

12455-86

04-19-2010

1/12

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



OFFICE OF  
PREVENTION, PESTICIDES,  
AND TOXIC SUBSTANCES

APRIL 19 2010

John Lublinkhof  
Director of Regulatory Affairs  
Bell Laboratories, Inc.  
3699 Kinsman Blvd.  
Madison, WI 53704

Dear Mr. Lublinkhof:

Subject: Submission of amended labeling  
EPA Reg. No. 12455-86  
Submissions dated March 5, 2010

The proposed labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), is acceptable provided that you submit two copies of your final printed label before you release the product for shipment. Products shipped after 18 months from the date of this amendment or the next printing of the label which ever occurs first, must bear the new revised label. Your release for shipment of the product bearing the amended label constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e).

A stamped copy is enclosed for your records. If you have any questions, please contact Marianne Lewis at (703) 308-8043 or [lewis.marianne@epa.gov](mailto:lewis.marianne@epa.gov).

Regards,

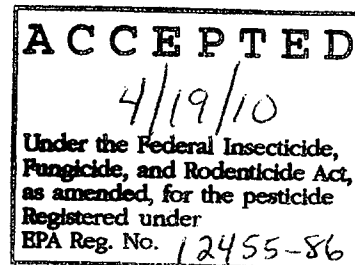
A handwritten signature in black ink, appearing to read "Kable Bo Davis".

Kable Bo Davis  
Acting Product Manager (07)  
Insecticide-Rodenticide Branch  
Registration Division (7505P)

Enclosure

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

**CONTRAC<sup>®</sup>**  
**RODENTICIDE**  
**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%  
100.000%

In order to ensure a consistent and satisfactory control of listed rodents, do not sell this product 6 months after manufacturing date.

\*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 K<sub>1</sub> 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 K<sub>1</sub>. 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. 12455-86

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. Use only for sites, pests and application methods described on the 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:** For control only of 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:**

**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 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 15 days or until signs of mouse activity cease to appear.

**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 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 - COMPLETE LABEL - PACKAGE WEIGHTS 2 LB. TO 10 LB.**

**CONTRAC®  
RODENTICIDE  
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*:	..... <u>99.995%</u>
	100.000%

In order to ensure a consistent and satisfactory control of listed rodents, do not sell this product 6 months after manufacturing date.

\*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 K<sub>1</sub> 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 K<sub>1</sub>. 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:

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. 12455-86

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. 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 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.

**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:** For control only of 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:**

**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 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 15 days or until signs of mouse activity cease to appear.

**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 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<sup>®</sup>**  
**RODENTICIDE**  
**Place Pac**

***KILLS RATS AND HOUSE MICE***

**ACTIVE INGREDIENT:**

Bromadiolone (CAS #28772-56-7):	.....0.005%
INERT INGREDIENTS*:	..... 99.995%
	100.000%

In order to ensure a consistent and satisfactory control of listed rodents, do not sell this product 6 months after manufacturing date.

\*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 K<sub>1</sub> intramuscularly or orally. Repeat as necessary based on monitoring of prothrombin times.

11  
12

**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 K<sub>1</sub>. 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 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

**INDIVIDUAL SALE IS PROHIBITED BY LAW**

Manufactured by:



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

EPA REG. NO. 12455-86

EPA EST. NO. 12455-WI-1

**OPTIONAL MARKETING STATEMENTS:**

House mouse and rat bait

For indoor & outdoor house mouse and rat control

Bait pacs can be used indoors or out

Place pacs fit into rat burrows, runways & hard to reach areas where rats and house mice breed.

DO NOT OPEN PLACE PAC - Position in desired locations. Rats and house mice will open it themselves.

Place bait in locations where rats and house mice signs have been seen.

For House Mice: Maintain an uninterrupted supply for 15 days or until all signs of activity stop.

For Rats: Maintain an uninterrupted supply for 10 days or until signs of activity stop.

Pre-measured

Made in USA

Ready to Use

Pelleted Bait

Contains Pelleted Bait

Pellets

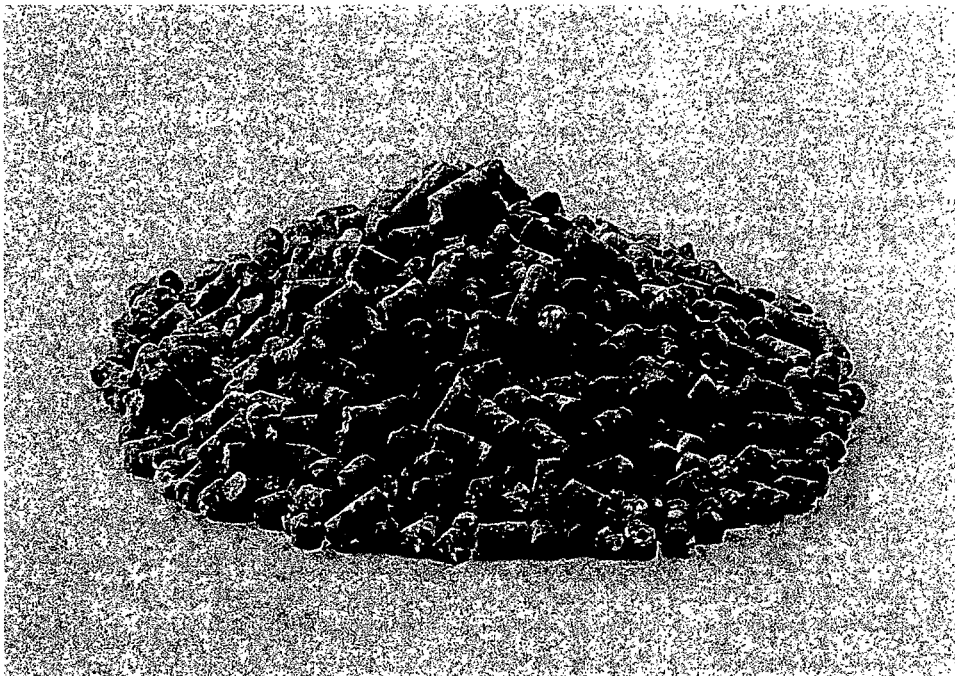
Pellet formulation

Pellet formula

**OPTIONAL MARKETING STATEMENTS (CONT'D):**

- Bulk pellets
- Ready To Use Place Pack (Pac) Pellets
- Place Pack (Pac) Pellets
- Place Packs (Pac)
- Maintenance
- Use for maintenance

**OPTIONAL GRAPHICS WITHOUT TEXT:**



Version 041910