

12455-137

02-09-2012

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

OFFICE CHEMICAL SAFETY  
AND POLLUTION PREVENTION

FEB 9 2012

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

Decision # 460579

332 5-910326  
1300

Attention: Mr. John Lublinkhof

**Subject** Rampage Pelleted Bait  
EPA Reg. No. 12455-137  
Your Notification of January 20, 2012

**Purpose** The Agency has received your submission for Application for Pesticide Notification under Pesticide Registration Notices (PRN) 1998-10 to add an "Optional Marketing Statement", to your label for 6 months: "New formula".

**Review** The Registration Division (RD) has conducted a review of this request for its applicability under PRN 1998-10 and has found that the action falls within the scope of this PR Notice. The label submitted with the application is acceptable, has been stamped "Notification", and will be posted on EPA's website.

**Questions** If you have questions about this letter, please contact me at 703-305-5407 (phone) or [peacock.dan@epa.gov](mailto:peacock.dan@epa.gov) (E-Mail).

Sincerely,

Daniel B. Peacock, Biologist  
Insecticide-Rodenticide Branch  
Registration Division (7505P)



United States  
**Environmental Protection Agency**  
 Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number

**Application for Pesticide - Section I**

1. Company/Product Number 12455-137	2. EPA Product Manager John Hebert	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Rampage Pelleted Bait	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: EPA Reg. No. _____ 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 label change per PR Notice 98-10. (See attached statement). The optional notification statement, "New Formula" has been added to the label (see attached).

**NOTIFICATION**

**FEB 09 2012**

**Section - III**

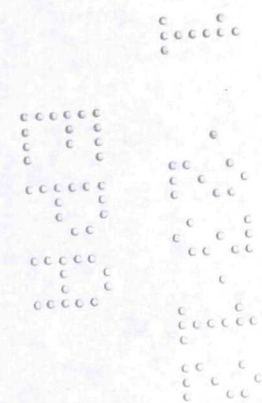
1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal	<input checked="" type="checkbox"/> Plastic
* Certification must be submitted	If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	No. per container	<input type="checkbox"/> Glass
					<input type="checkbox"/> Paper
					<input type="checkbox"/> Other (Specify) _____
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 4 lb. to 50 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 Paper glued 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 January 20, 2012	

**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.





3699 Kinsman Blvd.  
Madison, Wisconsin 53704 USA  
(608) 241-0202 • Fax: (608) 244-1056  
www.belllabs.com

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January 20, 2012

Mr. John Hebert PM#7  
U.S. EPA Office of Pesticide Programs  
Insecticide-Rodenticide Branch  
Document Processing Desk  
Room S-4900  
One Potomac Yard  
2777 S. Crystal Drive  
Arlington, VA 22202

**Subject: Notification of Addition of Marketing Statement, EPA Reg. No. 12455-137**

Dear Mr. Hebert:

Bell Laboratories, Inc. is providing notification for the addition of the marketing statement, "New Formula." for Rampage Pelleted Bait, Reg. No. 12455-137.

Attached, please find a completed 8570-1 form and a copy of the label with the marketing statement highlighted in yellow.

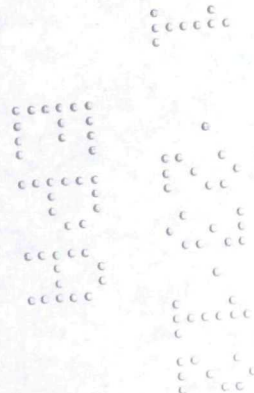
This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, 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.

If you have any questions or need any additional information, please do not hesitate to contact me at (608) 241-0202 Ext. 3138.

Sincerely,

John Lublinkhof, Ph.D.  
Director of Regulatory Affairs

Attachments



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# RAMPAGE PELLETTED BAIT

**This Product May Only be Used Inside and Within 50 Feet of Buildings or Inside of Transport Vehicles (Ships, Trains, Aircraft)**

**KILLS NORWAY RATS, ROOF RATS AND HOUSE MICE**

**KILLS ANTICOAGULANT RESISTANT NORWAY RATS, ROOF RATS AND HOUSE MICE**

**Norway rats, roof rats and house mice cease feeding after consuming a toxic dose.**

ACTIVE INGREDIENT: Bromethalin (CAS# 63333-35-7): .....	0.01%
INERT INGREDIENTS*.....	99.99%
TOTAL	100.00%

**KEEP OUT OF REACH OF CHILDREN NOTIFICATION  
CAUTION FEB 09 2012**

### 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.

### TREATMENT FOR PET POISONING

If an animal eats this bait, call a veterinarian at once.

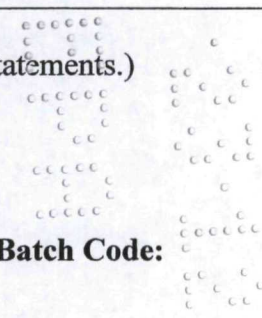
### NOTE TO PHYSICIAN OR VETERINARIAN

Contains the nerve poison Bromethalin. This product is not an anticoagulant type rodenticide. For humans or animals ingesting bait and/or showing poisoning signs (such as muscle tremors, loss of hind limb use, or seizures for animals), limit absorption by either emesis or gastric lavage. Sublethal symptoms, if present, would be the result of cerebral edema and should be treated accordingly through administration of an osmotic diuretic and corticosteroid.

(See right side panel for First Aid and additional precautionary statements.)  
NET WEIGHT: 4 lb. to 50 lb.

Manufactured by:

Batch Code:





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

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EPA REG. NO. 12455-137

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 prevent exposure:

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 from 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:** This product may only be used for control of Norway rats, roof rats and house mice in and around homes, industrial, commercial, agricultural, and public buildings, and similar man-made structures. **Do not apply further than 50 feet from buildings.** Do not place near or inside ventilation duct openings. Do not contaminate water, feedstuffs, food and feed handling equipment, or milk or meat handling equipment or surfaces that come into 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 sell this product in individual containers holding less than 4 pounds of bait.

**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 1 to 6 ounces of bait per placement (usually at intervals of 15 to 30 feet). Adjust the amount of bait applied to the level of rat feeding expected at each bait placement.

For treating burrows, use a long-handled spoon to place 1/2 to 1 ounce of bait deep into each active burrow entrance. Close burrows with soil 3 to 7 days after bait placement. Retreat burrow entrances that are reopened by rats. If the area where treated burrows are located is accessible to children and nontarget animals, check burrows every morning and evening to make sure that bait has not been pushed out of burrows. Remove and properly dispose of any bait that has become accessible to children or nontarget animals.

**Mice:** Apply 1/4 to 1/2 ounce of bait per placement. Space placements at intervals of 8 to 12 feet in infested areas. Larger placements, up to 2 ounces, may be used at points of extremely high mouse activity.

**Baiting Strategy:** Highest bait consumption is expected to occur on the first day or two after treatment begins. After several days, inspect the placement and replenish bait at sites where there is evidence of heavy feeding or where there is continued evidence of rodent activity.

Normally, the volume of bait consumed will be significantly less with bromethalin baits than with anticoagulant baits. Although one night's feeding will usually provide a lethal dose, maintain bait for at least one week to provide all rodents a chance to feed on the bait. Continue baiting until all signs of feeding have ceased.

**FOLLOW-UP:** Replace contaminated or spoiled bait immediately. Using waterproof gloves, collect and properly 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. 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-sleeve shirt, 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, 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 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 apply directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark. Runoff also may be hazardous to aquatic organisms in water adjacent to treated areas. Do not contaminate water when disposing of equipment wash water or rinsate.

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### 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.

**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 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:

With Bromethalin

Kills Anticoagulant Resistant Norway Rats, Roof Rats, and House Mice

Norway Rats, Roof Rats and House Mice Cease Feeding After Consuming a Toxic Dose

For Use in and Around Homes and Buildings

For Use in and around Agricultural Buildings

Palatable Formulation

Mouse and Rat Bait

For Indoor and Outdoor Rodent Control

Can be Used Indoors or Out

Pelleted Bait

Pellets

Pellet Formula

Pellet Formulation

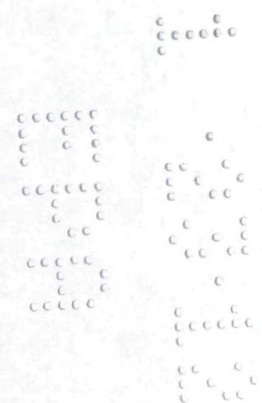
Bulk Pellets

For Use in and Around Agricultural Buildings & Homes

Kills Norway Rats, Roof Rats and House Mice

Vibrant Purple Color

New Formula (statement to be used for 6 months)





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**OPTIONAL PICTURES:**

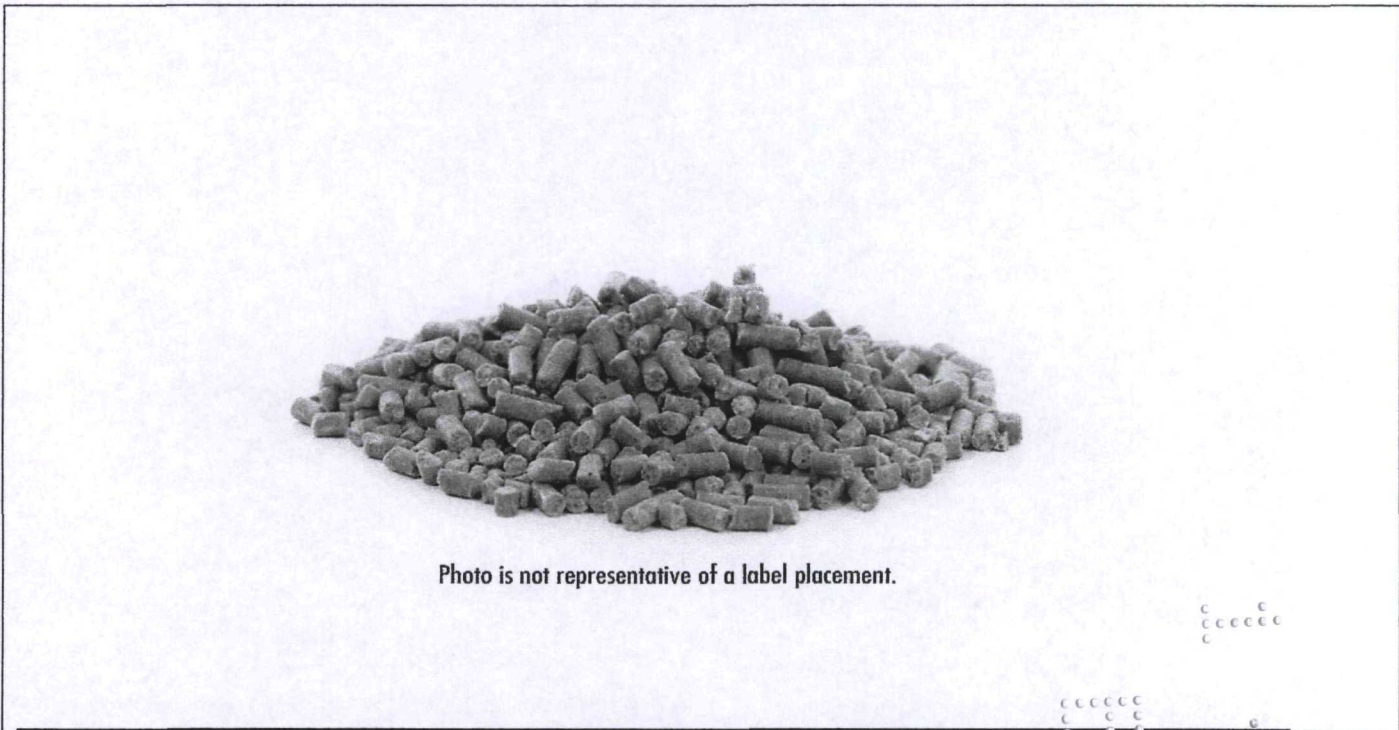


Photo is not representative of a label placement.

012012

