



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (7505C)
401 "M" St., S.W.
Washington, D.C. 20460

EPA Reg. Number:
8660-252

Date of issuance:
MAR 14 2000

Term of issuance: Unconditional

NOTICE OF PESTICIDE:

Registration
 Reregistration

Name of Pesticide Product:

Purcell PM with Imidacloprid
& Fertilizer

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

Purcell Industries, Inc.
P.O. Box 540
Sylacauga, AL 35150
Attn: Sanford R. Simon

NOTE: Changes in labeling differing in substance from that accepted in connection with the registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this subject always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec. 3(c)(5). Once a pesticide is registered, however, it is not regarded as permanently acceptable. Registration does not eliminate the need for continual reassessment of pesticides. If the Agency determines that, at any time, additional data are required to maintain in effect an existing registration, the Agency will require submission of such data under FIFRA section (3)(c)(2)(b).

- 1. Modify your proposed label submitted December 21, 1999 as indicated below before you release the product for shipment.

Revise the EPA Registration Number to read, "EPA" Reg. No. 8660-252.

continued on p.2

Signature of Approving Official:

Date:

MAR 14 2000

2. Please submit one copy of your final printed label before you release the product for shipment.

If the above specified conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions.

The revised CSF dated December 22, 1999 and additional product chemistry information submitted in response to our letter of December 7, 1999 have been reviewed and are considered acceptable; a copy of the product chemistry review is enclosed for your records. A stamped copy of the label is also enclosed. If you have any questions regarding this notice, please contact me at (703) 305-5417 or via e-mail at Perreault.Peg@epa.gov.

Sincerely yours,



Peg Perreault
Chemical Manager, Team 4
Insecticide-Rodenticide Branch
Registration Division (7505C)

Enclosures (2)

395

ACCEPTED
with COMMENTS
In EPA Letter Dated:

March 14, 2000

Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under EPA Reg. No.
8660-252

[Front Panel]

Pursell PM with Imidacloprid & Fertilizer

- Ready to Use
- Insect control kills plant damaging insects (for up to 3 months)
- (Potting mix with) Long-lasting (3 month) insect protection
- (Long lasting) premium fertilizer
 - Starts feeding instantly
 - Lasts for months
- Water (moisture) control (formula)
 - Helps plants get the right amount of water
 - Absorbs excess water
 - Aids in proper drainage

X-X-X

For Use On:

- Indoor & Outdoor Container Plants

ACTIVE INGREDIENT (by weight):

Imidacloprid 0.011%
 OTHER INGREDIENTS 99.989%

Net Contents: 4 Dry Qts. (4.4 L), 8 Dry Qts. (8.8 L),
 10 Dry Qts. (11.0 L), 12 Dry Qts. (13.2 L),
 16 Dry Qts. (17.6 L), 32 Dry Qts. (35.2 L)

STOP - Read This Entire Label Before Use
KEEP OUT OF REACH OF CHILDREN

CAUTION

See Back Panel for Additional Ingredients and
 Precautionary Statements

FOR RESIDENTIAL USE ONLY

[BACK PANEL]

READ THE LABEL FIRST!

Potting Mix contains 0.15 oz. of 1% Imidacloprid granules
 per dry quart.

ACTIVE INGREDIENT (by weight):

Imidacloprid 0.011%
 OTHER INGREDIENTS* 99.989%

100.000%

* Information on other ingredients is provided in the
 Directions For Use.

EPA Reg. No. 8660-XXX

EPA Est. No. xxx

GUARANTEED ANALYSIS X-X-X

Total Nitrogen (N)* X %

X % Ammoniacal Nitrogen

X % Nitrate Nitrogen

Available Phosphate (P₂O₅)* X %

Soluble Potash (K₂O)* X %

Derived from homogeneous polymer-coated: Ammonium
 Nitrate, Ammonium Phosphate, and Potassium Sulfate; and
 Ammonium Phosphate and Potassium Sulfate.

* Part of the nutrients have been polymer-coated to provide
 slow-release nutrients as X % Nitrogen (N), X % Available
 Phosphate (P₂O₅) and X % Soluble Potash (K₂O)

Information regarding the contents and levels of metals in
 this product is available on the internet at
<http://www.regulatory-info-states.com>.

Net Wt: 2 lbs 6 oz (1.1 kg), 4 lbs 13 oz (2.2 kg),
 6 lbs (2.7 kg), 7 lbs 3 oz (3.2 kg),
 9 lbs 10 oz (4.3 kg), 19 lbs 3 oz (8.6 kg)

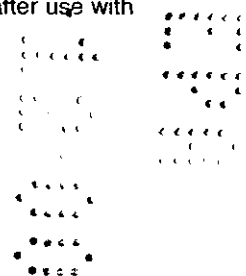
DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a
 manner inconsistent with its labeling.

For best results, be sure to read and follow all label
 directions.

Before You Use Read and follow these directions when
 using:

- Do not apply near fish pools, ponds, streams, or lakes.
- Do not use this mix for potting edible food plants, fruits, vegetables, or herbs.
- Use clean containers and tools when planting or transplanting. Rinse containers and tools thoroughly.
- Food utensils such as teaspoons or measuring cups should not be used for food purposes after use with insecticides.
- Wear rubber gloves when handling.



HOW TO USE

When to Use:

For potting, transplanting, or seed starting anytime of the year.

How Much to Use:

See instructions for specific applications

Transplanting:

- 1) Choose a container that is at least two sizes larger than the old one and has drainage holes.
- 2) Tap the container on its side 2-3 times to loosen the plant. Turn container upside down in your hand (or on its side if the container is large). Gently slide the plant out. If the root ball is tightly wound, slice it in 2-3 places. This will allow the roots to grow out into the new potting mix.
- 3) Add a layer of potting mix to the bottom of the container. (No gravel or chips are needed on the bottom.) Put the plant in the container. Fill the rest of the container with potting mix. Press the soil down slightly. Make sure the base of the plant stem remains at its original soil level; do not place the plant deeper in the mix than it originally was. Leave 1/2 - 3/4 " of space between the top of the potting mix and the lip of the container.
- 4) Water the potting mix thoroughly. Assure that the container drains well. Keep the mix moist, but not wet. To help assure that the roots can absorb the insecticide, do not water too heavily for the first 10 days.

Container Gardening:

Use containers that have drainage holes. Add enough potting mix to the container so that the base of the plant stem remains at its original soil level; do not place the plant deeper in the mix than it originally was. Water thoroughly and make sure the container is draining well.

Seed Starting:

Fill container with potting mix. Plant seeds according to package instructions. Water thoroughly. For best results, keep the seeds in a moist environment at temperatures of 70-80 °F. Keep potting mix moist to the touch. A plastic bag or cover may be placed over the container to preserve moisture. Once new seedlings have developed two sets of leaves, they may be transplanted into larger containers or outdoors.

For Best Results: For the first 10 days after planting, avoid overwatering (water flows from the drain holes) since this will wash the insecticide from the soil. After a few days, the insecticide will bind to the soil where it can be taken up by the roots.

Keep container plants away from drafty areas and out of direct sunlight. Check your specific plant's needs for light, water, and spacing.

Ingredients	Purpose
Sphagnum Peat Moss	For aeration, high water retention and root anchorage.
Composted Forest Products	For aeration, water retention and root anchorage.
Perlite	Increases air pockets in the mix to help roots "breathe" and work more efficiently.
Vermiculite	
Imidacloprid Insecticide	Protects plants for up to 3 months from Aphids, Thrips and Whiteflies.
Two-Way Fertilizer Blend	Quick release nutrients give plants initial boost to promote early growth and timed-release nutrients continue feeding for up to 9 months.
Dolomitic Limestone	For proper pH balance.
Wetting Agent	Helps distribute water evenly to the roots.
Water Holding Polymer (Copolymer of Polyacrylamide)	Allows the potting mix to soak up water then release it to the plant as the mix dries.
In Georgia, this product contains: 35-45% sphagnum peat moss, composted pine bark, perlite, vermiculite, imidacloprid insect control, fertilizer, ground dolomitic limestone (for proper pH balance), wetting agent, and water holding polymer.	

IMPORTANT: Directions for Storage and Disposal

Storage Conditions: Store in original container in a cool, dry place, out of the reach of children, preferably a locked storage cabinet.

- Disposal:**
- Do not reuse empty bag.
 - Completely empty bag.
 - Place bag in trash.

Important: It is best to use all of the product in accordance with label directions. If it necessary to dispose of unused product, please follow any applicable state or local guidelines.

**PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS
AND DOMESTIC ANIMALS**

CAUTION

- Harmful if swallowed or absorbed through skin.
- Causes eye irritation.
- Avoid prolonged contact with skin, eyes, or clothing.
- Wash thoroughly with soap and water after handling.

FIRST AID	
IN THE CASE OF ACCIDENTAL ...	IMMEDIATELY ...
Swallowing	<ul style="list-style-type: none"> • Call a doctor or poison control center for treatment advice.
Contact with skin	<ul style="list-style-type: none"> • Wash thoroughly with soap and water. • Get medical attention if irritation occurs.
Contact with eyes	<ul style="list-style-type: none"> • Hold eye open and rinse eye slowly and gently with water. • Continue to rinse eye for 10 to 15 minutes. • Call a doctor if irritation persists.
<p>NOTE: When calling poison control center, have this product label accessible. If seeking treatment at an emergency room or doctor's office, bring this product label to show medical personnel. For medical emergency information, you may call toll-free 1-877-229-3763. Active ingredient: Imidacloprid [CAS # 138261-41-3].</p>	

ENVIRONMENTAL HAZARDS

- This product is highly toxic to aquatic invertebrates.
- Do not dispose of potting mix in lakes, streams, or storm sewers.

NOTICE: Research and testing has determined that the "Directions for Use" are appropriate for the proper use of this product under expected conditions. The Buyer assumes responsibility for lack of performance or safety if the product is not used according to the directions on this label.

Pursell Industries
P.O. Box 540
Sylacauga, AL 35150

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