

# DEADLINE®

## BROMADIOLONE WHOLE GRAIN BAIT

10kg

Active ingredient: Bromadiolone 0.005% w/w (0.05 g/kg)  
AUTHORISATION NUMBER: GB-2014-0826-0002/ NI-2014-0826-0002  
UFI: HQ1W-00RR-100V-QTQN

A READY TO USE LOOSE GRAIN BAIT (RB). FOR USE AS A RODENTICIDE BY TRAINED PROFESSIONALS.  
FOR THE CONTROL OF RATS AND MICE, INDOORS, OUTDOORS AROUND BUILDINGS AND IN SEWERS FOR THE PROTECTION OF PUBLIC HEALTH, STORED PRODUCTS AND MATERIALS.



**DANGER.** May damage the unborn child. Causes damage to organs (blood) through prolonged or repeated exposure. Obtain special instructions before use. Do not handle until all safety precautions have been read and understood. Do not breathe dust. Wear protective gloves. If exposed or concerned: Get medical advice/attention. Store locked up. Dispose of contents/container to a licensed hazardous waste disposal contractor or collection site except for empty clean containers which can be disposed of as non-hazardous waste.

**DIRECTIONS FOR USE:** Read and follow the product information as well as any information accompanying the product or provided at the point of sale before using it. Carry out a pre-baiting survey of the infested area and an on-site assessment in order to identify the rodent species, their place of activity and determine the likely cause and the extent of the infestation. Remove food which is readily attainable for rodents (e.g. spilled grain or food waste). Apart from this, do not clean up the infested area just before treatment, as this only disturbs the rodent population and makes bait acceptance more difficult to achieve. The product should only be used as part of an integrated pest management (IPM) system including, amongst others, hygiene measures and, where possible, physical methods of control. The product should be placed in the immediate vicinity of places where rodent activity has previously been explored (e.g. travel paths, nesting sites, feedlots, holes, burrows etc.). Where possible bait stations must be fixed to the ground or other structures. Bait stations must be clearly labelled to show they contain rodenticides and that they must not be moved or opened. Bait must be secured so that it cannot be dragged away from the bait station. Place the product out of reach of children, birds, pets and farm animals, and other non-target animals. Wear protective chemical resistant gloves during the product handling phase (EN374). Place the product away from food, drink and animal feeding stuffs, as well as from utensils or surfaces that have contact with these. When using do not eat drink or smoke. Wash hands and directly exposed skin after using the product. The frequency of visits to the treated area must be at the discretion of the operator, in the light of the survey conducted at the outset of the treatment. That frequency should be consistent with the recommendations provided by the CRRU UK Code of Best Practice (or equivalent). If bait uptake is low relative to the size of the infestation, consider the replacement of bait points to further places and the possibility to change to another bait formulation. If after a treatment period of 35 days, baits continued to be consumed and no decline in rodent activity is observed, the likely cause must be determined. Where other elements have been excluded, it is likely that there are resistant rodents so consider the use of a non anticoagulant rodenticide, where available, or a more potent anticoagulant rodenticide. Also consider the use of traps as an alternative control measure. Sites where burrow baiting is used should be visited more frequently than those where secure bait boxes are employed. Place the bait in the baiting point by using a dosage device. Minimise dust generation e.g. by wet wiping.

**APPLICATION DETAILS:** For Rats (*Rattus norvegicus*): Secure up to 250g of product in covered tamper resistant baiting stations or covered bait points spaced 10m apart (5m apart in areas of high infestation) in areas where rats are active. The product can also be applied directly into rat burrows. For rat control in sewers (*Rattus norvegicus*): Secure up to 300g of product per manhole. Ensure product is anchored or applied in bait stations or covered and protected bait points, preventing the bait from getting into contact with waste water. For Mice (*Mus musculus*): Secure up to 50g of product in covered tamper resistant baiting stations or covered bait points spaced 10m apart (5m apart in high infestation areas) in areas where mice are active. Regularly check bait consumption and replace consumed or spoiled bait until consumption has stopped. Repeat treatment in situations where there is evidence of new infestation (e.g. fresh tracks or droppings). All tamper-resistant bait stations must be: Strong enough to prevent entry or destruction by dogs, strong enough to prevent entry or destruction by children under six years of age using hands, feet or objects reasonably expected to be available in the use area (e.g. household objects, toys etc), lockable or sealable so that children and dogs cannot gain access through the opening or mechanisms used to fill the bait compartments. For outdoor use tamper-resistant bait stations must be: Resistant to destruction or weakening from exposure to typical non-catastrophic weather (e.g. direct sunlight, extremes of temperature and humidity, rain, snow etc).

**RISK MITIGATION MEASURES:** Where possible, prior to treatment, inform any bystanders about the rodent control campaign. Do not use where resistance to the active substance is suspected. Products shall not be used beyond 35 days without an evaluation of the state of the infestation and of the efficacy of the treatment (unless permanent baiting). Do not rotate the use of different anticoagulants with comparable or weaker potency for resistance management purposes. For rotational use, consider using a non-anticoagulant rodenticide, if available, or a more potent anticoagulant. Do not wash the bait stations or utensils used in covered or protected bait points, with water between applications. Dispose of dead rodents in accordance with local requirements. In the UK poisoned rodents may be disposed of by the waste producer at an incinerator or landfill permitted to accept that type of waste, or collected by a registered waste carrier and taken for disposal at a suitably permitted site. For further information on disposal contact the Environment Agency (<http://www.environment-agency.gov.uk>), the Northern Ireland Environment Agency (<https://www.daera-ni.gov.uk/northern-ireland-environment-agency>) or SEPA (<http://www.sepa.org.uk>). To be used only by professional users holding certification demonstrating compliance with UK rodenticide stewardship regime requirements. Read the label before use. Using this product in a manner that is inconsistent with the label may be an offence. Refer to the CRRU UK Code of Practice (or equivalent) for guidance. When this product is supplied to a user for the control of rodents, it shall only be supplied to a professional user holding certification demonstrating compliance with the UK rodenticide stewardship regime requirements.

**USE-SPECIFIC INSTRUCTIONS FOR USE AND RISK MITIGATION MEASURES (INDOOR USE):** Remove the remaining product at the end of the treatment period. Sites under a permanent baiting regime should be inspected regularly in accordance with product label directions. The period between visits should be determined by the Technician in charge but will be no longer than every four weeks when permanent baiting is conducted outdoors. For permanent baiting follow any additional instructions provided by the CRRU Guidance on Permanent Baiting. Where possible, prior to the treatment inform any bystanders (e.g. users of the treated area and their surroundings) about the rodent control campaign. Consider preventative control measures (e.g. plug holes, remove potential food and drink as far as possible) to improve product intake and reduce the likelihood of reinfestation. To reduce the risk of secondary poisoning, search for and remove dead rodents during treatment at frequent intervals, in line with the recommendations provided by the relevant code of best practice. Permanent baiting is strictly limited to sites with a high potential for reinfestation when other methods of control have proven insufficient. The permanent baiting strategy shall be periodically reviewed in the context of integrated pest management (IPM) and the assessment of the risk for re-infestation. Do not use the product in pulsed baiting treatments. When placing baits close to water drainage systems, ensure that bait contact with water is avoided.

**USE-SPECIFIC INSTRUCTIONS FOR USE AND RISK MITIGATION MEASURES (OUTDOOR AROUND BUILDINGS):** Protect bait from atmospheric conditions. Place the baiting points in areas not liable to flooding. Replace any bait in baiting points where bait has been damaged by water or contaminated by dirt. Remove the remaining product at the end of the treatment period (except when directly applied to burrows). Sites under a permanent baiting regime should be inspected regularly in accordance with product label directions. The period between visits should be determined by the Technician in charge but will be no longer than every four weeks when permanent baiting is conducted outdoors. For permanent baiting follow any additional instructions provided by the CRRU Guidance on Permanent Baiting. Baits must be placed to minimise the exposure to non-target species and children. Cover or block the entrances of baited burrows to reduce the risks of bait being rejected and spilled. Follow any additional instructions provided by the CRRU UK Code of Best Practice (or equivalent). For outdoor use, baiting points must be covered and placed in strategic sites to minimise the exposure to non-target species. Where possible, prior to the treatment inform any bystanders (e.g. users of the treated area and their surroundings) about the rodent control campaign. Consider preventative control measures (e.g. plug holes, remove potential food and drink as far as possible) to improve product intake and reduce the likelihood of reinfestation. To reduce the risk of secondary poisoning, search for and remove dead rodents during treatment at frequent intervals, in line with the recommendations provided by the relevant code of best practice. Permanent baiting is strictly limited to sites with a high potential for reinfestation when other methods of control have proven insufficient. The permanent baiting strategy shall be periodically reviewed in the context of integrated pest management (IPM) and the assessment of the risk for re-infestation. Do not use the product in pulsed baiting treatments. When placing bait points close to surface waters (e.g. rivers, ponds, water channels, dykes, irrigation ditches) or water drainage systems, ensure that bait contact with water is avoided.

**USE-SPECIFIC INSTRUCTIONS FOR USE AND RISK MITIGATION MEASURES (SEWERS):** Baits must be applied in a way so that they do not come into contact with water and are not washed away. Where possible, it is recommended that the treated area is revisited every 4 weeks at the latest in order to avoid any selection of a resistant population. Do not use the product in pulsed baiting treatments. Permanent baiting is strictly limited to sites with a high potential for reinfestation when other methods of control have proven insufficient. The permanent baiting strategy shall be periodically reviewed in the context of integrated pest management (IPM) and the assessment of the risk for re-infestation.

**PARTICULARS OF LIKELY DIRECT OR INDIRECT EFFECTS, FIRST AID INSTRUCTIONS AND EMERGENCY MEASURES TO PROTECT THE ENVIRONMENT:** This product contains an anticoagulant substance. If ingested, symptoms, which may be delayed, may include nosebleed and bleeding gums. In severe cases, there may be bruising and blood present in the faeces and urine. Antidote: Vitamin K1 administered by medical/ veterinary personnel only. In case of: Dermal exposure, wash skin with water and then with water and soap. Eye exposure, rinse eyes with eye-rinse liquid or water, keep eye lids open for at least 10 minutes. Oral exposure, rinse mouth carefully with water. Never give anything by mouth to an unconscious person. Do not provoke vomiting. If swallowed, seek medical advice immediately and show the product container or label. UK medical professionals should contact the National Poisons Information Service ([www.npis.org](http://www.npis.org)) for further advice, contact a veterinary surgeon in case of ingestion by a pet. Hazardous to wildlife. Bait stations must be labelled with the following information: "Product name or authorisation number", "Active substance(s)", "Contains a rodenticide", "Do not move or open" and "In case of accident, call a poison centre."

**INSTRUCTIONS FOR SAFE DISPOSAL OF THE PRODUCT AND ITS PACKAGING:** At the end of the treatment, dispose of uneaten bait and the packaging in accordance with local requirements. Use of gloves is recommended. For information on disposal contact the Environment Agency (<http://www.environment-agency.gov.uk>), the Northern Ireland Environment Agency (<https://www.daera-ni.gov.uk/northern-ireland-environment-agency>) or SEPA (<http://www.sepa.org.uk>)

**CONDITIONS OF STORAGE AND SHELF LIFE OF PRODUCT UNDER NORMAL CONDITIONS OF STORAGE:** Store in a dry, cool and well ventilated place. Keep the container closed and away from direct sunlight. Store in places prevented from access by children, birds, pets and farm animals. Shelf life: 2 years.

**OTHER INFORMATION:** Because of their delayed mode of action, anticoagulant rodenticides take from 4 days to 10 days to be effective after consumption of bait. Rodents can be disease carriers. Do not touch dead rodents with bare hands, use gloves or use tools such as tongs when disposing of them. This product contains a bittering agent and a dye.

**APPROVAL HOLDER:** In GB: Rentokil Initial UK Ltd., Compass House, RH10 9PY, GB. In NI: Rentokil Initial Limited, Hazel House, W91 PXP3, Ireland.

Batch No / expiry date: see pack

Label No: CLP24-060

Contents: 10kg

CLD170



GB: RIS, Liverpool, L33 7SR, UK  
NI: RPC, Co Antrim, BT36 7BA  
Enquires 0151 548 5050  
info@deadlineproducts.com  
www.deadlineproducts.com  
emergency line: +44(0)1342 833022

Deadline is a registered trademark of Rentokil Initial plc.