.3
Flocoumafen (Stratagem <sup>®</sup> )	304.7	0.7	-	100	5.1

# Why Stratagem is faster.

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## Highly potent. One feed kills.

Stratagem is a second generation anticoagulant rodenticide. Only a very small amount is needed to kill a rat or mouse, and a lethal dose can be eaten in a single feed. Rodents then die three to five days after taking the bait. With some other rodenticides, rodents die more than a week after taking the bait.

### Comparative potency of rodenticides

Brand of Rodenticide	LD <sub>50</sub> *	Bait Conc. g/kg	Amount of bait calculated to deliver an LD <sub>50</sub> dose to a 250g rat.
First generation anticoagulants			
Warfarin (Ratsak*)	186	0.25	186g
Coumatetralyl (Racumin*)	16.5	0.37	11g
Second generation anticoagulants			
Bromadiolone (Bromakil)	1.125	0.05	5.6g
Brodifacoum (Talon)	0.4	0.05	2g
Flocoumafen (Stratagem)	0.25	0.05	1.25g

\*Source: The Pesticide Manual, British Crop Protection Council, Twelfth Edition, 2000

## Unique formulation attracts rodents and repels insects, mould and water.

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Stratagem combines the attractiveness of the unique hexagonal shape with the water repelling qualities of wax blocks. Stratagem contains crushed grain that is highly desirable to both rats and mice, which are attracted to the product even when there is other food around. While extremely potent, the active ingredient in Stratagem is almost impossible for them to detect.

The lasting qualities of Stratagem help it survive the elements, so that rodents can get to it before anything else does. The wax used in the bait repels water, and an insecticide has been added to guard against attack from insects. A fungicide has also been incorporated to ensure the bait remains free from mould. Stratagem blocks are formed by cold pressing and are extremely heat resistant.

## Other reasons to choose Stratagem.

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### Effective even against resistant strains.

Rats and mice are developing resistance to some rodenticides, however this is not an issue with a Stratagem baiting program. Stratagem controls rats and mice that some other rodenticides do not get.

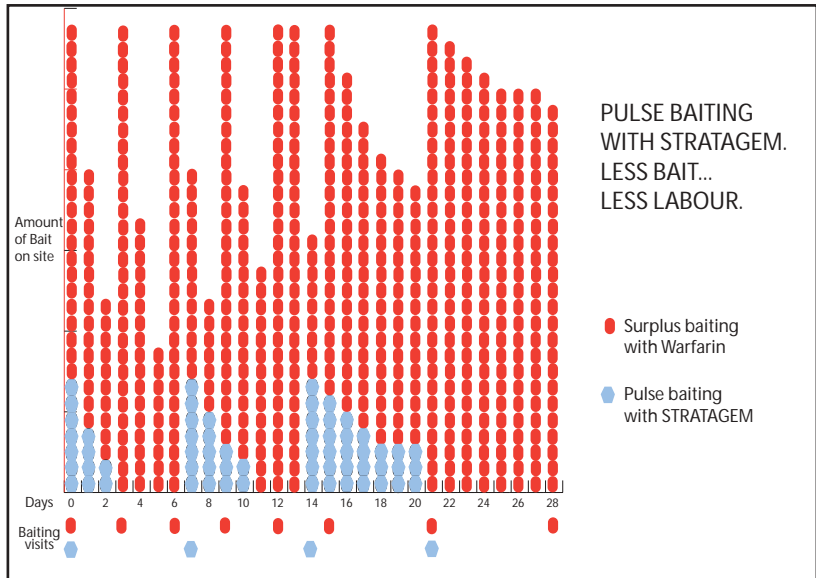


## Cost effective.

The potency of Stratagem, when used in the pulse baiting technique, means that while baits are placed in as many points as possible, less bait is required to achieve control.

This results in Stratagem being more economical than conventional rodenticides.

## Typical bait and labour requirements in rodent control



After the first baiting, or pulse, most of the baits will be consumed in a day or two. Inspect the bait locations after 3 days and select new locations where there has been no take. Inspect again 4 days later and replace any blocks which have been eaten. Waiting between bait placements ensures that the rodents that ate the first baits will be dead by the time the second pulse is laid down.

The baits placed during the second and third pulse control rodents that migrate into the territory.

Pulse baiting with Stratagem cuts labour and material costs significantly. Elimination of rodents can be accomplished quickly and with fewer baiting visits. Importantly, the bait will be in the environment for less time than if conventional baits and surplus baiting were used.

## Delayed onset of ill effects prevents bait shyness.

Having rodents drop dead straight after feeding would cause other rodents to become suspicious of the bait. That is why even a rodenticide as fast as Stratagem does not take effect immediately. By the time it does, the rodents are well away, and their friends are happily feeding on the baits, none-the-wiser.

## Contains human taste deterrent.

A bittering agent has been added to Stratagem to help prevent accidental human consumption. While this makes the product extremely unpleasant to the human palate, it does not worry rodents.

## How to use Stratagem.

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### Easy to use.

Stratagem is very easy to use. The hexagonal blocks can be secured on wire or nails and fit standard commercially available bait boxes.

Applicators should wear new disposable gloves when handling the bait. It is important that rodents do not detect residues of other chemicals on the bait or bait box.

Read the directions and precautions on the label before use.

### Where to position the bait.

For best results, survey the infested area thoroughly before placing the bait to determine the location of entry, nesting and feeding areas. Rodents are nocturnal and so are rarely seen, but there will be evidence of their presence - droppings, footprints, structural damage to buildings, damage to stored grain or other foods, toothmarks, burrows and holes. Upon identification of areas in which rodents travel, Stratagem baits can be placed accordingly.

## Baiting techniques are different for rats and mice.

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### Rats

Rats are creatures of habit, and follow well defined paths or tracks between feeding, drinking and living areas. Inside buildings they tend to move close to walls rather than along an open floor. They like to feed under cover, safe from predators.

1. Select bait points between feeding and nesting areas. Bait points may be as close as five metres apart in heavy infestations.
2. Ensure that baits are inaccessible to children and domestic animals. Place 3 or 4 baits on wire or nails or inside bait boxes and secure if necessary.
3. Return to inspect bait points after 3 days. Any baits that have not been eaten should be relocated. However, no new bait should be laid at this stage.
4. Four days later, examine all bait points again. Replace any blocks that have been eaten.
5. Inspect bait points at seven day intervals, placing fresh blocks only when blocks have been eaten. Normally only three or four baiting rounds are required in a control campaign.

## Mice

Mice usually cover very limited areas and, unlike rats, do not need to drink. They are more difficult to control than rats, as their feeding patterns are more erratic. Hence a thorough site survey is important.

1. Position bait boxes two metres apart in areas where activity is obvious. Use 1 or 2 baits per bait box.
2. Ensure the bait box is secure and that children and domestic pets cannot get to it easily. When laying bait in domestic premises place baits under flooring, inside ceiling cavities, along pipe runs, behind skirting boards, cupboards and bulky appliances such as a refrigerator, freezer and washing machine.
3. Follow the same sequence of inspecting bait points and replacing bait as described in the section entitled 'rats'.

## Answers to questions about Stratagem.

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### How long will it take to eliminate a rodent population using Stratagem?

Following treatment, there is normally a marked reduction in rodent activity within a week. In most cases, it takes three weeks to eliminate a rodent infestation.

### Will I ever need to re-treat?

Stratagem will provide effective control in treated areas. However, over time, rodents can invade from surrounding untreated properties. Re-treat on any sign of renewed rodent activity.

## Is Stratagem safe to handle?

Stratagem is safe to use so long as label directions are followed and precautions noted. Avoid contact with the skin. Always wear new disposable gloves when handling the bait. Remove and dispose of gloves and wash hands, and other exposed skin, after use. Do not eat, drink or smoke while using the bait or before washing your hands. Do not use where food or water could become contaminated.

## What should I do if I get it on my skin, in my eyes or in my mouth?

Skin which has been exposed to Stratagem should be washed thoroughly with soap and water. Eyes should be flushed thoroughly with clean water. Stratagem contains a bittering agent to help prevent accidental ingestion, however if poisoning is suspected contact a doctor or the Poisons Information Centre immediately (13 11 26 Australia wide).

## Is Stratagem poisonous to animals other than rats and mice?

When used as directed, the potential for poisoning of non-target species with Stratagem is minimised. Stratagem is designed to be more attractive to rodents than to other animals. Good palatability ensures that most of the bait is taken quickly by rodents and the relatively short baiting periods required to achieve control with Stratagem also serves to reduce potential non-target exposure. However, like other rodenticides, Stratagem is a mammalian poison, and if consumed may be hazardous to non-target animals; if poisoning is suspected, seek immediate veterinary advice.

## How do I dispose of dead rodents and used bait?

Uneaten bait in good condition may be collected and returned to the original container for storage and reuse. Used bait, dead rodents and waste material contaminated with Stratagem should be buried at a site that is approved by the relevant local authority.

## How should I store Stratagem?

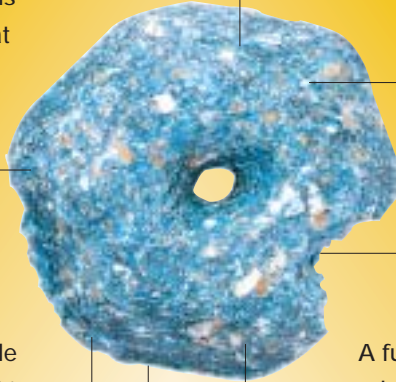
When not being used, the Stratagem pack should be stored out of reach of children and animals. Airtight storage in a cool location will increase the useful life of the product.

# Mould Proof. Insect Proof. Weather Proof.

Stratagem is weather proof because it is a wax based bait and remains potent, no matter what the weather.

Non-food blue colouring

Human taste deterrent.



Crushed grain for palatability.

A pyrethroid insecticide has been incorporated into Stratagem baits to guard against attack from weevils and cockroaches.

A fungicide has been added to ensure the bait remains free from mould and as palatable to rodents as the day it was placed.

Gnawing edges.

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Fax on demand service:  
Phone: 0500 544 044 and have your fax number on hand.  
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Higher charges apply for mobile and pay phones.)

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Always consult the product label before use.