

COCKROACH BAIT ROTATION

ROTATION IS A NECESSARY PRACTICE TO AVOID RESISTANCE AND BAIT AVERSION. IT'S NOT MARKETING, IT'S SCIENCE.

3 STEPS FOR SUCCESSFUL ROTATION



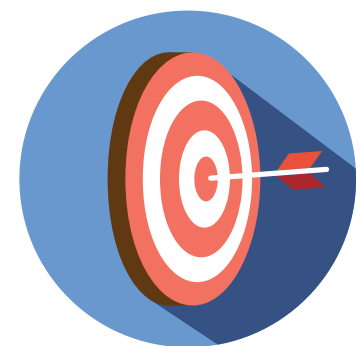
CLEAN OUT



ROTATE



MAINTAIN

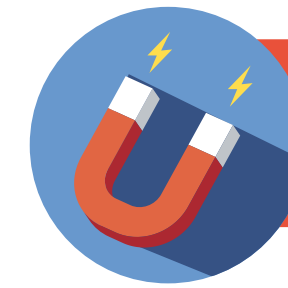


THE GOAL IS TO MAINTAIN AN ACCOUNT IN A MAINTENANCE/ROTATION CYCLE.

HOW ONE COMPANY DID IT

1985	1992	1999	2004	2006	2008	2014	2015
Maxforce [®] bait stations and hydramethylnon AI introduced.	Maxforce Roach Killer Bait Gel registered as world's first cockroach gel bait.	German cockroaches found not feeding on glucose; Maxforce FC Roach Gel is registered.	In response to glucose aversion, Maxforce Select is registered and marketed.	Researchers discover German cockroach bait aversion linked to different feeding stimulants.	Maxforce Magnum with ContactX is registered, killing cockroaches without feeding.	Maxforce Impact [™] with new bait matrix, AI (clothianidin) introduced, fights aversion and resistance.	Maxforce Roach Control System created, giving PMPs options for clean out and rotation.

DIET MATTERS



DON'T OVERESTIMATE BAIT ATTRACTION:

Bait cannot be attractive if it's placed outside the sensory range of the targeted roaches.



CORRECTLY PLACE BAITS:

Place baits directly into, or as close as possible to, cockroach harborage sites.



APPLY APPROPRIATE AMOUNTS OF BAIT:

Start with label directions and be prepared to return in a week to adjust accordingly.



90-120 DAYS

It's recommended that PMPs rotate gels every 90-120 days. This is also the typical German cockroach generational cycle.