

FEB 10 2000

J. Evelyn Lawson
 Maxforce Insect Control Systems
 c/o PS & RC
 P.O. Box 493
 Pleasanton, CA 94566-0803

Dear Ms. Lawson:

Subject: Maxforce ABF5
 EPA Reg. No. 64248-17
 Submission dated June 21, 1999

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.

All references to "outdoors" or "outdoor ants" must state that "outdoors" is "adjacent to the home or structure being treated".

Delete or justify the claim that ants prefer liquid to solid baits or food.

"New" may only be used for six months following registration or release for shipment.

In the directions for use, delete the sentence that states that "Stations may also be placed along fence lines and property lines to intercept foraging pests."

Add to the Directions for use indoors the following:
 Avoid contamination of food and feed.

Modify the first sentence of the outdoor use directions as follows:

Place liquid bait in the Maxforce ^{CONCURRENCES} Refillable Bait Station or B&G Perimeter Patrol

SYMBOL	Station Ant-Only							
SURNAME								
DATE								

OFFICAL FILE COPY

2 3 5
Add an Environmental Hazards statement as follows:

Do not apply directly to water.

The storage and disposal statements must be revised as set forth in the Label Review Manual.

The product identification sticker must include the child hazard statement as follows:

Keep out of reach of children.

A copy of the CRP review is attached. If you have questions, please call Ann Sibold at 703 305-6502.

Sincerely,

for Ann Sibold

Marion J. Johnson, Jr.

Product Manager 3

Insecticide Branch

Registration Division (7505C)

MAXFORCE[®]

ABF5



**Destroys Queen
and Colony**

Efficacy claims

- New!
- [Starts to] Kill -or- Kills ants in 1 day -or- overnight
- See -or- Visible results overnight
- Overnight results
- Kills ants in -or- within hours
- Fast kill in 1 day
- [New] [Kills ants quickly] -or- Quick kill formula -or- Fast formula
- Eliminates -or- stops -or- kills -or- destroys the [entire] [ant] colony -or- nest [so that they don't invade your home]
- Eliminates -or- stops -or- kills common household ants found in or next to the home before they come indoors
- You should see dead ants overnight
- Starts killing ants in 6 hours
- Overnight killing action
- Fast kill in one -or- 1 day
- [Fast control] with Fipronil
- More effective control [*]
- Improved -or- more effective [formula] [*]
- Improved Multi -or- all -or- four-season formula -or- performance [*]
- More consistent performance [*]
- Works better than ever [*]
- Kills more than ever [*]
- Ants stay away longer [*]
- Works overnight -or- in hours

- Stops ants from invading your food -or- house
- Ants gone -or- [virtually] disappear overnight -or- in hours -or- in 1 day -or- 24 hours -or- in days
- Improved ant food source -or- [ant] feeding [*]
- Liquid [based] formula [preferred by ants] [vs solid baits] -or- [*]

Secondary Kill

- [New or Improved or better] [*]
- Kills -or- stops -or- eliminates [the] queen and [the] [entire] colony
- Kills -or- stops -or- eliminates the ant source -or- the ants you see and ones you don't see -or- entire [ant] colony
- Kills -or- Destroys the [queen and] [ant] colony -or- nest
- Ants carry bait -or- ingredients back to the colony to stop -or- kill the queen [and other ants] [so they don't invade your home -or- kitchen]
- Stops ants where they live -or- nest
- Protects your family from ant invasions
- This product is effective because ants carry bait back [to where they live] -or- [to the nest] -or- [to the colony] to destroy -or- stop -or- kill [the] queen [and entire colony]

Duration/Prevention Claims

- Kills ants continuously
- Kills non-stop
- Ongoing -or- non-stop ant control
- Kills quickly and keeps on killing [back at the nest]
- Provides long lasting ant control
- Longer term control [*]
- Keeps ants away [for weeks or months]

Attributes

- Kills -or- eliminates -or- stops ants [without messy residue and] without insecticide odors [or fumes]
- Works [without messy residue and] without insecticide odors [or fumes]
- [This product] kills -or- for common household -or- effective against ants, including -or- such as: *Acrobat, Argentine, Big Headed Carpenter, Black Carpenter, Cornfield, Field, Ghost, Harvester, Little Black, Pharaoh, Odorous House, Pavement, Thief, White Footed.*
- Kills -or- stops -or- eliminates indoor and outdoor ants
- Kills -or- stops -or- controls ants outdoors (adjacent to the home) before they come indoors [so that they don't invade your home]

- This product contains a [totally] unique ingredient which kills -or- stops [most] ants commonly found in households -or- homes.
- It even kills ants [you don't see] [outside (adjacent to) your home] [to prevent more ants from coming inside]
- Easy-to-use
- Odorless
- No insecticide odor
- Attracts worker ants to the bait [stations]
- No insecticide odor -or- vapor -or- fumes -or- mess
- Ants prefer liquid(s) to solid(s) [bait -or- food]
- Preferred by ants to the food in your cabinets
- What ants prefer

[*] vs Maxforce Ant Bait F1 (because ants prefer liquid(s) to solid(s) [bait -or- food])

ACTIVE INGREDIENT: Fipronil* [5-Amino-1-(2,6-dichloro-4-(trifluoromethyl)phenyl)-4-(1,1,1-trifluoroethyl)sulfonyl]-1H-pyrazole-3-carbonitrile] 0.0005%
OTHER INGREDIENTS: 99.9995%
*CAS NO 120068-37-3

KEEP OUT OF REACH OF CHILDREN

CAUTION:

SEE PRECAUTIONARY STATEMENTS ON BACK -OR- SIDE PANEL.

NET CONTENTS 16 - 33 fl oz (500 - 1000 ml)

R-10223-4

FEB 10 2000

64248-17

EPA Reg No. 64248-17 Est. No. 5813-MS-01
U.S. Patents Nos. _____ and other patents pending.



[The paperboard in this] [C]arton [contains] [is
made from] _____ % recycled fiber
(minimum _____ % post-consumer content).

Mfd. for -or- Distributed by & © 1997 Maxforce Insect Control Systems
1221 Broadway, Oakland, CA 94612
MADE IN U.S.A.

MAXFORCE[®]

ABF5

This product is a patented bait formulation which kills common household ants including Pharaoh Ants and Argentine Ants. [See side -or- front panel for other species.] When properly used, this product will attract foraging worker ants. The ants will feed on the bait which contains the active ingredient fipronil. Then, the worker ants will take the bait back to the nest where they will pass it on to destroy the queen and the entire colony. This product will kill both adult and larval ant forms.

Do not use residual sprays with or near this product's bait stations, as the worker ants must remain alive to carry the bait back to the queen and immature workers. Residual sprays may cause worker ants to spread out and form secondary colonies. This product works because it is non-repellent and thus will not cause secondary colony formation.

This product has no insecticide odor and is easy to use. It may be used for the control of ants wherever they are a problem (e.g. hospitals, nursing homes, day care centers, schools, aircraft, residential establishments, warehousing and commercial establishments, food service, food manufacturing and food processing facilities, laboratories, computer and electronic equipment facilities, pet shops, zoos, buses, boats and trains).

This product contains fipronil, [an active ingredient] which kills ants by ingestion and contact. In the process of ingestion or contact, fipronil [the active ingredient] acts by blocking the GABA (GAMA 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. Worker ants that have been contaminated feed the bait to the larvae in the colony. The larvae digest the solid bait and produce a liquid output that contains fipronil - that they feed to the rest of the colony and queen(s). This product's Domino Effect™ eliminates the entire colony.

DIRECTIONS FOR USE:

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

OUTDOORS: This product may be used in the Maxforce Refillable Bait Station or B&G Perimeter Patrol Station. The patented bait stations allow you to inspect each bait placement and monitor the amount of ant feeding. Place 1.5 to 4.5 fl oz (45 to 133 ml) of product per station. Refillable stations should be placed every 20 to 30 feet around the perimeter of a structure. Use approximately 2 stations per side of a typical single family home. For best results, place stations near: air conditioning units, water faucets, foundation vents and weep holes, decks, utility entryways (e.g. electrical, cable TV) and wherever target pests are frequently found. Stations may also be placed along fence lines and property lines to intercept foraging pests. Regularly inspect all stations and replace bait as needed for continual control.

INDOORS: Place liquid bait in the B&G Perimeter Patrol Station Ant-Only and place the station (without the ground spike) only in areas inaccessible to children and pets. Place stations in areas where ants are seen such as but not limited to behind refrigerators, stoves, dishwashers, sinks, tubs, counters and shelving. Refillable stations can also be placed in drop ceilings, voids, crawl spaces, basements, and attics.

For best results do not interfere with the ants or bait stations during use.

Do not use sprays on or around the product -or- station.



EFFECTIVENESS GUARANTEED:

MAXFORCE[®] stands behind this insect killing system with a full Satisfaction Guarantee. Should you have any questions regarding Maxforce[®], please call 1-800-843-6334.

Guaranteed to work or your money back!

THIS IS HOW THIS PRODUCT WORKS:

- | | |
|--|---|
| 1
Ants enter bait station and leave after eating -or- feeding on bait inside.
-or-
This product will attract foraging worker ants to the bait feeding station. The ants will feed on the bait. | 2
Ants carry bait back to colony so that the bait can kill the queen and other ants.
-or-
Worker ants will take some of the bait back to the nest where they pass it on to kill -or- destroy the queen & entire colony. |
|--|---|

ARTWORK TK

PRECAUTIONARY STATEMENTS

Hazard to Humans and Domestic Animals

CAUTION

Wash thoroughly with soap and water after handling bait stations.

PHYSICAL AND CHEMICAL HAZARDS: Do not place this product in or on electrical equipment due to the possibility of a shock hazard.

STORAGE AND DISPOSAL: Do not contaminate water, food or feed by storage or disposal. Wrap in several layers of newspaper and discard in trash.

If you have questions regarding MAXFORCE[®], please call 1-800-843-6334.
And, see the MAXFORCE website at www.maxforce.com.

R-10223-4

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Note: Italicized text is information for the reader and is not part of the label. [Bracketed information is optional text.] Underlined text is new.

PRODUCT IDENTIFICATION STICKER
MAXFORCE
ADPS

CAUTION: Do Not Allow Children to Play With Station or Contents

Active Ingredient: Permethrin 0.0005%
Other Ingredients 99.9995%
CAS No. 120068-37-3

See product label for complete Precautions

Mazdaon Insect Control Systems
1221 Broadway, Oakland, CA 94612
EPA Reg. No. 64248-17
For product information, call 1-800-426-8228

Date Placed _____

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