



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

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

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

JUN 13 2008

Subject: Label Notifications for Pesticide Registration Notice 2007-4

Dear Mr. Lublinkhof:

The Agency is in receipt of your Applications for Pesticide Notification under Pesticide Registration Notice (PRN) 2007-4 dated May 15, 2008 for:

EPA Registration 12455-75

**Contrac Rat & Mouse Bait Ready-To-Use
Place Pac**

EPA Registration 12455-82

Contrac Super Size Blocks

EPA Registration 12455-103

Contrac Bait Trays

The Registration Division (RD) has conducted a review of this request for applicability under PRN 2007-4 and finds that the label change(s) requested falls within the scope of PRN-2007-4. The label has been date-stamped "Notification" and will be placed in our records.

Please be reminded that 40 CFR Part 156.140(a)(4) requires that a batch code, lot number, or other code identifying the batch of the pesticide distributed and sold be placed on nonrefillable containers. The code may appear either on the label (and can be added by non-notification/PR Notice 98-10) or durably marked on the container itself.

If you have any questions, please contact me directly at 703-305-6249 or Nicole Williams of my staff at 703-308-8893.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda Arrington".

Linda Arrington
Notifications & Minor Formulations Team Leader
Registration Division (7505P)
Office of Pesticide Programs



United States
Environmental Protection Agency
Washington, DC 20460

Registration
 Amendment
 Other

OPP Identifier Number

Application for Pesticide - Section I

| | | |
|--|---|--|
| 1. Company/Product Number 12455-103 | 2. EPA Product Manager John Hebert | 3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted |
| 4. Company/Product (Name) Contrac Bait Trays | 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. _____ Product Name _____ JUN 13 2008 | |

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 label change per PR Notice 2007-4 (See attached).

Section - III

| | | | | | |
|--|--|---|--------------------------------------|---|---|
| 1. Material This Product Will Be Packaged In: | | | | 2. Type of Container | |
| Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | Unit Packaging <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | | <input type="checkbox"/> Metal | <input checked="" type="checkbox"/> Plastic |
| * Certification must be submitted | If "Yes" Unit Packaging wgt. 2. oz | No. per container 8 | If "Yes" Package wgt | <input checked="" type="checkbox"/> Glass | <input checked="" type="checkbox"/> Paper |
| 3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container | | 4. Size(s) Retail Container 1 lb. | | 5. Location of Label Directions <input checked="" 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 _____ | | |

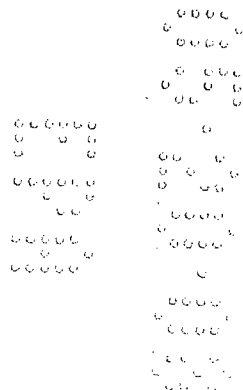
Section - IV

| | | | | | |
|--|--|--|--|---|--|
| 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 | |
| <p align="center">Certification</p> <p>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.</p> | | | | | <p align="center">6. Date Application Received (Stamped)</p> |
| 2. Signature | | 3. Title Director of Regulatory Affairs | | | |
| 4. Typed Name John Lublinkhof | | 5. Date May 15, 2008 | | | |

Section II (Explanation)

Notification of label change per PR Notice 2007-4. This notification is consistent with the guidance in PR Notice 2007-4 and the requirements of EPA's regulations at 40 CFR §§ 156.10, 156.140, 156.144, 156.146, and 156.156. No other changes have been made to the labeling or the Confidential Statement of Formula for this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statements to EPA. I further understand that if the amended label is not consistent with the requirements of 40 CFR §§ 156.10, 156.140, 156.144, 156.146, and 156.156, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Please see attached label incorporating the changes. The changes are highlighted in gray in the Storage and Disposal section.



NOTIFICATION

JUN 13 2008

OUTER CONTAINER - COMPLETE LABEL

CONTRAC®

BAIT TRAYS

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

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 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.

NET WEIGHT:

1 lb. (4 x 4 oz. bait trays)

1 lb. (8 x 2 oz. bait trays)

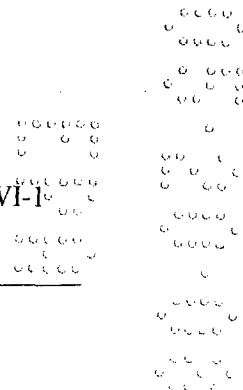
Manufactured by:



Bell Laboratories, Inc.
Madison, WI 53704

EPA REG. NO. 12455-103

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.

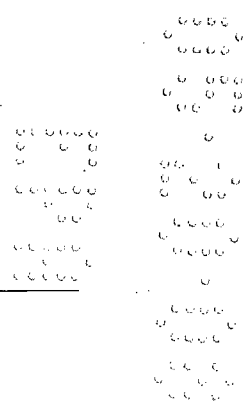
SELECTION OF TREATMENT AREAS: Determine areas where rats or mice will most likely find and consume the bait. Generally, these areas are along walls, by gnawed openings, in or beside burrows, in corners and concealed places, between floors and walls, or in locations where rodents or their signs have been seen. Protect bait from rain and snow. Remove as much alternative food as possible.

APPLICATION DIRECTIONS:

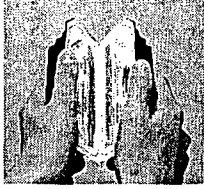
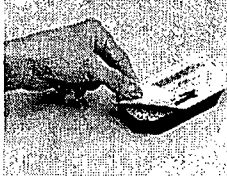
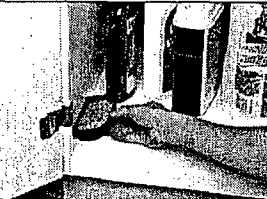
Each tray contains 4 ounces of bait. Each tray has two compartments, each containing 2 oz. of bait. Bait may be removed from trays as per use directions below

RATS: Place 1 to 4 trays (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.

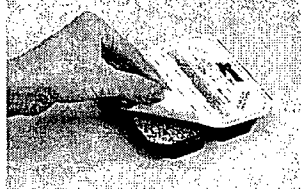
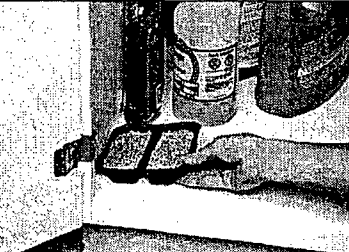
MICE: Apply 1/4 to 1/2 oz. (1 - 2 level tablespoons) of bait per placement at 8 to 12 foot intervals. Larger placements (up to 2 oz.) may be needed at points of very high mouse activity. Maintain an uninterrupted supply of fresh bait for at least 15 days or until signs of mouse activity cease.



Baiting for Mice

| | | |
|---|--|---|
|  <p>Fold sides of tray together and split apart.</p> |  <p>Carefully remove protective film.</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. may be needed at points of very high mouse activity.</p> |
|---|--|---|

Baiting for Rats

| | |
|---|---|
|  <p>Carefully remove film from both sides of tray.</p> |  <p>Place 1 to 4 trays in areas of identified activity, out of reach of children and pets or in tamper-resistant bait stations.</p> |
|---|---|

FOLLOW-UP: Replace contaminated or spoiled bait immediately. 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. Wash thoroughly with soap and water after handling.

ENVIRONMENTAL HAZARDS

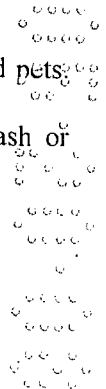
This product is toxic to fish, birds and other wildlife. Do not apply this product directly to water or to areas where surface water is present or to intertidal areas below the mean high water mark.

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.

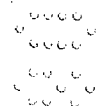
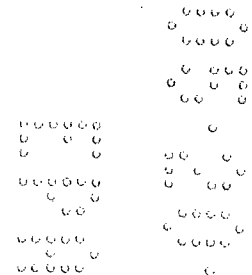
WARRANTY: Seller makes no warranty, expressed or implied, concerning the use of this product other than indicated on the label. Buyer assumes all risk of use and/or handling of this material when such use and/or handling is contrary to label instructions.

Alternate Storage and Disposal for packaging intended solely for household use:

STORAGE AND DISPOSAL

STORAGE: Store only in original container in a cool, dry place inaccessible to children and pets.

DISPOSAL: ~~If empty: Nonrefillable container. Do not reuse or refill 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.



8/9

NOTIFICATION

JUN 13 2008

INNER CONTAINER - ABBREVIATED LABEL

CONTRAC®

BAIT TRAYS

KILLS RATS AND MICE

ACTIVE INGREDIENT:

Bromadiolone (CAS #28772-56-7):0.005%

INERT INGREDIENTS*:..... 99.995%
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 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 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:
(4 oz.) or (2 oz.)

Manufactured by:



Bell Laboratories, Inc.
Madison, WI 53704

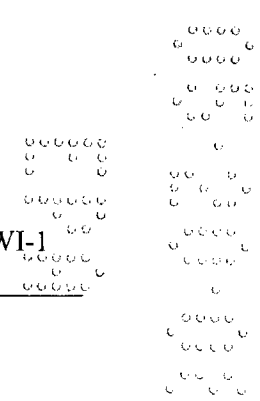
EPA REG. NO. 12455-XXX

EPA EST. NO. 12455-WI-1

This Section For Product Label Identification Purposes Only:

Contrac Bait Trays, EPA Reg. No. 12455-103

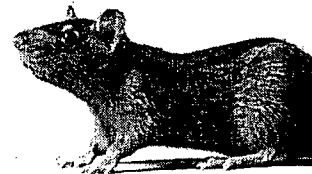
Page 5 of 6



OPTIONAL MARKETING STATEMENTS:

Pre-filled bait trays
Ready to Use Pack
4 trays x 4 oz.
8 trays x 2 oz.
Up to eight placements for mice
Prefilled, ready to use bait trays
Just peel and place
Made in USA

OPTIONAL GRAPHICS WITHOUT TEXT:



051508

