

4822-542

04-05-2011

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

OFFICE OF  
CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Rachel M. Callies  
SC Johnson & Son, Inc.  
1525 Howe St.  
Racine, WI 53403-2236

APR 5 2011

Subject: Notification to add marketing claim  
EPA Registration Number: 4822-542  
Date of Submission: November 18, 2010

D.443-443

Dear Ms. Callies:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration (PRN)98-10 dated November 18, 2010, for the abovementioned product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the actions requested fall within the scope of PRN 98-10. The label submitted with the application has been stamped "Notification" and will be placed in our records.

If you have any questions regarding this letter, please contact Samantha Hulkower at (703) 603-0683.

Sincerely

Mark Suarez  
Product Manager 13  
Insecticide Branch  
Registration Division (7505P)

Enclosures: Copy of Label Stamped "Notification"

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United States  
**Environmental Protection Agency**  
Washington, DC 20460

- Registration
- Amendment
- Other

OPP Identifier Number

**Application for Pesticide - Section I**

1. Company/Product Number <b>S.C. Johnson &amp; Son, Inc. / 4822-542</b>	2. EPA Product Manager <b>Richard Gebken</b>	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) <b>S.C. Johnson &amp; Son, Inc. / Norm I</b>	PM# <b>10</b>	
5. Name and Address of Application (Include ZIP Code) <b>S. C. Johnson &amp; Son, Inc.</b> <b>1525 Howe St.</b> <b>Racine, WI 53403-2236</b> <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to:  EPA Reg. No.  Product Name

**Section II**

<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated <input checked="" type="checkbox"/> Notification – Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.
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**Explanation:** Use additional page(s) if necessary. (For Section I and Section II.)

**Notification of minor label changes per PR Notice 98-10.**

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula for this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms or PR Notice 98-10 and 40CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

**Section III**

1. Material This Product Will Be Packaged In:					
Child-Resistant Packaging <input type="checkbox"/> Yes * <input checked="" type="checkbox"/> No <i>*Certification must be submitted</i>	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt.	No. Per container	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt.	No. Per container	2. Type of Container <input checked="" type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product		
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Other <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled					

**Section IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name <b>Rachel M. Callies</b>	Title <b>Registration Specialist</b>	Telephone No. (Include Area Code) <b>(262) 260-0619</b>
I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statements may be punishable by fine or imprisonment or both under applicable law.		3. Date Application Received (Stamped)
2. Signature 	3. Title <b>Registration Specialist</b>	
4. Typed Name <b>Rachel M. Callies</b>	5. Date <b>18 November 2010</b>	

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S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403-2236  
262.260.2000

18 November 2010

Document Processing Desk (NOTIF)  
Office of Pesticide Programs (7504P)  
U.S. Environmental Protection Agency  
Room S-4900, One Potomac Yard  
2777 South Crystal Drive  
Arlington, VA 22202-4501

*via courier*

Re: Norm I  
EPA Reg. No. 4822-542  
Notification of **minor label changes** per PR Notice 98-10

Dear Mr. Gebken,

S.C. Johnson and Son, Inc (SCJ) hereby provides notification to the Agency of a minor revision to the labeling of the subject product. This notification is to add the following optional marketing statements:

***Refill(s) fit all Clip-On™ (product name) fan devices.***

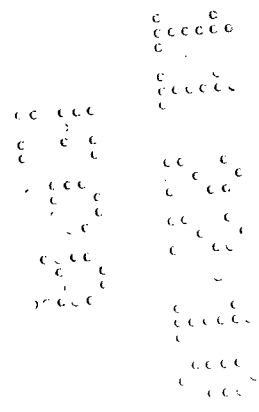
In accordance with PR Notice 98-10, we have included a completed Application for Registration and two copies of the subject label. Please feel free to contact me directly if you have any questions or concerns regarding this notification.

Best Regards,



Rachel M. Callies  
Registration Specialist  
262/ 260-0619 (phone)  
262/ 260-4716 (fax)  
RMCallie@scj.com

Enclosure



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**EPA Master Name: NORM 1**

- Alternate brand name: OFF!® Clip-On™ Mosquito Repellent [1/21/08]
- Alternate brand name: OFF!® Clip-On™ Mosquito Repellent Deepwoods Sportsmen [1/21/08]
- Alternate brand name: OFF!® Clip-On™ Mosquito Repellent Refill(s) [1/21/08]
- Alternate brand name: OFF!® Clip-On [6/4/07]
- Alternate brand name: OFF!® Repellent Fan [6/4/07]

**General Claims:**

Repels mosquitoes

1. (Portable) Protection
2. (Provides protection (from mosquitoes) for up to 12 hours
3. Protection for (outdoor occasions)
4. Tested in the Everglades
5. (Protection) (repellency) no mess
6. Repels (Mosquitoes), (not people)
8. As you move (from place to place), [Product Name] rebuilds its protection in a few minutes
9. In just a few minutes, [Product Name] creates personal protection from mosquitoes.
10. Environmental factors such as wind may affect the area of protection
11. Head-to-Toe Protection (for) up to (6), (7), (8), (9), (10), (11), (12) Hours

**NOTIFICATION**

**APR - 5 2011**

**Longevity Claims:**

1. (Each refill) (Provides) (Enjoy) (Protection) (from mosquitoes) (For) Up To (6), (7), (8), (9), (10), (11), (12) (Hour)(s) (of) (odorless) protection) (from Mosquitoes).

**Refill Claims:**

1. (Replace)(Each) (refill) (provides) (effective) (personal space) (protection) (lasts) up to (after) (6), (7), (8), (9), (10), (11), (12) hours (of head to toe) (protection) (per refill) (or) (xx hours after opening) (or) (when [insert color] indicator is gone). (Use each refill) within (2 weeks) (14 days) of opening.)
2. Replace refill and battery(ies) (at the same time) after (6), (7), (8), (9), (10), (11), (12) hours
3. Sample inside
4. Free refills
5. Added refills inside
6. (Do not) (Don't) forget (to purchase) (product name) (your) refills
7. Works with (product name) (repellent) (fan) (device) (unit)
8. **Refill(s) fit all Clip-On™ (product name) fan devices**
9. For best results, we recommend that the refill be used within (#) (weeks) (months) of opening
10. Refills available
11. (Multiple-use) (reusable) refills (up to 12 hours)
12. Use each refill multiple times (up to 12 hours)
13. Remainder of (6), (7), (8), (9), (10), (11), (12) hour refill can be used at a future time.
14. (Extra) (Second) (Free) refill (included)
15. Replace the refill when the green use up indicator is gone.

**Technology Claims:**

1. (Patented) (Laboratory) (Field) (Tested) (fan-aided) (innovative)Technology
2. (Fan) (circulated) (powered) (repellent) (outdoor protection)
3. (Fan) (activated) repellent (pad)
4. (The) (Quiet) (Built-in) fan (inside) (disperses) (circulates) (the) (mosquito) (repellent) (all around you).
5. Scientifically engineered.
6. (Vents) (air exits) out the bottom of the (unit) (product name) to repel mosquitoes (from where they) (hunt) (approach).

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**Convenience/Portability Claims:**

1. Portable (Small) (design)
2. (Comfort) (Convenience) (and) (Portability) compared to OFF!® (Insect Repellents) (skin applied repellents)
3. Easy to use
4. Portable protection
5. (Take) (the) (Portable) (Outdoor) Protection (with you) (that goes with you) (that stays with you) (that) (allows) (lets) (you) (to) (enjoy) (the outdoors) (your outdoor) (activities) (events) (fun).
6. (Easy to use) (Convenient) (No liquid) (refills)
7. Created for your (outdoor) (active) lifestyle
8. Protection (for people on the go) (that fits your) (outdoor) (active) lifestyle
9. (Place) (Carry) (Have) (take) unused (product name)(one): (everywhere) (in) (your) (purse) (glove compartment) (glove box) (golf bag) (tennis bag) (tackle box) (tent) (book bag) (backpack) (fanny pack) (beach bag) (boat) (summer cabin) (first-aid kit)
10. Outdoor Usage (Occasions) (Locations)  
(For use) (in) (Enjoy) (Product Name's) (protection) (when you're) (camping), (fishing), (hunting), (boating), (in) (the) (backyard), (on the Go), (at sporting events), (watching sports), (while) (gardening), (playing) (outside), (entertaining), (relaxing on/in), (patio or deck), (the backyard), (away-from-home) (activities) (events), (at) (the Beach), (at) (the park), (outside)

**"No Skin Application" Claims:**

1. No skin application
2. Portable Protection You Don't Have To (put on), (spray on), (rub on)
3. (The) OFF!® (Personal Protection) (Repellent) you (do not) (don't) (need to) (put) (spray) on)
4. Nothing to apply
5. (Not messy) (no spray) (no mess)
6. Mosquito protection you don't (put on your skin) (spray on).
7. (Enjoy) (personal) (mosquito) protection (without a spray.)

**Usage Claims:**

1. (Clip-on)<sup>™</sup> (Insect) (Mosquito) Repellent
2. (Specially designed to) Clip(s) onto (your) (belt), (pants), (shorts) (waistband) (purse) (or) (sit(s) on a flat surface).
3. Device may also be placed on a table, (bench) (or other suitable surface) away from food and sources of heat, ignition or moisture.
4. Battery(ies) (not) included
5. (Just) Clip It (On) (to your belt) (to your bag) (or set it next to you)
6. For outdoor use only.
7. Do not use indoors
8. Battery operated
9. Does not (require) (use) heat (to operate)
10. Refillable (replaceable disk)
11. Don't spray it on. Clip it on.
12. Clip it on...or set it next to you.

**Fan Unit (Delivery Device) Claims:**

1. (Ergonomic) (comfortable) (light) (portable) design
2. (Now)(More) Ergonomic
3. New (Design) (Shape) (Look) (Size)
4. (Now) (New) Smaller (New) (Design) (Shape) (Look) (Size)
5. Sleek (New) (Design) (Shape) (Look) (Size)
6. Modernized (Design) (Shape) (Look) (Size)
7. (More) Modern (Design) (Shape) (Look) (Size)

- 8. (More) Contemporary (Design) (Shape) (Look) (Size)
- 9. (More) Compact (Design) (Shape) (Look) (Size)
- 10. Same (OFF! Clip-On) Protection
- 11. Smaller Size, Same (OFF! Clip-On) Protection
- 12. Now In A Mini
- 13. XX% Smaller
- 14. XX% Lighter

- 15. Mini (Clip on) (Design) (Shape) (Look) (Size)
- 16. Nano (Clip on) (Design) (Shape) (Look) (Size)
- 17. Gen II (Clip on) (Design) (Shape) (Look) (Size)
- 18. (Now with) (a) rotating clip
- 19. (Now with) (a) pivoting clip
- 20. Same protection, (smaller design) (compact design)
- 21. Uses same refill as (OFF! Clip-On) (product name).
- 22. Uses (OFF! Clip On) (product name) refill

**Disease carrying mosquito claims:**

- 1. (Repel(s)) (Protect(s) Against) Mosquitoes That May (Carry) (Vector) (Transmit) (West Nile Virus), (St. Louis) (Eastern equine) (Western equine) (LaCrosse) (Cache Valley) (or) (Venezuelan) (equine encephalitis)

**Marketing Claims:**

- 1. (Multi-pack) (twin) (Bonus) (Value) (Variety) (Backyard) (Pack)
- 2. Buy one get one free
- 3. Money back (guaranteed) (guarantee)
- 4. Odorless
- 5. Unscented
- 6. Get the OFF!® mosquito protection that is right for you.
- 7. (Contains) (with) (Metofluthrin) (S1264)
- 8. Visit [www.OFFprotects.com](http://www.OFFprotects.com) for more information
- 9. Keep(s) Bugs OFF! ®
- 10. Up to 12 hours of protection from mosquitoes
- 11. Learn more about the (new) (Product Name) at [www.OFFProtects.com](http://www.OFFProtects.com)™
- 12. (Look inside) (for) usage tips and savings (inside)
- 13. Save (\$) on any (Product Name) (refill)

**RETAIL CONTAINER LABELING: STARTER KIT AND REFILL KIT**

[PRODUCT NAME]

CAUTION:

(KEEP OUT OF REACH OF CHILDREN)

(Do not allow children or pets to (handle) (play with) the unit.)

See additional (precautions) (and instructions) on (back) (side) (panel(s))(outermost package).

Do not use indoors or in enclosed spaces.

*[Note to reviewer: for refill kits packaged using a see-through blister where the refill pouch front panel is fully visible, all precautionary language above will appear as well as some additional precautionary statements about proper refill handling found on the refill pouch label. See precautions in "REFILL POUCH" section for this lengthier precautionary language option.]*

**ACTIVE INGREDIENT:**

Metofluthrin .....	31.2%
OTHER INGREDIENTS.....	68.8%
Total.....	100.0%

NET WT. (XXX) (OZ) (Grams)

(Starter Kit) (Contains) 1 [Product Name] (mosquito) (repellent) (fan) (device) (unit), (1) (2) (mosquito) (repellent) Refill(s) (Discs) (Disks) (Cartridges), and (Number) (Type) batteries (Refill) Contains (1) (2) (3) [Product Name] (mosquito) (repellent) refill(s) (discs) (disks) (cartridges)

Net Weight XX oz. (each)

#### PRECAUTIONARY STATEMENTS

##### HAZARDS TO HUMANS AND DOMESTIC ANIMALS:

CAUTION: Harmful if swallowed, inhaled, or absorbed through the skin. Avoid contact with skin, eyes or clothing. Avoid breathing vapor. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse.

Store away from food, beverages and pet food. Do not use indoors or in enclosed spaces. Do not touch (device) (unit) with metal instruments or wet hands. Do not allow materials of any kind to cover the unit while it is in use. Replace refill only when unit is off.

*[Note viewer: Boxed format or bullets may be used in First aid section if label space permits]*

FIRST AID Call a poison control center or doctor immediately for treatment advice.

If Swallowed: Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to by a poison control center or doctor. Do not give anything to an unconscious person.

If on Skin: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

If Inhaled: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.

Have product container or label with you when calling a poison control center or doctor or going for treatment.

For additional information in case of emergency call toll free 800-558-5252.

Hand Wash Logo:

Be sure to wash hands after handling.

#### ENVIRONMENTAL HAZARDS

Do not apply to water.

PHYSICAL & CHEMICAL HAZARDS – Do not pry open or probe into (device) (unit) with any instrument or tool. Use only with (Number) (Type) battery (ies). Do not cover the (device) (unit) when in use or place it near sources of heat or ignition. Do not store near heat or open flame. Do not put battery(ies) in fire or mutilate. Battery(ies) may burst or release toxic materials.

*[Optional Supplemental (additional) Directions:]*

1. Insert repellent disk. (Do not touch treated (refill) (pad) (cloth).)
2. Turn unit "On."
3. Clip unit onto waistband or place on table next to you.
4. Turn "Off" when finished. Remainder of 12 hour refill can be used at a future time. See inside for (complete) usage directions.

*[Clarifying text for pictograms:]*

1. Remove foil seal (Do not touch treated (refill) (pad) (cloth).)
2. Insert [insert color] side down. Front cover latch.
3. When [insert color] use-up indicator dries up, it's time to replace the refill.
4. Battery door (under clip)
5. "On/Off" Switch (& Symbol)

#### DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Batteries are included. [For Starter Instructions only]

To prepare (device) (unit) (To insert repellent (refill) (disk)):

1. Remove one mosquito repellent (refill) (disk) from its packaging and remove (the) peel-off (foil) (seal) to start the [insert color] use-up indicator. Do not touch treated (refill) (pad) (cloth) (when inserting or removing the) (refill) (disk).
2. Open (the) front cover latch and insert (refill) (disk) into (the) unit with (the) [insert color] side down, then snap the front cover latch closed. Wash hands (thoroughly) (and) (immediately) after handling the (refill) (disk).

To operate unit:

3. Slide the ON/OFF switch (all the way) to "ON" (fan symbol) (● solid dot) (until the fan turns on).
4. Clip the unit to your belt, pants/short(s) waistband, purse or any other convenient location (next to you). (Rotate if desired.)
5. When finished using the (product) (name) (unit), slide the ON/OFF switch to ("OFF") (off symbol) ("O").

Useful tips:

- (Unit includes a rotating clip for desired comfort.)
- Within (a few) minutes, (the) (new) [Product Name] (fan) (device) (unit) (creates) (provides) (head-to-toe) (personal) protection from mosquitoes for up to (6), (7), (8), (9), (10), (11), (12) hours. If you move, allow a few minutes for the [Product Name] (fan) (device) (unit) to rebuild (an) (the) (its) (head-to-toe) (personal) (protection.)
- You can also place the unit next to you on a table, bench or other suitable (hard) surface (away from food and sources of heat, ignition or moisture.) (When placing unit on a surface, lay the unit on its clip to allow open circulation of repellent.)
- To prolong the refill's life between uses, close the unit by sliding the switch to the ("Off") ("Off" symbol) ("O") position. Store [Product Name] (the) (unit) (device) (in) (the) ("OFF") (off symbol) (position) in a cool, dry place – never in a hot car, glove compartment, or trunk.
- Replace the refill when the [insert color] use-up indicator (is gone) (dries up). (Repeat steps # and #.) For best results, replace refill (within) (#) (weeks) (days) (after) (of) opening or after 12 hours total use. Only (Product Name) refill(s) (disks) (provided) should be used in the (Product Name) (unit) (device).
- When you no longer feel air blowing from the bottom of the unit, replace (with) (Number) (Type) batteries.

**STORAGE AND DISPOSAL**

STORAGE: Store in a cool, dry place away from heat or flame in an area inaccessible to children.

DISPOSAL: Non-refillable disk. Before disposing, fully use up the refill disk according to the label. Do not refill or reuse the disk. If Empty: Place the refill disk in the trash or offer for recycling if available. If refill remains partially unused: Call your local solid waste agency or 1-800-529-3394 for disposal instructions. Never place unused product down any indoor or outdoor drain.

Questions? Comments? Call 800-558-5252 or Write Helen Johnson

Sold By ©(YEAR) S.C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A. All Rights Reserved

U. S. Patent D553233 (pat. Pending)

EPA Reg. No. 4822-542

EPA Est. No. 70999-WI-1 (A), 70999-WI-2 (B). Lot number suffix (A) or (B) indicates appropriate establishment number.

(Refill) (Made in (country of origin))

(Device) (Made in (country of origin))



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**REFILL POUCH:**

[Product Name]

**CAUTION**

**(KEEP OUT OF REACH OF CHILDREN)**

(Do not allow children or pets to (handle) (play with) the unit.)

Do not touch (treated) (refill) (pad) (cloth). Wash hands after handling (the) (refill) (disk).

See additional precautions (and instructions) on (outermost) (refill) (package)(ing) (container) (box).

**Do not use indoors or in enclosed spaces.**

**ACTIVE INGREDIENT:**

Metofluthrin .....31.2%

OTHER INGREDIENTS..... 68.8%

Total.....100.0%

NET WT. (XXX) (OZ) (Grams)

*[Clarifying text for pictograms, if used:]*

1. Remove foil seal (Do not touch treated (refill) (pad) (cloth).)
2. Insert [insert color] side down. Front cover latch.
3. When [insert color] use-up indicator dries up, it's time to replace the refill.
4. Battery door (under clip)
5. "On/Off" Switch (& Symbol)

*[Note: Full Directions for Use to be used if space allows]*

**DIRECTIONS FOR USE**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

To prepare (device) (unit) (To insert repellent (refill) (disk)):

1. Remove one mosquito repellent (refill) (disk) from its packaging and remove (the) peel-off (foil) (seal) to start the [insert color] use-up indicator. Do not touch treated (refill) (pad) (cloth) (when inserting or removing the) (refill) (disk).
2. Open (the) front cover latch and insert (refill) (disk) into (the) unit with (the) [insert color] side down, then snap the front cover latch closed. Wash hands (thoroughly) (and) (immediately) after handling the (refill) (disk).

To operate unit:

3. Slide the ON/OFF switch (all the way) to "(ON)" (fan symbol) (● solid dot) (until the fan turns on).
4. Clip the unit to your belt, pants/short(s) waistband, purse or any other convenient location (next to you). (Rotate if desired.)
5. When finished using the (product) (name) (unit), slide the ON/OFF switch to ("OFF") (off symbol) ("O").)

EPA Reg. No. 4822-542

EPA Est. No. 70999-WI-1 (A), 70999-WI-2 (B). Lot number suffix (A) or (B) indicates appropriate establishment number.

Questions? Comments? Call 800-558-5252 or Write Helen Johnson

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U. S. Patent D553233 (pat. Pending) (Made in (country of origin)).

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**FAN UNIT (Delivery Device):**

[Product Name]

(CAUTION)

Do not allow children or pets to (handle) (play with) the unit.

Do not use indoors or in enclosed spaces.

(See additional precautions (and instructions) on (refill) (package)(ing) (container) (box))

---

ACTIVE INGREDIENT:

Metofluthrin .....31.2%

OTHER INGREDIENTS..... 68.8%

EPA Reg. No. 4822-542

Questions? (Comments?) Call 800-558-5252 (or write Helen Johnson)

(Sold By) ©(YEAR) S.C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A.

(Made in (country of origin))

Model No.: [Insert #]