

12455-34

8/4/2010

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

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

AUG 04 2010

Mr. John Lublinkhof
Bell Laboratories
3699 Kinsman Blvd.
Madison, WI 53704

Subject: Notification for Optional Marketing Statement
Contrac All-Weather Cake
EPA Registration No. 12455-34

Dear Mr. Lublinkhof:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated July 20, 2010 for the product Contrac All-Weather Cake.

The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action(s) 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, please contact me directly at 703-305-5967 or via e-mail at gaines.jennifer@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Gaines".

Jennifer Gaines
Wildlife Biologist
Insecticide-Rodenticide Branch
Registration Division (7505P)
Office of Pesticide Programs



United States
Environmental Protection Agency
Washington, DC 20460

| | |
|-------------------------------------|--------------|
| <input type="checkbox"/> | Registration |
| <input type="checkbox"/> | Amendment |
| <input checked="" type="checkbox"/> | Other |

OPP Identifier Number

Application for Pesticide - Section I

| | | |
|--|---|--|
| 1. Company/Product Number 12455-34 | 2. EPA Product Manager John Hebert | 3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted |
| 4. Company/Product (Name) Conrac All-Weather Cake | PM# 7 | |
| 5. Name and Address of Applicant (Include ZIP Code) Bell Laboratories, Inc. 3699 Kinsman Blvd. Madison, WI 53704 <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. <u>AUG 04 2010</u> Product Name _____ | |

NOTIFICATION

Section - II

| | |
|--|--|
| <input type="checkbox"/> Amendment - Explain below. | <input type="checkbox"/> Final printed labels in response to Agency letter dated _____ |
| <input type="checkbox"/> Resubmission in response to Agency letter dated _____ | <input type="checkbox"/> "Me Too" Application. |
| <input checked="" type="checkbox"/> Notification - Explain below. | <input type="checkbox"/> Other - Explain below. |

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of a labeling change per PR Notice 98-10. (See attached statement). The optional marketing statements, "All-Weather Cake", "Chunx", and "Block Bait" have been added to the label. This changes are highlighted in yellow.

Section - III

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

Section - IV

| | | |
|--|--|---|
| 1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.) | | |
| Name John Lublinkhof | Title Director of Regulatory Affairs | Telephone No. (Include Area Code) 608-241-0202 |
| Certification 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 statement may be punishable by fine or imprisonment or both under applicable law. | | 6. Date Application Received (Stamped) |
| 2. Signature | 3. Title Director of Regulatory Affairs | Date Application Received (Stamped) _____ |
| 4. Typed Name John Lublinkhof | 5. Date July 20, 2010 | |

CONTRAC®

ALL-WEATHER CAKE

NOTIFICATION

Mold Resistant

Moisture Resistant

AUG 04 2010

KILLS RATS AND HOUSE MICE

KILLS WARFARIN RESISTANT NORWAY RATS

Norway rats, roof rats, and house mice may consume a lethal dose in one night's feeding with first dead rodents appearing four or five days after feeding begins.

ACTIVE INGREDIENT:

Bromadiolone (CAS #28772-56-7):.....0.005%

INERT INGREDIENTS*:..... 99.995%

. 100.000%

*Contains Denatonium Benzoate

KEEP OUT OF REACH OF CHILDREN

CAUTION

FIRST AID

HAVE LABEL WITH YOU WHEN OBTAINING TREATMENT ADVICE

IF SWALLOWED:

- Call a poison control center, doctor, or 1-877-854-2494, or 1-800-858-7378** immediately for treatment advice.
- Have person sip a glass of water if able to swallow.
- Do not induce vomiting unless told to do so by the poison control center or doctor.
- Do not give anything by mouth to an unconscious person.

IF ON SKIN OR CLOTHING:

- Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.

IF IN EYES:

- Hold eye open and rinse slowly and gently with water for 15-20 minutes.
- Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.
- Call a poison control center or doctor for treatment advice.

** Also call this number for information on health concerns and pesticide incidents.

NOTE TO PHYSICIAN

If swallowed or absorbed through the skin, this material may reduce the clotting ability of the blood and cause bleeding. If ingested, administer Vitamin K₁ intramuscularly or orally. Repeat as necessary based on monitoring of prothrombin times.

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TREATMENT FOR PET POISONING

If animal eats bait, call veterinarian at once.

NOTE TO VETERINARIAN

Anticoagulant Bromadiolone: For animals ingesting bait and/or showing poisoning signs (bleeding or elevated prothrombin times), give Vitamin K₁. If needed, check prothrombin times every 3 days until values return to normal (up to 30 days). In severe cases, blood transfusions may be needed.

See Back/Side Panel for First Aid and additional precautionary statements.

NET WEIGHT:

16 lb.- 50 lb. containers

Manufactured by:

BATCH CODE:



Bell Laboratories, Inc.
3699 Kinsman Blvd.
Madison, WI 53704

EPA REG. NO. 12455-34

EPA EST. NO. 12455-WI-1

DIRECTIONS FOR USE

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

READ THIS LABEL: Read this entire label and follow all use directions and use precautions. Use only for the sites, pests, and application methods described on this label.

IMPORTANT: Do not expose children, pets, or nontarget animals to rodenticides. To help to prevent accidents:

1. Store unused product out of reach of children and pets.
2. Apply bait in locations out of reach of children, pets, domestic animals and nontarget wildlife, or in tamper-resistant bait stations. These stations must be resistant to destruction by dogs and by children under six years of age, and must be used in a manner that prevents such children from reaching into bait compartments and obtaining bait. If bait can be shaken from bait stations when they are lifted, units must be secured or otherwise immobilized. Stronger bait stations are needed in areas open to hoofed livestock, raccoons, bears, or other potentially destructive animals, or in areas prone to vandalism.
3. Dispose of product container and unused, spoiled, or unconsumed bait as specified on this label.

NOTE: Bait stations are mandatory for outdoor, above ground use. Tamper-resistant bait stations must be used if children, pets, non-target mammals or birds may access the bait.

USE RESTRICTIONS: This product may be used to control only Norway rats, roof rats, and house mice in sites identified below for **Urban Areas** and **Non-urban Areas**. Do not place near or inside ventilation duct openings. Do not contaminate water, food, feedstuffs, food or feed handling equipment, or milk or meat handling equipment or surfaces that come into direct contact with food. Do not broadcast bait. When used in USDA inspected facilities, this product must be applied in tamper-resistant bait stations.

Do not sell this product in individual containers holding less than 16 pounds of bait.

URBAN AREAS: This product may only be used in and around homes, industrial, commercial, and public buildings; in transport vehicles (ships, trains, aircraft) and in and around related port or terminal

buildings; and in alleys. Do not apply further than 50 feet from buildings. Do not use this product in sewers.

NON-URBAN AREAS: This product may only be used inside of homes and agricultural buildings.

SELECTION OF TREATMENT AREAS: Determine areas where rats or mice will most likely find and consume the bait. Generally, these areas are along walls, by gnawed openings, in or beside burrows, in corners and concealed places, between floors and walls, or in locations where rodents or their signs have been seen. Protect bait from rain and snow. Remove as much alternative food as possible.

APPLICATION DIRECTIONS:

Each block consists of a one-pound slab scored to be broken into four-4 oz. pieces.

RATS: Break slab into four 4-ounce pieces and apply 1 to 4 pieces of block bait at intervals of 15 to 30 feet per placement. Maintain an uninterrupted supply of fresh bait for at least 10 days or until signs of rat activity cease.

HOUSE MICE: Obtain 1 oz. bait pieces by breaking 4 oz. pieces of block bait in half and breaking each half in half. Use one-1 oz. piece per bait placement. Space placements at 8 to 12 foot intervals. Two-1 oz. pieces may be needed at points of very high mouse activity. Maintain an uninterrupted supply of fresh bait for at least 15 days or until signs of mouse activity cease.

FOLLOW-UP: Replace contaminated or spoiled bait immediately. Using gloves, collect and dispose of all dead, exposed animals and leftover bait. To prevent reinfestation, limit sources of rodent food, water, and harborage as much as possible. If reinfestation does occur, repeat treatment. Where a continuous source of infestation is present, establish permanent bait stations and replenish as needed.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

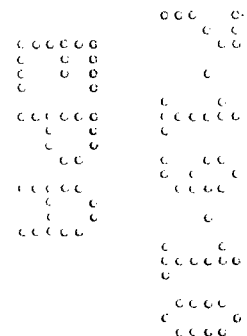
CAUTION: Harmful if swallowed or absorbed through the skin. Causes moderate eye irritation. Do not get in eyes, on skin, or clothing. Keep away from children, domestic animals, and pets. All handlers (including applicators) must wear long sleeved shirt and long pants, shoes plus socks, and gloves. Any person who retrieves carcasses or unused bait following application of this product must wear gloves.

User Safety Requirements

Follow manufacturer's instructions for cleaning/maintaining PPE. If no such instructions for washables exist, use detergent and hot water. Keep and wash PPE separately from other laundry. Remove PPE immediately after handling this product. Wash the outside of gloves before removing. As soon as possible, wash hands thoroughly after applying bait and before eating, drinking, chewing gum, using tobacco or using the toilet and change into clean clothing.

ENVIRONMENTAL HAZARDS

This product is toxic to fish, birds and other wildlife. Dogs, cats, and predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten this bait. Do not apply this product directly to water or to areas where surface water is present or to intertidal areas below the mean high water mark.



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INNER CONTAINER – COMPLETE LABEL – PACKAGE WEIGHT 2 LB. TO 10 LB.

CONTRAC[®]

ALL-WEATHER CAKE

Mold Resistant Moisture Resistant

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INDIVIDUAL SALE IS PROHIBITED BY LAW

Manufactured by:



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3699 Kinsman Blvd.

Madison, WI 53704

EPA REG. NO. 12455-34

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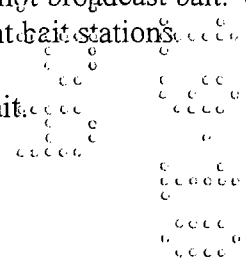
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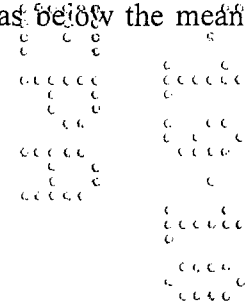
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STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

Pesticide Storage: Store only in original container in a cool, dry place inaccessible to children and pets. Keep containers closed and away from other chemicals.

Pesticide Disposal: Wastes resulting from the use of this product may be placed in trash or delivered to an approved waste disposal facility.

Pesticide Container: Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available. Dispose of empty container by placing in trash, at an approved waste disposal facility or by incineration. Call your Local Waste Agency for any questions on proper disposal.

WARRANTY: To the extent consistent with applicable law, seller makes no warranty, expressed or implied, concerning the use of this product other than indicated on the label. Buyer assumes all risk of use and/or handling of this material when such use and/or handling is contrary to label instructions

OPTIONAL MARKETING STATEMENTS:

- For use in and around homes and buildings
- With Bromadiolone
- Palatable Formulation
- Blox
- All-Weather Bait
- All-Weather Bait Blox
- All-Weather Formula
- Multi-edge Shape Gives Rodents Gnawing Edges
- Can be Used Indoors or Out
- Made in USA
- Block form bait
- All-Weather Cake
- Chunx
- Block Bait

OPTIONAL PICTURES WITHOUT TEXT:

