

12455-69

02/07/2007

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



OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

February 7, 2007

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5-803021

CERTIFIED MAIL

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

Attention: Dr. John Lublinkhof

Subject Contrac Rodenticide
 EPA Reg. No. 12455-69
 Your amended application of December 20, 2006

Purpose The submission revises the label for this product, under sec 3 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), to allow a 16 oz package consisting of 8, 2 oz trays (attached in pairs) with additional text and graphics.

Labeling The labeling submitted with the above letter is acceptable, provided that you submit one (1) copy of final printed labeling to us, with the following change, before you ship the product.

1. Under **“WARRANTY”**, add the following text at the beginning of this section: **“To the extent consistent with applicable law, ...”**
2. In the graphics, revise the 2nd Sentence above the graphics to read, **“Use gloves if bait is handled (touched).”** to clarify when gloves are needed. Alternatively, you could show persons wearing gloves.

Existing stocks Stocks of product shipped from any of your facilities must use the labeling approved with this letter, in accordance with requirements from EPA Region 5.

Stocks of product in the channels of trade may use existing labels for eighteen (18) months.

- Distributor Products** As the basic registrant, you are responsible for insuring that labeling for any distributor products (such as Hawk and Tomcat) are identical to labeling approved with this letter.
- Consequence for non-compliance** If these 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 constitutes acceptance of these conditions.
- Questions** If you have questions about this letter, please contact me at 703-305-5407 (phone); 703-305-6596 (fax); or peacock.dan@epa.gov (E-Mail).

Sincerely,

Daniel B. Peacock, Biologist
Insecticide-Rodenticide Branch
Registration Division (7504C)

- Attachment** Stamped Label
Minimum Type Size Requirements for Final Printed Labels
- Copy** Terence Bonace, EPA Region 5 Enforcement
- File Location** Dan Peacock, Flash Drive 1gb, E:\Bromadiolone\12455\12455-69, revised label with trays, final app, 2-6-2007.doc

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For delivery information visit our website at www.usps.com ®											
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Street, Apt. No., or PO Box No.											
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PS Form 3800, June 2002 See Reverse for Instructions											

OUTER CONTAINER LABEL, 1LB SIZE; COMPLETE LABEL FOR SIZES > 1LB

CONTRAC[®]

RODENTICIDE

KILLS RATS AND MICE

KILLS WARFARIN RESISTANT NORWAY RATS

Norway 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% in EPA Letter Dated:

ACCEPTED
with COMMENTS

*Contains Denatonium Benzoate

FEB -7 2007

KEEP OUT OF REACH OF CHILDREN

CAUTION

Under the Federal Insecticide
Fungicide, and Rodenticide Act
as amended, this pesticide
registered under EPA Reg. No.
12455-69

FIRST AID

HAVE LABEL WITH YOU WHEN OBTAINING TREATMENT ADVICE

IF SWALLOWED:

- Call a poison control center, doctor, or 1-877-854-2494 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.

IF ON SKIN:

- Wash with plenty of soap and water.

NOTE TO PHYSICIAN OR VETERINARIAN

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

See Back/Side Panel for additional precautionary statements.

NET WEIGHT:

Range: 2 - 25 lbs. (0.9 - 11.4 kg) or
1 lb. (8 x 2 oz. holding trays)

Manufactured by:



Bell Laboratories, Inc.
Madison, WI 53704

EPA REG. NO. 12455-69

EPA EST. NO. 12455-WI-1

This Section For Product Label Identification Purposes Only
CONTRAC Rodenticide, EPA Reg. No. 12455-69
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.

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 hooved 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.

USE RESTRICTIONS: For control of Norway rats, roof rats and house mice. Do not place bait in areas where there is a possibility of contaminating food or surfaces that come in direct contact with food. When used in USDA-inspected facilities, this product must be applied in tamper-resistant bait stations. Do not broadcast bait. Do not use in sewers.

Urban Areas: This product may be used in and around the periphery of homes, industrial, commercial, and public buildings. May also be used in transport vehicles (ships, trains, aircraft) and in and around related port or terminal buildings. May also be used in alleys.

Non-Urban Areas: This product may 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:

(Qualifier statement for 2 ounces holding trays: Each tray of an attached pair contains 2 ounces of bait. Remove bait from trays according to use directions below and **ADDITIONAL GRAPHICS AND TEXT.**)

RATS: Apply 4 to 16 ounces of bait (usually 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.

MICE: Apply 1/4 to 1/2 oz. (1 - 2 level tablespoons) of bait per placement at 8 to 12 foot intervals. Larger placements (up to 2 oz.) 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.

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

CAUTION: Harmful if swallowed or absorbed through the skin. Keep away from children, domestic animals and pets. Do not get in eyes, on skin or on clothing. Wash thoroughly with soap and water after handling. Wear gloves if bait is handled.

ENVIRONMENTAL HAZARDS

This product is toxic to fish, birds and other wildlife. Predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten 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.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.
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: Do not reuse empty container. Dispose of empty container by placing in trash, at an approved waste disposal facility or by incineration or, if allowed by state and local authorities, by burning. If burned stay out of smoke. Call your Local Waste Agency for any questions on proper disposal.

WARRANTY: 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.

020507

Alternate Storage and Disposal Language for packaging intended solely for household use (<1lb.)

STORAGE AND DISPOSAL

STORAGE: Store only in original container in a cool, dry place inaccessible to children and pets.
DISPOSAL: **If empty:** do not reuse this container. Place in trash or offer for recycling if available. **If partially filled:** Place in trash or call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

Alternate Environmental Hazards Language for packaging intended solely for household use (<1lb.):

ENVIRONMENTAL HAZARDS

This product is toxic to fish, birds and other wildlife. Predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten bait. Do not apply directly to water.

CONTRAC[®]

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ACTIVE INGREDIENT:

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INERT INGREDIENTS* :..... 99.995%
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IF ON SKIN:

- Wash with plenty of soap and water.

NOTE TO PHYSICIAN OR VETERINARIAN

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

SEE LABEL ON OUTER PACKAGING FOR ADDITIONAL PRECAUTIONARY INFORMATION

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. See outer package label for complete DIRECTIONS FOR USE including USE RESTRICTIONS and BAITING INSTRUCTIONS. It is illegal to sell this product unless it is accompanied by a complete set of its accepted labeling.

NET CONTENTS:

2 oz.

Manufactured by:



Bell Laboratories, Inc.
Madison, WI 53704

EPA REG. NO. 12455-69

EPA EST. NO. 12455-WI-1

*This Section For Product Label Identification Purposes Only.
Contra Rodenticide EPA Reg. No. 12455-69
Page 4 of 6*




OPTIONAL MARKETING STATEMENTS:

Pre-filled bait trays
 Ready to Use Easy Pack
 8 trays x 2 oz.
 Prefilled, ready to use bait trays
 Baits can be used indoors or out
 Trays can be used inside cabinets, behind appliances, in closets, in the garage, etc.
 Plastic seal keeps bait fresher
 Convenient
 Easy to use
 Tray helps contain bait
 Just peel and place
 Made in USA



ADDITIONAL GRAPHICS AND TEXT: Use for 2 oz Trays Attached in Pairs (4 oz. of Bait)

See full label for complete use directions and precautions. Use gloves if bait is handled.

Baiting for Mice

 <p>Fold sides of attached pair of 2 oz. trays and split apart.</p>	 <p>Carefully remove protective film from 2 oz. tray.</p>	 <p>Remove and apply ¼ to ½ oz. in areas of identified activity. Place in areas of identified activity, out of reach of children and pets or in tamper-resistant bait stations. Up to 2 oz. (1 detached tray) may be needed at points of very high mouse activity.</p>
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Baiting for Rats

 <p>Carefully remove film from both sides of 2 attached 2 oz. trays.</p>	 <p>Place 1 to 4 double trays (4 to 16 oz.) in areas of identified activity, out of reach of children and pets or in tamper-resistant bait stations.</p>
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OPTIONAL GRAPHICS WITHOUT TEXT:

