

12455-69

04103/2009

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U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Registration Division (7505P)
Ariel Rios Building
1200 Pennsylvania Ave., NW
Washington, D.C. 20460

EPA Reg. Number:

12455-69

Date of Issuance:

APR 3 2009

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Name of Pesticide Product:

Contrac® Rodenticide

Name and Address of Registrant (include ZIP Code):

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

Attention: Dr. John Lublinkhof

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product 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.

Based on your response to the Rodenticide Cluster Reregistration Eligibility Decision, EPA has reregistered the product listed above. This action is taken under the authority of section 4(g)(2)(C) of the Federal Insecticide, Fungicide, and Rodenticide Act, as amended. Reregistration under this section does not eliminate the need for continual reassessment of pesticides. EPA may require submission of data at any time to maintain the registration of your product.

Generic data requirements that have been identified in the RED as confirmatory data for the active ingredient contained in the subject product will continue to be tracked and assessed in the Agency's continual reassessment of pesticides.

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable provided that you submit one (1) copy of your final printed labeling, with the changes below, before you release the product for shipment:

Signature of Approving Official:

Meredith F. Laws
Meredith F. Laws, Chief
Insecticide-Rodenticide Branch
Registration Division (7504P)

Date:

APR 3 2009

1. Revise your "PRECAUTIONARY STATEMENTS" as follows:

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

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

User Safety Requirements

Follow manufacturer's instruction for cleaning/maintaining PPE. If no such instructions for washables, 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.

FIRST AID	
HAVE LABEL WHEN OBTAINING TREATMENT ADVICE	
If Swallowed	<ul style="list-style-type: none"> • Call a poison control center, doctor, or 1-877-854-2494 immediately for treatment advice. • Have a 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 in eyes	<ul style="list-style-type: none"> • 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, doctor, or 1-877-854-2494 immediately for treatment advice.

NOTE TO PHYSICIAN

If swallowed, 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.

TREATMENT FOR PET POISONING

If animal eats bait, call veterinarian or 1-877-854-2494 at once.

NOTE TO VETERINARIAN

Anticoagulant Brodifacoum: 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.

Environmental Hazards

This product is extremely toxic to mammals and birds. Dogs, cats and other predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten this bait. This pesticide is toxic to fish. Do not apply directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark. Runoff also may be hazardous to aquatic organisms in water adjacent to treated areas. Do not contaminate water when disposing of equipment wash water or rinsate.

Note: We required Category 3 eye irritation text, based on information supplied by your study.

2. In the “**DIRECTIONS FOR USE**”, add the following text after “Read this entire label ... use precautions.”:

Use only for the sites, pests, and application methods described on this label.

3. At the end of “**Important**” and immediately before “**Use Restrictions**”, add:

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

4. Revise the “**Use Restrictions**” as follows:

For control of ... terminal buildings. **Do not apply further than 50 feet from buildings.** Do not use in sewers. Do not use in edible product areas of food or feed processing plants or other areas where food or feed is commercially prepared or processed. Do not contaminate food/feed or food/feed handling equipment or place near or inside ventilation duct openings. 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.

5. If your “**DIRECTIONS FOR USE**” text continues to another panel, insure that each panel has a cross-reference to the other panel with the appropriate wording.

6. Under “**RATS:**”, add “in infested area” at the end of the 1st Sentence.
7. All final printed labels of this product, including distributor labeling, such as Motomco, must be easily read and have the same organization structure. All labels must conform to the enclosed “Minimum Type Size Requirements for Final Print Labels”, including text on a contrasting background.
8. According to your September 2, 2008, amended application form, you package this product in “plastic” and “paper”. Use the following text to revise your “**STORAGE AND DISPOSAL**” text according to PR Notice 2007-4:

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: Dispose of wastes resulting from the use of this product in trash or at an approved waste disposal facility.

Container Handling: Nonrefillable container. Do not reuse or refill this container. **[Plastic:]** Triple rinse (or equivalent) then offer for recycling or reconditioning; or puncture and dispose of in a sanitary landfill; or incineration. In most states, burning is not allowed.¹ **[Paper]** Dispose of empty container by placing in trash, at an approved waste disposal facility or by incineration. In most states, burning is not allowed.

Note: As stated in 40CFR156.140(a)(4), a batch code must be included on the label or package for container and containment for nonrefillables.

9. **Note:** Should you wish to add/retain a reference to the company's website on your label, please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E).

As stated under the Terms and Conditions of Sale and Distribution on page 35 of the Agency’s revised May 28, 2008 “Risk Mitigation Decision for Ten Rodenticides”:

- a. Product is prohibited for sale in stores oriented towards residential consumers: Grocery, Drug, Hardware and Home Improvement. It is acceptable for sale in stores oriented toward agricultural consumers: Farm, Agricultural, Tractor Stores.
- b. Product may not be sold in packaging that holds less than 16 pounds of bait.

The acceptable Confidential Statement of Formula (CSF) for this product is dated **April 8, 2002**. All other versions are obsolete.

¹ We have provided the best current text for “burning”. However, Enclosure 3 includes other alternative texts for burning.

Stocks of product with existing labels may be used until June 4, 2011.

This product is in full compliance with the Agency's revised May 28, 2008 "Risk Mitigation Decision for Ten Rodenticides".

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.

A stamped copy of the label is enclosed. If you have any questions, please contact Dan Peacock by phone (703-305-5407), or E-Mail (peacock.dan@epa.gov).

Enclosures: 1. Stamped Label
 2. Minimum Type Sizes for Final Printed Label
 3. Burn Texts

Dan Peacock, Flash Drive, 16gb, E:\4G Dan\Doc\Word\Bromadiolone\Re-Reg\12455-69\Notice of Re-Reg, 12455-69, 3-31-2009, revised.doc

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OUTER CONTAINER - COMPLETE LABEL- PACKAGE WEIGHTS 16 LB. OR GREATER

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%

*Contains Denatonium Benzoate

ACCEPTED
With COMMENTS
In EPA Letter Dated: APR 3rd 2009

KEEP OUT OF REACH OF CHILDREN

CAUTION

Under the Federal Insecticide, Fungicide and Rodenticide Act, As amended, for the 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 First Aid and precautionary statements.

NET WEIGHT:

16-50 lb. containers

Manufactured by:



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

EPA REG. NO. 12455-69

EPA EST. NO. 12455-WI-1

012455-00069.20080826.ContracRodenticideLabelFlow.pdf

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. Bait stations are mandatory for outdoor, above ground use. 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 in and around homes, industrial, commercial, agricultural, and public buildings, and similar manmade structures. May also be used in transport vehicles (ships, trains, aircraft) and in and around related port and terminal buildings. Do not apply further than 50 feet from buildings. This product may also be used in alleys. Do not use in sewers. Do not place bait in areas where there is a possibility of contaminating food or surfaces that come in 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.

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:

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.

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 may 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: 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 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: 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.

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

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NET WEIGHT: 2 lb. to 10 lb. containers

INDIVIDUAL SALE IS PROHIBITED BY LAW

Manufactured by:

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

EPA REG. NO. 12455-69

EPA EST. NO. 12455-WI-1

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OPTIONAL MARKETING STATEMENTS:

- Bait can be used indoors or out
- For use in and around homes and buildings
- Easy to use
- Made in USA
- Pelleted Bait
- Pellets
- Pellet formula
- Pellet formulation

OPTIONAL GRAPHICS WITHOUT TEXT:



Version 082608