



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

March 13, 2020

Todd J. Fleischmann
Chemical Regulatory Manager
Rockwell Labs Ltd.
1257 Bedford Ave.
North Kansas City, Mo 64116

Subject: Notification per PRN 98-10 – Adding Marketing Claims
Product Name: INTICE GELANIMO ANT BAIT
EPA Registration Number: 73079-8
Application Date: 11/18/2019
Decision Number: 558262

Dear Todd:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then 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.

If you have any questions, please contact Jamey Shuler at (703) 347-8036 or by email at Shuler.Jamey@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is written in a cursive, flowing style.

Elizabeth Fertich
Product Manager 04
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

NOTE: *Bold italicized text is information for the reader and not part of the label.*
[Bracketed information is optional text.] Text separated by / denotes and / or options.

NOTIFICATION

73079-8

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

03/13/2020

InTice™ Gelanimo™ Ant Bait

ABN: Maggie's Farm™ Simply Effective™ No Spill Ant Kill™

Active Ingredient: Sodium Tetraborate Decahydrate (borax).....	3.0%	EPA Reg. No.: 73079-8
Other Ingredients:.....	97.0%	EPA Est. No.: (as applicable)
Total:.....	100.0%	Net Contents: 4, 6 x 1 oz stations, 12 x 4 oz, 8 oz, 4, 6, 9, 27 x 0.4 oz stations, 4, 5 x 1.25 oz (35g) syringes, 2, 3, 4, 6, 12, 27, 30 x 0.25 oz stations

KEEP OUT OF REACH OF CHILDREN CAUTION

InTice™ Gelanimo™ is a [patent pending / patented] “rigid gel” formulation [like / similar to gelatin]. The rigid gel contains a high moisture content, like liquid bait, yet remains rigid at temperatures up to 130 °F. Since ants can walk on top of the bait, more ants can feed at one time.

DIRECTIONS FOR USE

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

Use Restrictions: In edible product areas of food handling establishments, restaurants or other areas where food is commercially prepared or processed, or in serving areas when food is exposed, this product may only be applied as a crack and crevice treatment. Any product remaining outside of cracks and crevices must be cleaned up and removed.

***Kills:** Ants (except Carpenter Ants, Fire Ants and Harvester Ants)

For Use in and Around: Homes, hospitals, restaurants, apartments, grocery stores, institutional buildings, schools, cafeterias, warehouses, storage areas, food processing plants, mobile homes, boats, military bases, theaters, nursing homes, and on military, commercial, and cruise ships.

Ant Control and Elimination: Ants will initially feed in large numbers, but then disappear. InTice Gelanimo is designed to allow worker ants to take the product back to the nest and deliver it to the rest of the colony. Monitor the bait placements and ensure there is always a fresh supply of InTice Gelanimo Ant Bait at each placement.

Indoor Use

Apply the product to small pieces of cardboard, paper or foil, [or in purpose built bait stations such as Rockwell’s BaitPlate Station (sold separately)] and place product in areas inaccessible to children and pets where ants are seen. Ants often trail along structural edges and will seek out moisture and food. Bait around sinks, tubs, window sills, under food cabinets, around floor edges and in corners. Use numerous bait placements, rather than fewer large placements. Often, invading ants nest outdoors. It will help to bait outside, close to where ants are found entering the structure. Ants normally follow specific trails from the nest to food or water. Placing InTice Gelanimo close to these trails will improve control.

(Or for 0.25 oz or 0.4 oz prefilled stations only):

Use a pen or similar object to push in the tab covering the small hole where the ants will enter and exit the station. The station may be used in any orientation. ***or*** Remove the sticker on the bottom of the station to expose the hole where ants will enter and exit the station. Place the station with the hole facing down.

[Illustration]

Place stations in areas inaccessible to children and pets, where ants are seen. Ants often trail along structural edges and will seek out moisture and food. Bait around sinks, tubs, window sills, under food cabinets, around floor edges and in corners. Use numerous bait placements, rather than fewer large placements. Often, invading ants nest outdoors. It will help to bait outside, close to where ants are found entering the structure. Ants normally follow specific trails from the nest to food or water. Placing InTice Gelanimo Stations close to these trails will improve control.

Outdoor Use

Environmental Hazards: Do not apply directly to water, or to areas where surface water is present or to intertidal areas below the mean high-water mark. Do not contaminate water when disposing of equipment washwaters or rinsate.

Outdoor Baiting: Locate areas around the building where ants are seen trailing. Apply InTice Gelanimo in areas inaccessible to children and pets. For a perimeter defense system, place bait stations near the foundation or where ant trails are found. Spacing the bait stations every 5 to 10 feet around the perimeter will provide the best results. Check the bait stations regularly for activity. Remember ants will feed on InTice Gelanimo Ant Bait and carry the bait back to the rest of the colony. Heavy infestations may require several bait placement refills.

Storage and Disposal

Storage: Store in a cool dry place. Do not store where children or animals may gain access.

Disposal: If Empty: Non-refillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency for disposal instructions.

[Warranty Limitations and Disclaimer

Seller makes no warranty expressed or implied, concerning the use of this product other than as indicated on the label. Buyer accepts this material subject to these terms, and assumes all risk of usage and handling except when used or handled in accordance with this label. There are no expressed or implied warranties of merchantability or fitness for any particular purpose, except as specifically stated herein. To the extent consistent with applicable law, the manufacturer shall not be liable for any consequential damages based on the use of the product.]

Manufactured by: Rockwell Labs Ltd [logo]
1257 Bedford Ave
[North] Kansas City, MO 64116

[Phone number / Web address]

[© XXXX] [Trademark ownership statement]

[Green Zone is not a third party certification.] ***Used when Green Zone Brand logo is used***

Marketing Claims

[For Indoor and Outdoor Use]
[Kills Common Household Ants*]
[Odorless Formula]
[Rigid Gel [Formula / Bait]]
[Moist Gel [Formula / Bait]]
[Moist, Rigid Gel [Formula / Bait]]
[Gel [Bait]]
[Large Numbers of Ants Can Feed at Once]
[High Moisture [Bait]]
[No Drips / Spills / Mess]
[Doesn't / Won't / Will Not Spill [Out]]
[Easy [to] Open / Use [Station / Design]]
[Patent Pending / Patented] *As applicable based on patent status*
US Pat. No. 10,398,141
[[Contains / With] [Both] Food and Water [Sources] for Ants]
[WBE Woman Business Enterprise NWBOC Certified (logo)] *As factual based on company certification*
Logo depicted below in grayscale – may be colorized in actual use
[Made in the USA [(logo)]] *When the product is formulated in the USA and all ingredients in the formulation are made in the USA*
Logo depicted below in grayscale – may be colorized in actual use
[Crafted in the USA [(logo)]] *When the product is formulated in the USA and all ingredients in the formulation are made in the USA*
Logo depicted below in grayscale – may be colorized in actual use
[Formulated in the USA [(logo)]] *As applicable*
Logo depicted below in grayscale – may be colorized in actual use
[Formulated in Missouri [(logo)]] *As applicable*
Logo depicted below in grayscale – may be colorized in actual use
[Formulated in the Heartland [(logo)]] *As applicable*
Logo depicted below in grayscale – may be colorized in actual use
[Green Zone Brand [(logo)]]
Logo options depicted below in grayscale – may be colorized in actual use

