

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

AUG 14 1997

Stephen Smith
Senior Registration Specialist
Maxforce Insect Control Systems
c/o PS & RC
P.O. Box 493
Pleasanton, CA 94566-0803

Dear Mr. Smith:

Subject: Maxforce Roach Bait F.05
EPA Reg. No. 64248-11
Your submission dated 7/31/97

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable subject to the comments listed below. One copy of the finished labeling must be submitted prior to releasing the product for shipment.

Delete the marketing claim "Kills the roach harborage" as the efficacy data do not demonstrate this.

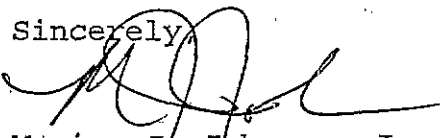
You are reminded that the claim "New" can only be used for 6 months from the date of registration.

CONCURRENCES

SYMBOL	7505C	7505C						
SURNAME	G. Scholtz	[Signature]						
DATE	8/13/97							

2 75

If you have questions, please call Ann Sibold at 703 305-6502.

Sincerely,


Marion J. Johnson, Jr.
Product Manager 10
Insecticide Branch
Registration Division (7505C)

3 7 5

EPA 51242-1.1

SINGLES IN A RESEALABLE BAG

TEAR HERE TO OPEN 

MAX FORCE[®]

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/ 5days/ 1week
- 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 formula
- 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 [a]round 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 generation roach control
- Contains a totally unique insecticide ingredient to kill roaches
- Protect your home from roaches
- For a clean roach free home
- Free your home of roaches
- Get rid of roaches [in your home]
- Kill roaches without insecticide odors -or- fumes
- Fast control with Fipronil [in 1-3 days]

• inspectable

ACCEPTED
with COMMENTS
in EPA Letter 5242

AUG 14 1997

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%

Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 64248-11



SMALL STATIONS

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 -or- 72 CHILD RESISTANT BAIT STATIONS

TOTAL NET WT 0.42 oz (12 g.)
-or- 3.6 oz (108 g.)
NET WT PER UNIT 0.05 oz (1.5 g.)

MAXFORCE[®]

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.

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. This product has an odorless bait that roaches eat even in the presence of other foods and is packaged in a child-resistant bait station.

DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

- [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-
- [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.
- The stickers provided in the box -or- bag can be used to attach bait stations to vertical surfaces if desired.
-or-
- The bait stations can be stuck to a vertical surface by peeling off the protective strip to expose adhesive.
- 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. Do not place more than 24 bait stations per residence. For outdoor use, place stations adjacent to structure.
- Do not spray the bait stations. Avoid placing the bait stations on freshly sprayed surfaces.
- Roaches will begin eating the bait immediately and you should expect to see fewer roaches [within a week or less -or- 3 [3-7] days -or- 1 week.
- Inspect all bait stations and replace as needed for continual control of roaches.

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.

U.S. Patent Nos. _____ and other patents pending.

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

QUESTIONS? COMMENTS? CALL 1-800-426-8225.

And, see the Maxforce website at www.maxforce.com.

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



595

UNIT LABEL

EPA 64248-11

MAXFORCE[®]

ROACH BAIT F.05

THIS SIDE DOWN OR AGAINST SURFACE
 Note: Do not remove or puncture this label



ACTIVE INGREDIENT: Fipronil0.05%
 INERT INGREDIENTS:99.95%

DO NOT ALLOW CHILDREN OR PETS TO PLAY WITH THE BAIT STATIONS.

CAUTION:

Wash thoroughly with soap and water after handling.

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

DISPOSAL: Wrap used station in several layers of newspaper and discard in trash.

For Questions or comments about MAXFORCE, call toll free 1-800-426-6228

Distributed by & © 1996: _____
 Maxforce Insect Control Systems
 1221 Broadway
 Oakland, CA 94612

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

SEE OUTER CARTON FOR COMPLETE DIRECTIONS AND PRECAUTIONS

Net Weight 0.05 oz (1.5 g.)