



We create chemistry

## Why Seclira™ insecticides?





**Seclira Insecticides**

# Looking for bugs? Try the morgue.

Get fast, undetectable, residual protection.

**Seclira™**

Cockroach Gel Bait Reservoir

**Seclira™**

Pressurized Insecticide

**BASF**  
We create chemistry

# Why Seclira?

# Why Seclira?

- Undetectable + unsurpassed transfer effect = colony control

# Undetectable

- Undetectable
  - While permethrins may flush insects away from the bait zone, Seclira insecticides:
- Do NOT fragment or spread targets into unwanted areas, such as dining rooms
- Do NOT stop foraging/eating bait across treated areas
- Do NOT contaminate other baits
- Do NOT disrupt feeding behaviour



**By preventing affected insects from changing their eating and social habits, Seclira allows for entire colony control.**

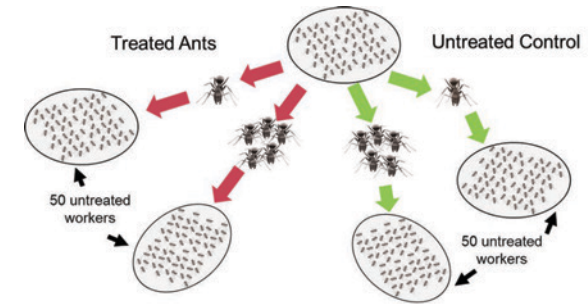
# Unsurpassed transfer effect

In trials with ants, 200 workers were treated with Seclira.

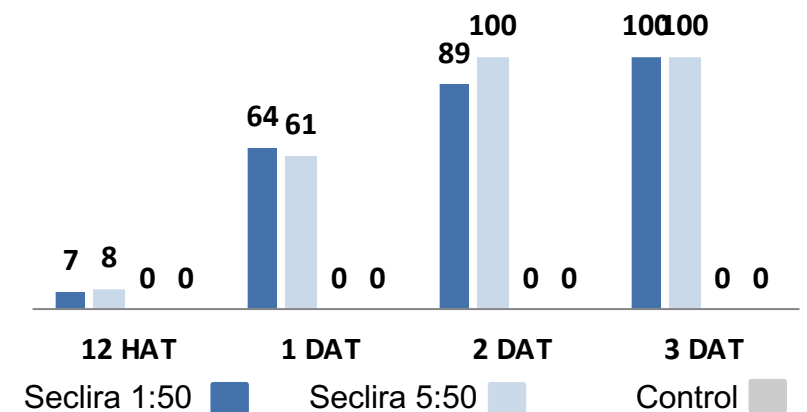
Groups of workers – some groups with 1 worker and some groups with 5 workers - were placed with untreated ants. The overall mortality of these ants was measured over time against a control group with no treatment.

In both the group where 1 and the group where 5 ants were treated, the mortality rate for both the treated and untreated ants was 100% 5 days after treatment.

**Undetectable + Unsurpassed Transfer Effect = Colony Control**



Average Percent Mortality of Recipients



Source: Purdue University – Buczkowski 2013

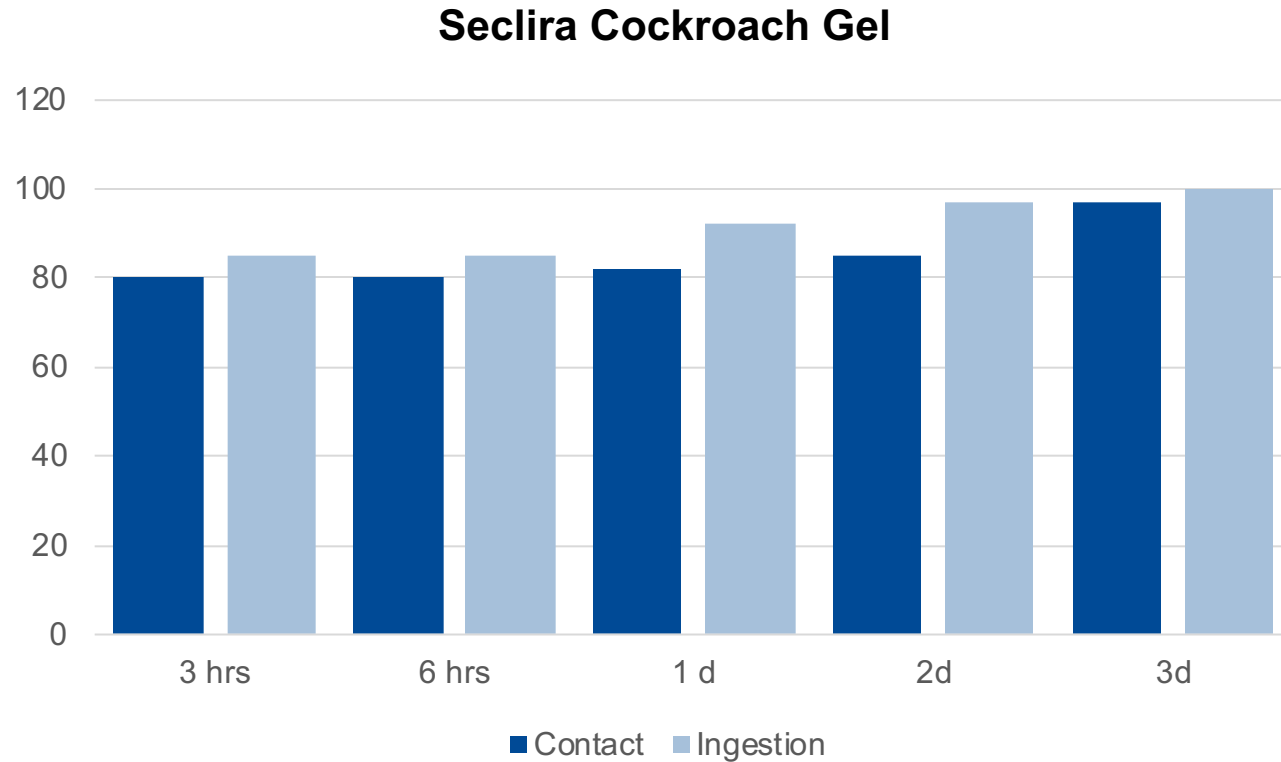
HAT: hours after treatment

DAT: days after treatment



# Challenge Assumptions

Cockroaches don't need to consume the bait, just contact it



Data from 2017 Purdue University Testing

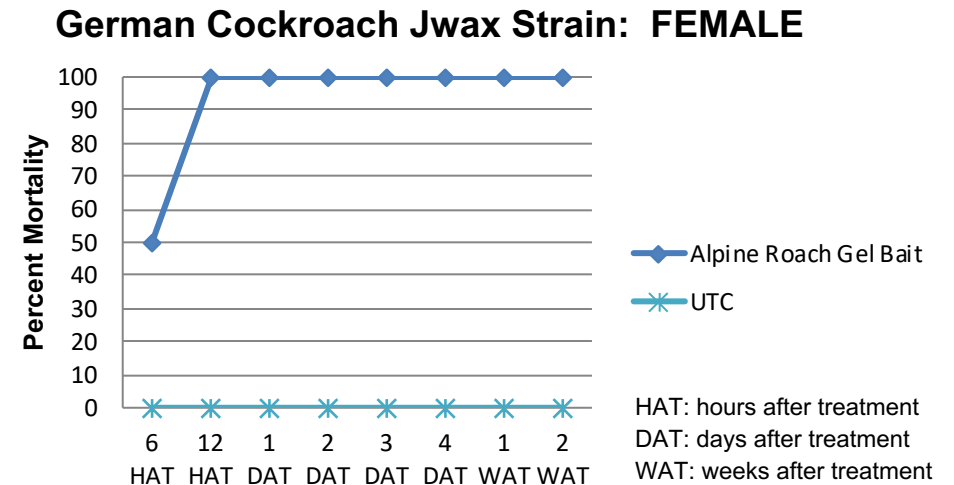
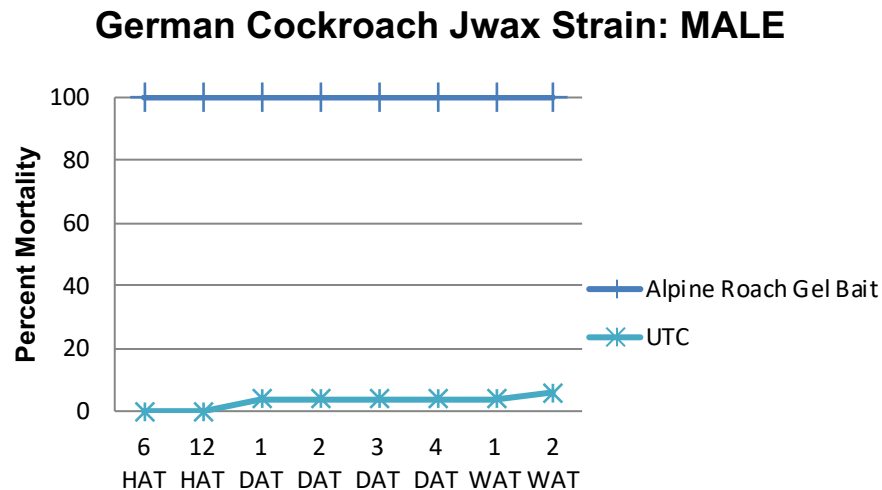
# Why Seclira?

- Undetectable + unsurpassed transfer effect = colony control
- **Fast knock-down and long residual control**



# Fast knock-down and long residual control

- In dinotefuran trials on male and female German cockroaches, both had a **100 % mortality rate** 24 hours after treatment.



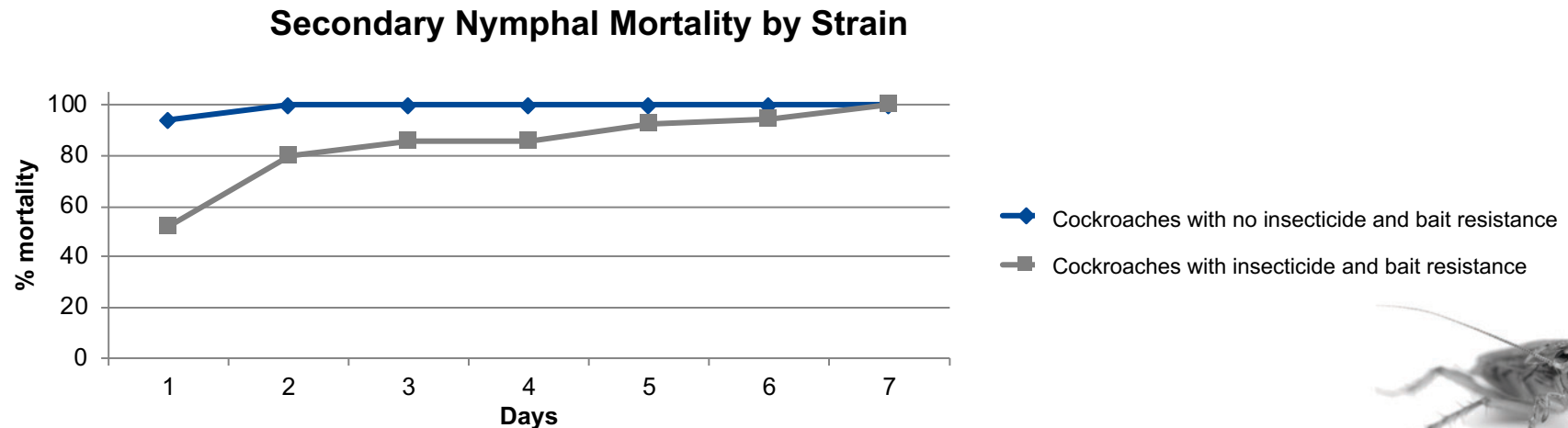
And after 2 weeks, **residual control** of the pest **remained at 100%**.  
Seclira provides resistance management and long-lasting residual:  
greater than 30 days.

# Why Seclira?

- Undetectable + unsurpassed transfer effect = colony control
- Fast knock-down and long residual control
- **Provides an additional tool for resistance management**

# Provides an additional tool for resistance management

In Seclira insecticide trials with resistant and bait-averse strains of *Blattella germanica*, all adult males experienced **mortality within 2 hours of treatment**.



And due to the strong transfer effect, they can still pass on a mortality inducing dose to nymphs for secondary mortality performance.

# Why Seclira?

- Undetectable + unsurpassed transfer effect = colony control
- Fast knock-down and long residual control
- Provides an additional tool for resistance management
- **Broad-spectrum control and wide-use pattern allow for usage in a range of locations**

# Broad-spectrum control and wide-use pattern allow for usage in a range of locations

With a lengthy list of application areas and methods, and a lengthy list of pests controlled, the Seclira insecticide product range has you covered in a variety of uses and locations.

## Pests controlled

Ants  
Asian lady beetles  
Bed bugs  
Boxelder bugs  
Clover mites  
Cockroaches  
Crickets Flour beetles  
... and more

## Application areas

Apartments  
Food/feed handling establishments  
Homes  
Hospitals  
Hotels, motels, resorts  
Nursing homes  
Schools  
Nurseries and daycare centers  
Stores

Transportation vehicles  
Utilities  
Warehouses  
Commercial, industrial and residential  
buildings  
... and more

Including indoor perimeter, indoor and  
limited outdoor areas for void, crack,  
crevice and spot treatments.

# Why Seclira?

- Undetectable + unsurpassed transfer effect = colony control
- Fast knock-down and long residual control
- Provides an additional tool for resistance management
- Broad-spectrum control and wide-use pattern allow for usage in a range of locations
- **Colourless solution – non-staining**

# Colourless solution – non-staining

Seclira insecticides are colourless solutions and non-staining.  
Which means no signs of pests or treatments for your customers.

As a precaution, users should treat a small, inconspicuous area of the surface first to ensure there are no adverse effects or discolouration before making a full-scale application to a surface.

**For Seclira Cockroach Gel Bait Reservoirs:** exposed bait should be cleaned up immediately with a damp cloth, paper towel or sponge and then discarded in the trash.



# Why Seclira?

The Seclira family of insecticides is here to help

**Seclira™**

Cockroach Gel Bait Reservoir

Learn more about this product in this booklet or visit our webpage at [BetterPestControl.ca](http://BetterPestControl.ca)

**Seclira™**

Pressurized Insecticide

Learn more about this product in this booklet or visit our webpage at [BetterPestControl.ca](http://BetterPestControl.ca)



# Seclira

Cockroach Gel Bait Reservoir

# Seclira Cockroach Gel Bait Reservoir

Whenever a cockroach is seen at one of your accounts, your business is at risk. Cockroach sightings are often linked to the wrong pest control products and strategies used. As a result, you risk losing the account and often spend more time and money trying to save it.

Seclira cockroach gel bait reservoir reduces the risk of cockroach infestations and protects what matters most – your and your customers' reputations, local health department ratings and profitability. With Seclira's innovative technology for cockroach control, roaches won't stand a chance.

# Seclira Cockroach Gel Bait Reservoir

## What is it?

Seclira for cockroaches is a gel bait reservoir that starts killing cockroaches within minutes after exposure to bait, while reducing the risk of unwanted roach sightings.

The active ingredient in Seclira (dinotefuran) is a Group 4A insecticide, and is 3rd generation in the neonicotinoid group.

Seclira has a different mode of action from organophosphate, carbamate & pyrethroid compounds.

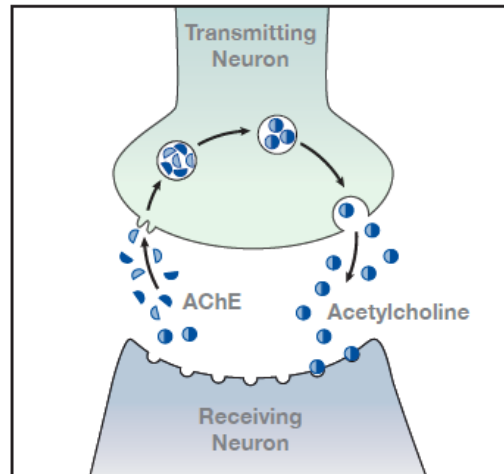


# Seclira Cockroach Gel Bait Reservoir

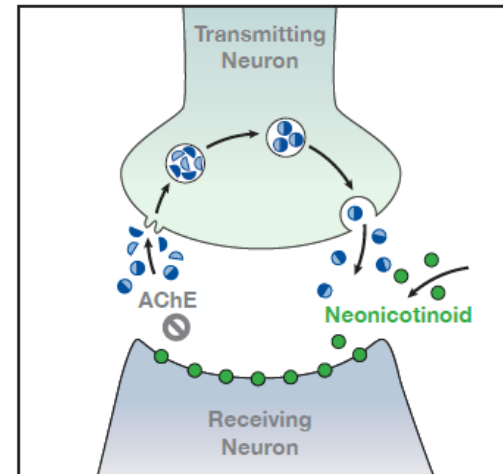
## How does it work?

Seclira acts through contact and ingestion.

Normal Neurotransmission



Neonicotinoid Toxicity



# Seclira Cockroach Gel Bait Reservoir

## How does it work – treatment options

**Crack and crevice treatment:** Crack and crevice is an application directly into narrow openings on the surface of the structure. It does not include the treatment of exposed surfaces. Narrow openings typically occur at expansion joints, utility entry points and along baseboards and mouldings.

**Spot Treatment:** A spot application is an open, localized placement of bait in areas inaccessible to children and pets. Locations of treatment may include under sinks and under heavy appliances (e.g. fridge or stove). Do not use spot treatments in food/feed areas of food/feed handling establishments.

**Void treatment:** An application into inaccessible, enclosed empty spaces of a structure. For example, hollow walls and suspended ceilings.



# Seclira

Pressurized Insecticide



# Seclira Pressurized Insecticide

Whenever insect pests are seen at one of your accounts, your business is at risk. A high variety of use sites and wide-use patterns make Seclira suitable for a range of situations, including residential and commercial kitchens. It kills listed pests on contact and provides residual control, saving you from call-backs and repeat visits.

Seclira pressurized insecticide reduces the risk of pest infestations and protects what matters most – your and your customers' reputations, local health department ratings and profitability. With Seclira's innovative technology, pests are a thing of the past.

# Seclira Pressurized Insecticide

## What is it?

Seclira pressurized insecticide is a ready-to-use insecticide that kills listed pests on contact, as well as providing residual control. Product should be used with the supplied actuator and injection tubes.

The active ingredient in Seclira (dinotefuran) is a Group 4A insecticide, and is 3rd generation in the neonicotinoid group.

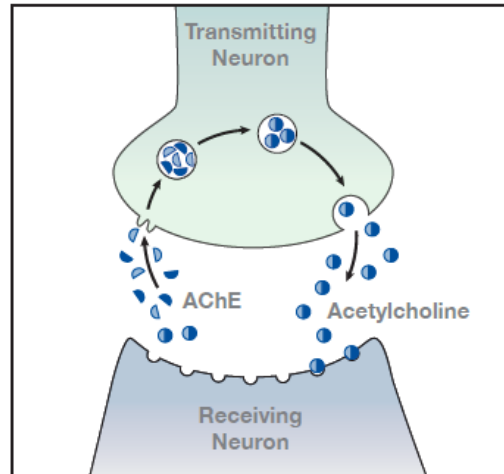
Seclira has a different mode of action from organophosphate, carbamate & pyrethroid compounds.

# Seclira Pressurized Insecticide

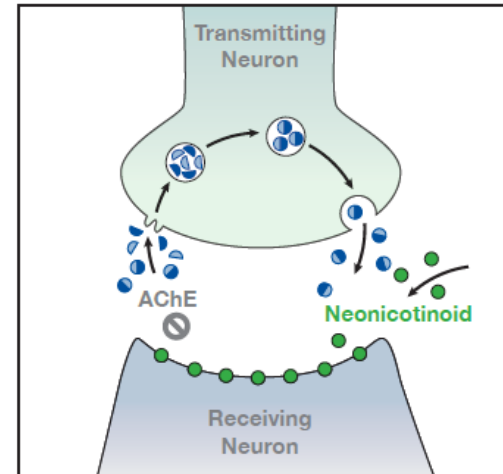
## How does it work?

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Neonicotinoid Toxicity



# Seclira Pressurized Insecticide

## How does it work – treatment options

**Crack and crevice treatment:** Crack and crevice is an application directly into narrow openings on the surface of the structure. It does not include the treatment of exposed surfaces. Narrow openings typically occur at expansion joints, utility entry points and along baseboards and mouldings.

**Indoor perimeter treatment:** Indoor perimeter application is less than 0.3 m wide along the edges of a room to baseboards, wall-floor and ceiling-wall joints and around doorways or windows.

**Spot treatment:** A spot application is localized to a surface area not greater than 0.2 m<sup>2</sup>. Spots are not to be adjoining. The combined area of spots is not to exceed 10% of the total surface area of a room.

**Void treatment:** An application into inaccessible, enclosed empty spaces of a structure. For example, hollow walls and suspended ceilings.

# Seclira Pressurized Insecticide

## Pests controlled?

- Ants
- Asian lady beetles
- Bed bugs
- Boxelder bugs
- Clover mites
- Cockroaches (excluding American cockroaches)
- Crickets
- Flour beetles (red and confused)

# Seclira Insecticides

**To learn more about the benefits of  
Seclira insecticides and how they can  
benefit your operation:**

Contact Brad Hayhoe with BASF at 647-326-2045,  
your local distributor, or visit **BetterPestControl.ca**

**Always read and follow label directions.**

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