

12455-86

03/05/2007

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



OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

March 5, 2007

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S-865 875

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

Attention: Dr. John Lublinkhof

- Subject** Contrac Rodenticide Place Pac
 EPA Reg. No. 12455-86
 Your amended application of December 20, 2006
 Your resubmission of February 20, 2007
- Purpose** The submission revises the label and graphics for this product, under sec 3 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), to allow greater flexibility for the consumer market.
- Labeling** The labeling submitted with the above letter is acceptable, provided that you submit one (1) copy of final printed labeling to us, before you ship the product.
- Existing stocks** You may use stocks of product with existing labels for eighteen (18) months.
- 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 Enclosure 1. Stamped Label for 12455-86.

File Location Dan Peacock, Flash Drive, 1b, K:\Bromadiolone\12455\12455-86\12455-86, revised label, market flexibility, 2-24-2007.doc

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OUTER CONTAINER - COMPLETE LABEL - ALL PACKAGE WEIGHTS

CONTRAC®

RODENTICIDE Place Pac

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%

ACCEPTED
with COMMENTS
in EPA Letter Dated

*Contains Denatonium Benzoate

MAR 5 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.

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.

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:

- 100 x 0.88 oz. (25 g)
- 5.3 oz. (6 x 0.88 oz. (25 g) place pacs)
- 1.38 lb. (25 x 0.88 oz. (25 g) place pacs)

Manufactured by:



Bell Laboratories, Inc.
Madison, WI 53704

EPA REG. NO. 12455-86

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 6 x 0.88 oz. package only: This package contains enough bait (5.3 oz.) to kill one to three rats)

RATS: Apply 4 to 16 Place Pacs (usually at intervals of 15 to 30 feet) per placement. Maintain an uninterrupted supply of fresh bait for at least 10 days.

MICE: Place 1 Place Pac at 8 to 12 foot intervals. Maintain an uninterrupted supply of fresh bait for at least 15 days.

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 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: 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.

022007

Alternate Storage and Disposal Language for packaging intended solely for household use (<11b.)

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 (<11b):

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.

INNER CONTAINER - ABBREVIATED LABEL - ALL PACKAGE WEIGHTS

CONTRAC[®]
RODENTICIDE
Place Pac

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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:

0.88 oz. (25 g) place pac

Manufactured by:



Bell Laboratories, Inc.
Madison, WI 53704

EPA REG. NO. 12455-86

EPA EST. NO. 12455-WI-1

The following information is for informational purposes only and does not constitute a contract.

OPTIONAL MARKETING STATEMENTS:

Mouse and rat bait

For indoor & outdoor rodent control

Bait pacs can be used indoors or out

Place pacs fit easily into rat burrows, runways & hard to reach areas where rodents live and breed
DO NOT OPEN PLACE PAC - Simply position in desired locations. Rodents will open it themselves.

Place bait in locations where rodents or their signs have been seen.

Maintain an uninterrupted supply for 15 days or until all signs of activity stop.

Pre-measured

Convenient

Easy to use

Hands never touch the bait

Made in USA

Ready to Use

OPTIONAL GRAPHICS WITHOUT TEXT:



*This Section for Product Label Identification is an example
of the information that should be included on the label.*