


64248-11

6-9-1997

1/5

Please read instructions on reverse before completing form.

Form Approved. OMB No. 2070-0060. Approval expires 05-31-98

	United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number  251431

## Application for Pesticide - Section I

1. Company/Product Number 64248-11	2. EPA Product Manager Marion Johnson	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Maxforce Roach Bait F.05	PM# 10	
5. Name and Address of Applicant (Include ZIP Code) Maxforce Insect Control Systems c/o PSRC, P.O. Box 493 Pleasanton, CA 94566-0803  <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: Addition of non-mandatory label text, text to clarify existing text. All new or altered text is underlined for ease of reference.

**NOTIFICATION**  
JUN 9 1997

## Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____	
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container		
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input 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 Stephen Smith	Title Senior Registration Spec..	Telephone No. (include Area Code) 510-847-6110	
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.		C. Date Application Received (Stamped)	
2. Signature 	3. Title Senior Registration Specialist		
4. Typed Name Stephen Smith	5. Date 6-13-97		



2/5

To Accompany OPP Form 251431

Maxforce Roach Bait F.05  
EPA Reg. No. 64248-11

95-2 Certification

This notification is consistent with the provisions of PR Notice 95-2 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 statements to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 95-2 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement actions and penalties under sections 12 and 14 of FIFRA.

*Stephen Smith*

Signature of Official

6.13.97

Date

**SINGLES** IN A RESEALABLE BAGTEAR HERE TO OPEN 

# MAX FORCE<sup>®</sup>

## ROACH BAIT F.05

for front or back:

- Kills roaches overnight
- Kills roaches quickly
- [New] Kills roaches in hours
- [New] overnight action [formula]
- See visible results overnight
- Begin to see results overnight
- Visible results overnight
- Kills overnight and keeps on killing for 3 months
- Starts killing within a day
- [New] quick kill formula
- [New] fast action formula
- [New] kills roaches within a day
- [New] one-day action
- A significant reduction will be apparent within 3 days/ 5 days/ 1 week
- Starts killing roaches in hours
- You should see visible results overnight
- Significantly reduces visible roaches within 3 days/ 5 days/ 1 week
- Kills the roach harborage
- Destroys the roach harborage
- Kills the source of the roach problem
- Lets roaches kill roaches
- Kills roaches in the harborage
- Kills roaches where they hide/breed/live
- Kills roaches at the source
- Kills roaches continuously for 3 months
- Continuous roach control for 3 months
- Kills non-stop for 3 months
- Long lasting power/control for 3 months
- Kills roaches and keeps on killing for 3 months
- Ongoing roach control
- Non-stop roach control
- Ongoing control/action
- 24 hour roach killing action
- Improved formula(!)
- Now even better
- Effectively kills roaches without a trace -- no fumes, no mess, no odor
- Child resistant bait stations
- Ideal for kitchen use
- Hands off way to get rid of roaches
- Easy to use
- Easy to use; nothing to activate.
- No vapors, no fumes, no mess
- Easy to use, no clean-up, (no odor)
- The clean way to kill roaches
- Guaranteed to kill roaches for 3 months
- Guaranteed day and night roach control for 3 months
- Long term control in just 3 days for 3 months (guaranteed)
- Roach control in just (1-3) days
- Guaranteed to rid your home of roaches for 3 months
- Guaranteed to protect your home from roaches for 3 months
- Guaranteed to solve your roach problem
- Satisfaction -or- Quality Guaranteed
- Kills roaches where you can't find them
- Kills roaches - so you don't see them
- Kills two ways
- Dual killing action
- Dual kill formula
- Double action formula
- Kills roaches you don't see
- Kills roaches you see and (even) those you don't for complete protection
- Gets to the harborage(s) -- the source of the problem
- Wipes out the roach harborage(s)
- Overnight results
- Overnight kill
- See dead roaches the next day
- See dead roaches overnight
- See [visible] results overnight
- Kills overnight
- See dead roaches in 24 hours
- See dead roaches in (1-3) days
- Powerful results in just (1-3) days
- See results within (1-3) days
- See [visible] results within -or- in 24 hours
- Same day kill
- Same day action -or- results
- 24 hour kill -or- action
- Fast acting -or- action for roaches
- Innovative, fast acting -or- action formula that quickly kills roaches
- Effective performance
- [Delivers] fast killing results
- Provides maximum roach control for 3 months
- Kills roaches fast before they multiply for long-term control
- Long term control in just three days
- Continuous action for [around the clock] protection
- Works every minute of every hour of every day
- Works continuously, [24 hours a day.] [7 days a week]
- Works day after day/ works day and night
- Kills roaches before they become a problem
- Preventative maintenance against roaches
- Keeps roaches out of sight
- Stops roaches before they become a problem
- Breaks the roach life cycle
- Protects -or- defends your home against roaches
- New!
- Patented [action] formula -or- ingredient
- Special formula
- New roach roach control
- Contains a totally unique insecticide ingredient to kill roaches
- Protect your home from roaches
- For a clean roach free home
- Rids your home of roaches
- Gets rid of roaches [in your home]
- Kills roaches without insecticide odors -or- fumes
- Fast control with Fipronil in 1-3 days!

**NOTIFICATION**  
JUN 9 1997

## • inspectable

FOR USE IN COMMERCIAL, INDUSTRIAL AND RESIDENTIAL AREAS

Contains \_\_\_ Child-Resistant Bait Stations

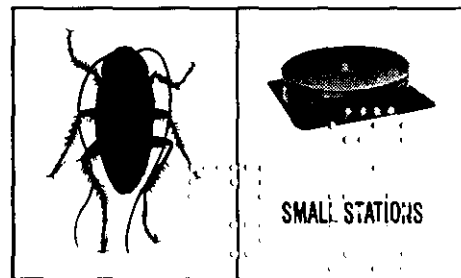
ACTIVE INGREDIENT: Fipronil [5-Amino-1-(2,6-dichloro-4-(trifluoromethyl)phenyl)-4-(1, R, S)-(trifluoromethyl)sulfinyl)-1H-pyrazole-3-carbonitrile] ..... 0.05%

INERT INGREDIENTS: ..... 99.95%

KEEP OUT OF REACH OF CHILDREN  
**CAUTION:**  
(See Precautions on Side -or- Back Panel.)



for carton only:  
[The paperboard in this]  
[C]carton [contains] [is made  
from] \_\_\_\_\_% recycled fiber  
(minimum \_\_\_\_\_%  
post-consumer content).



CONTAINS 8 CHILD RESISTANT BAIT STATIONS  
TOTAL NET WT 0.42 oz (12 g.)  
NET WT PER UNIT 0.05 oz (1.5 g.)

# MAXFORCE<sup>®</sup>

## ROACH BAIT F.05

Fipronil kills insects by blocking the gaba regulated chloride channel (based on in-vitro binding data in rat brain preparations and insect electrophysiology studies).

MAXFORCE Roach Bait F.05 contains Fipronil, [a new] active ingredient which kills roaches by ingestion. In the process of ingestion, Fipronil [the active ingredient] acts by blocking the GABA (Alpha Amino Butyric Acid) receptor chloride channel. Once chloride ions cannot pass through the channel, depolarization ensues resulting in continued release of excitatory transmitters and hyperexcitation of the neuron.

### DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

1. [Break bait stations away from the plastic frame and] Place in areas where cockroaches have been seen and where they hide. Small cockroaches hide near or in floor drains and other exposed plumbing fixtures, near basement windows and doors, sewers, steam tunnels, and where food is prepared and stored. For outdoor use, place bait stations in areas adjacent to structures where roaches may rest or breed, for example on decks, stairs, and patios; around woodpiles, plants and trees; near vents, pipe chases, electrical conduits, windows, and other points of entry.  
-or-
1. [Break bait stations away from the plastic frame and] Place in areas where cockroaches have been seen and where they hide. Cockroaches infest dark, warm, damp locations.
2. The stickers provided in the box -or- bag can be used to attach bait stations to vertical surfaces if desired.  
-or-
2. The bait stations can be stuck to a vertical surface by peeling off the protective strip to expose adhesive.
3. For effective roach control use 4-6 bait stations per 100 square feet of horizontal surface area. Place adjacent to walls and flush in corners. For outdoor use, place stations adjacent to structure.

4. Do not spray the bait stations. Avoid placing the bait stations on freshly sprayed surfaces.
5. Roaches will begin eating the bait immediately and you should expect to see fewer roaches [with] in a week or less -or- 3 [3-7] days -or- 1 week.
6. Inspect all bait stations and replace as needed for continual control of roaches.

This product may be used for the control of small cockroaches, such as German or Brown-Banded roaches, in any area where they are a problem, such as residential, warehousing and commercial establishments, including food service, food manufacturing and food processing facilities, hospitals, schools, day care centers, nursing homes, health care facilities, laboratories, computer and electronic equipment facilities, pet shops, zoos, basements, buses, boats, trains, and aircraft. The patented transparent red top enables you to monitor bait consumption while providing roaches their preferred environment, darkness, because roaches do not see light in the red spectrum.

### STORAGE AND DISPOSAL:

Do not contaminate water, food or feed by storage and disposal.

**STORAGE:** Store in a cool dry area out of reach of children.

**DISPOSAL:** Wrap bait stations in several layers of newspaper and discard in trash.

### PRECAUTIONARY STATEMENTS:

HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

### CAUTION

Wash thoroughly with soap and water after handling bait stations.

**STATEMENT OF PRACTICAL TREATMENT:** If swallowed, drink two glasses of water. Do not induce vomiting or give anything by mouth to an unconscious person. Get medical attention. In case of emergency, call day or night 1-800-426-6228.

U.S. Patent Nos. \_\_\_\_\_ and other patents pending

© 1996 MAXFORCE Insect Control Systems  
1221 Broadway, Oakland, CA 94612

QUESTIONS? COMMENTS? CALL 1-800-426-6228

And, see the Maxforce website at [www.maxforce.com](http://www.maxforce.com).

EPA Reg. No. 64248-11 EPA Est. No. 5813-MS-01



0 1 2 3 4 5 6 7 8 9 0

The artwork is shown below at 200% of actual size.

**MAXFORCE®**  
**ROACH BAIT F.05**

**FOR USE IN COMMERCIAL, INDUSTRIAL AND RESIDENTIAL AREAS**

ACTIVE INGREDIENT: Fipronil [5-Amino-1-(2,6-dichloro-4-(trifluoromethyl)phenyl)-4-(1.R.S)-(trifluoromethyl) sulfinyl)-1H-pyrazole-3-carbonitrile] ..... 0.05%  
INERT INGREDIENTS: ..... 99.95%

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:** May be harmful if swallowed.

**DISPOSAL:** Wrap bait stations in several layers of newspaper and discard in trash.

**STATEMENT OF PRACTICAL TREATMENT:** If swallowed, drink two glasses of water. Do not induce vomiting or give anything by mouth to an unconscious person. Get medical attention. For questions or comments about MAXFORCE, call toll free 1-800-426-6228.

© 1996 Maxforce Insect Control Systems

1221 Broadway, Oakland, CA 94612

EPA Reg. No. 64248-11

NET WT 0.05 oz (1.5g.)

EPA Est. No. 5813-MS-01

**SEE OUTER CARTON AND PACKAGE INSERT FOR COMPLETE  
DIRECTIONS AND PRECAUTIONS.**

Placement Date \_\_\_\_\_

RU-10118-2 (master)