

12455-133

2/3/2011

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

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Decision # 444 704

$\frac{300}{1155} 5-88 9641$

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

FEB 3 2011

Attention: Dr. John Lublinkhof

- Subject** Contrac® with LUMITRACK
EPA Reg. No. 12455-133
Your amended application of January 6, 2011
- Purpose** This submission requests labeling changes, under sec 3 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA).
- Labeling** The labeling submitted with your letter will be acceptable, provided that you submit one (1) copy of final printed label before you ship product.
- Note** Should you wish to add 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). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, **regardless of whether a website is referenced on your product's label**, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

Terms and Conditions

Terms/Conditions of Sale/Distribution (for Agricultural Building Only Use)

The registrant must not sell or distribute the product in a manner that results in sale in stores oriented towards residential consumers (e.g., grocery, drug, hardware, home improvement stores). The registrant may sell or distribute the product in a manner that results in sale in stores oriented towards agricultural consumers (i.e., farm, agricultural, tractor stores).

This product may not be sold in packaging that holds less than 8 pounds of bait.

Terms/Conditions of Sale/Distributions (for PCO Use)

The registrant must not sell or distribute the product in a manner that results in sale in stores oriented towards residential consumers (e.g., grocery, drug, hardware, home improvement stores). The registrant may sell or distribute the product in a manner that results in sale in stores oriented towards agricultural consumers (i.e., farm, agricultural, tractor stores) and pest control operators.

This product may not be sold in packaging that holds less than 16 pounds of bait.

Compliance with Risk Mitigation

With the above changes, this product will be in full compliance with the Agency's revised May 28, 2008 "*Risk Mitigation Decision for Ten Rodenticides*" and current requirements.

Existing stocks

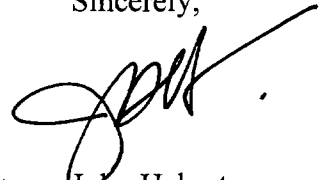
- The registrant may not distribute or sell existing stocks of this product after June 4, 2011 unless they conform to the terms and conditions of registration as amended today.
- Any person other than the registrant may sell and distribute existing stocks of this product with the previously approved label until such stocks are exhausted.
- Any person may use existing stocks of this product with the previously approved label until such stocks are exhausted.

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 Mr. Dan Peacock at 703-305-5407 (phone); 703-305-6596 (fax); or peacock.dan@epa.gov (E-Mail).

Sincerely,



John Hebert
Product Manager (07)
Insecticide-Rodenticide Branch
Registration Division (7505P)

- Enclosures**
1. Stamped Label
 2. Minimum Type Sizes for Final Printed Labels

File Location Dan Peacock, Flash Drive, 16gb, E:\4G
Dan\Doc\Word\Bromadiolone\Registration Actions\12455-RGG, -
133\12455-133, 1-6-2011 adm, rev label, RMD, 1-18-2011.doc

Pest Control Operator Use Label

OUTER AND INNER CONTAINER LABELS

[For the "PCO, Inner Container Label" for packages holding 2 to 10 lb of bait, add the following text on the front panel: "IT IS ILLEGAL TO SELL THIS PRODUCT IN PACKAGES HOLDING LESS THAN 16 POUNDS OF BAIT."]

CONTRAC[®] with LUMITRACK

KILLS RATS AND 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%

*Contains Denatonium Benzoate

**ACCEPTED
With COMMENTS**

In EPA Letter Dated: **FEB - 3 2011**

Under the Federal Insecticide, Fungicide
and Rodenticide Act, As amended, for the
pesticide Registered under EPA Reg. No:

12455-133

KEEP OUT OF REACH OF CHILDREN

CAUTION

FIRST AID

Have label with you when obtaining treatment advice.

If swallowed	<ul style="list-style-type: none"> • Call a poison control center or doctor 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 or clothing	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15 – 20 minutes. • Call a poison control center or doctor immediately for treatment advice.
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 or doctor immediately for treatment advice.

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Pest Control Operator Use Label

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.

See Back/Side Panel for First Aid and additional precautionary statements.

NET WEIGHT:

16 lb. – 50 lb. containers

BATCH CODE:

Manufactured by:



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

EPA REG. NO. 12455- 133

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.

Pest Control Operator Use Label

USE RESTRICTIONS: This product may only be used to control Norway rats, roof rats, and house mice in and around homes and residential buildings, food processing facilities, industrial, commercial, agricultural and public buildings, and similar man-made structures. It may also be used in transport vehicles (ships, trains, aircraft) and in and around related port or terminal buildings. **Do not apply further than 50 feet from buildings.** 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 or feed. When used in USDA inspected facilities, this product must be applied in tamper-resistant bait stations. Do not broadcast bait. Do not use this product in sewers.

Do not sell this product in individual containers holding less than 16 pounds of bait.

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

APPLICATION DIRECTIONS:

Rats: Apply 3 to 16 blocks per placement, usually spaced 15 to 30 feet apart. Maintain a constant supply of fresh bait for 10 days or until signs of rat activity cease.

House Mice: Apply 1 block per placement, usually spaced 8 to 12 feet apart. Up to 2 blocks may be needed at points of very high mouse activity. Maintain a constant supply of fresh bait for 15 days or until signs of house mouse activity cease.

Follow-up: Replace contaminated or spoiled bait immediately. Wearing waterproof gloves, collect and properly dispose of all visible dead animals and leftover bait. To discourage reinfestation, limit sources of rodent food, water, and harborage as much as possible. If reinfestation does occur, repeat treatment. For a continuous infestation, set up permanent bait stations and replenish bait as needed.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

CAUTION: Harmful if swallowed or absorbed through the skin. Causes moderate eye irritation. Keep away from children, domestic animals and pets. Do not get in eyes, on skin, or on clothing. All handlers (including applicators) must wear long-sleeved shirt, long pants, shoes, socks, and waterproof 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.

Pest Control Operator Use Label

ENVIRONMENTAL HAZARDS

This product is extremely toxic to mammals and birds. Dogs and other predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten this bait. Do not contaminate water when disposing of equipment wash water or rinsate.

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.

Container Handling: 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.

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.

OPTIONAL MARKETING STATEMENTS:

Mold and Moisture Resistant

All-Weather Blox

Ready to Use Blox

Includes Lumitrack

With Lumitrack

With Special Lumitrack

Contains Lumitrack Additive

Lumitrack Luminesces Under Black Light in Low Light Conditions

Lumitrack is visible under black light in low light conditions

Lumitrack makes rodent feces glow under black light in low light conditions

Lumitrack helps track rodent movement and identify harborage areas in low light conditions

By making feces easier to see, Lumitrack makes rodent identification easier in low light conditions

By making feces easier to see, Lumitrack helps determine the size of an infestation in low light conditions

Lumitrack increases serviceability in low light conditions

Lumitrack helps determine amount of bait consumption in low light conditions

Lumitrack makes bait easier to monitor in low light conditions

Lumitrack improves serviceability by aiding in visual identification in low light conditions

Lumitrack simplifies identification of rodent pathways in low light conditions

Lumitrack aids in locating entry holes for rodent proofing in low light conditions

Lumitrack aids in inspection of inbound pallets in low light conditions

Lumitrack aids in identification of rodent activity on inbound pallets in low light conditions

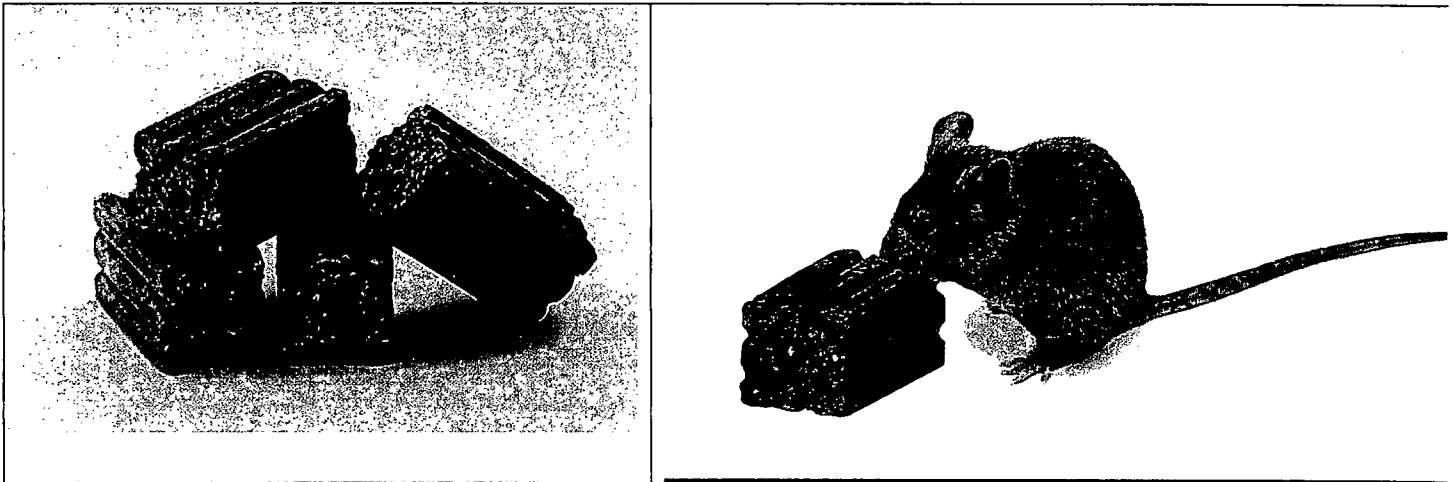
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Pest Control Operator Use Label

OPTIONAL MARKETING STATEMENTS (CONT'D):

All-Weather Contrack with Lumitrack has an updated preservative system
All-Weather Contrack with Lumitrack contains a preservative system which helps maintain freshness
All-Weather Block Bait
Ready to Use 1 oz. Block Bait
All-weather formula
With bromadiolone
Multi-edge shape gives rodents gnawing edges
Can be used indoors or out (within 50 feet of buildings)
For use in and around (within 50 ft of) homes and buildings.
Made in USA
Blox
All-Weather

OPTIONAL GRAPHICS WITHOUT TEXT:



4 blocks is a rat, not a mouse, placement

90A/B

AGRICULTURAL USE LABEL

OUTER AND INNER CONTAINER LABELS

[For the "Agricultural Buildings, Inner Container Label" for packages holding 2 to 4 lb of bait, add the following text on the front panel: "IT IS ILLEGAL TO SELL THIS PRODUCT IN PACKAGES HOLDING LESS THAN 8 POUNDS OF BAIT."]

CONTRAC[®] with LUMITRACK

For Use In and Around Agricultural Buildings Only

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.	
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If on skin or clothing	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15 – 20 minutes. • Call a poison control center or doctor immediately for treatment advice.
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 or doctor immediately for treatment advice.

100913

AGRICULTURAL USE LABEL

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.

See Back/Side Panel for First Aid and additional precautionary statements.

NET WEIGHT:
8 lb. – 50 lb.

Manufactured by:

Batch Code:



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

EPA REG. NO. 12455-133

EPA EST. NO. 12455-WI-1

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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.

110913

AGRICULTURAL USE LABEL

USE RESTRICTIONS: This product may only be used to control Norway rats, roof rats, and house mice in and around agricultural buildings. **Do not apply further than 50 feet from buildings.** Do not use in homes or other human residences. 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 or feed. When used in USDA inspected facilities, this product must be applied in tamper-resistant bait stations. Do not broadcast bait. Do not use this product in sewers.

Do not sell this product in individual containers holding less than 8 pounds of bait.

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

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Follow-up: Replace contaminated or spoiled bait immediately. Using waterproof gloves, collect and properly dispose of all visible dead animals and leftover bait. To discourage reinfestation, limit sources of rodent food, water, and harborage as much as possible. If reinfestation does occur, repeat treatment. For a continuous infestation, set up permanent bait stations and replenish bait as needed.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

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AGRICULTURAL USE LABEL

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.

Container Handling: 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.

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.

OPTIONAL MARKETING STATEMENTS:

Mold and Moisture Resistant

All-Weather Blox

Ready to Use Blox

Includes Lumitrack

With Lumitrack

With Special Lumitrack

Contains Lumitrack Additive

Lumitrack Luminesces Under Black Light in Low Light Conditions

Lumitrack is visible under black light in low light conditions

Lumitrack makes rodent feces glow under black light in low light conditions

Lumitrack helps track rodent movement and identify harborage areas in low light conditions

By making feces easier to see, Lumitrack makes rodent identification easier in low light conditions

By making feces easier to see, Lumitrack helps determine the size of an infestation in low light conditions

Lumitrack increases serviceability in low light conditions

Lumitrack helps determine amount of bait consumption in low light conditions

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Lumitrack aids in identification of rodent activity on inbound pallets in low light conditions

All-Weather Contrac with Lumitrack has an updated preservative system

All-Weather Contrac with Lumitrack contains a preservative system which helps maintain freshness

All-Weather Block Bait

Ready to Use 1 oz. Bait Chunx

All-weather formula

OPTIONAL MARKETING STATEMENTS (CONT'D):

With bromadiolone

Multi-edge shape gives rodents gnawing edges

Can be used indoors or out (within 50 feet of agricultural buildings)

For use in and around (within 50 ft of) agricultural buildings.

Made in USA

Bait Chunx

All-Weather

OPTIONAL GRAPHICS WITHOUT TEXT:

4 blocks is a rat, not a mouse, placement

Version 010611