



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 Rat & Mouse Bait Ready To Use Place Pacs
EPA Registration No. 12455-75

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 Rat & Mouse Bait Ready To Use Place Pacs.

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,

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 12455-75 | 2. EPA Product Manager John Hebert | 3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted |
| 4. Company/Product (Name) Contrac Rat & Mouse Bait Ready To Use Place Pacs | 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: NOTIFICATION EPA Reg. No. _____ AUG 04 2010 Product Name _____ | |

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, "Ready To Use Place Pac Meal", "Meal", and "Place Pac Meal" have been added to the label. This changes are highlighted in yellow.

Section - III

| | | | | | |
|--|---|--|--|--|--|
| 1. Material This Product Will Be Packaged In: | | | | 2. Type of Container | |
| 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 | If "Yes" Unit Packaging wgt. No. per 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" 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 <input type="checkbox"/> 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 | |
| 4. Typed Name John Lublinkhof | 5. Date July 20, 2010 | |

5/10

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

CONTRAC[®]

RAT & MOUSE BAIT

NOTIFICATION

AUG 04 2010

Ready To Use Place Pacs

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%

TOTAL 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 soap and 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.

5/10

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.

Net Weight: 16-50 lb.

Manufactured by:



Bell Laboratories, Inc.

3699 Kinsman Blvd.
Madison, WI 53704

Batch Code:

EPA Reg. No.: 12455-75

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 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 house 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 2 to 10 Place Pacs 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 to appear.

HOUSE MICE: Place 1 Place Pac at 8 to 12 foot intervals. Maintain an uninterrupted supply of fresh bait for at least 15 days or until signs of mouse activity cease to appear.

FOLLOW-UP: Replace contaminated or spoiled bait immediately. Wearing gloves, collect and dispose of all dead animals and leftover bait properly. 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 skin. Causes moderate eye irritation. Do not get in eyes, on skin, or on 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.

STORAGE AND DISPOSAL

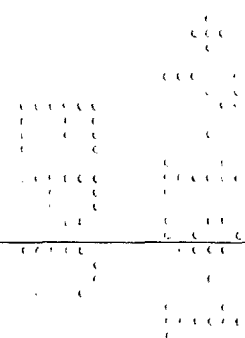
Do not contaminate water, food or feed by storage or disposal.

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.



INNER CONTAINER – ABBREVIATED LABEL - INDIVIDUAL PLACE PACS

CONTRAC®

**RAT & MOUSE BAIT
Ready To Use Place Pac**

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%

TOTAL 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 soap and 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.

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.

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.

SEE LABEL ON OUTER PACKAGING FOR ADDITIONAL PRECAUTIONARY INFORMATION

Net Weight: 1.5 oz. (43 g)

INDIVIDUAL SALE IS PROHIBITED BY LAW

Manufactured by:



Bell Laboratories, Inc.

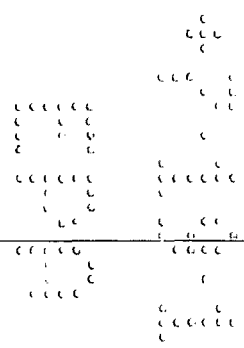
3699 Kinsman Blvd.
Madison, WI 53704

EPA Reg. No.: 12455-75

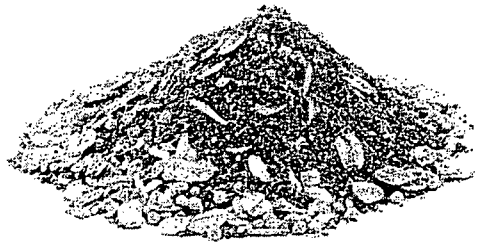
EPA Est. No.: 12455-WI-1

OPTIONAL MARKETING STATEMENTS

- Meal Bait
- Contains Meal Bait
- Meal formula
- Meal formulation
- Place Packs (Pac)
- Maintenance bait
- Maintenance
- Use for maintenance
- Ready To Use Place Pac Meal
- Meal
- Place Pac Meal



OPTIONAL GRAPHIC WITHOUT TEXT



072010

