

# Maxforce® FC Magnum Roach Killer Bait Gel



Load your gun with the most powerful cockroach bait gel ever.

- With the fastest results and best overall control, your customers will see results the same day
- Superior contact kill with ContactX™ technology—controls roaches whether they eat the bait or not
- Maxforce FC Magnum has an effective residual of up to one year or until the bait is completely consumed, so a single application provides your customers with long-term protection
- Low toxicity to non-target animals—ideal for use in sensitive areas
- 10% more bait per reservoir—each reservoir contains 33 grams of bait and is individually packaged with EPA label directions

## New Maxforce® FC Magnum, because your customers deserve the very best.

Maxforce FC Magnum is the next generation of cockroach bait gel. The innovative formula is Simply Irresistible™ to normal and aberrant-feeding cockroaches; however, consumption is no longer necessary. Cockroaches don't need to consume the bait to die; they simply need to touch it—thanks to our innovative ContactX™ technology.

### Fastest Results

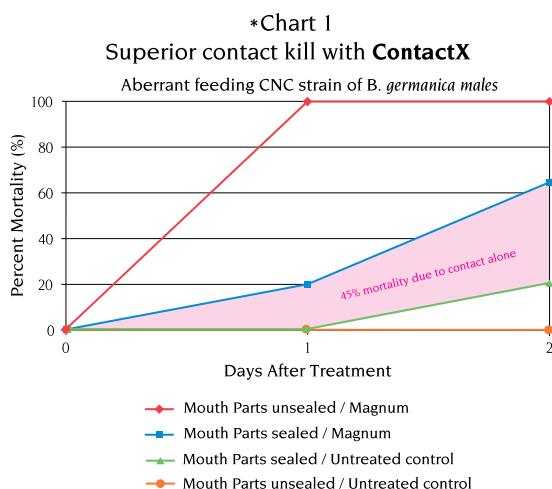
- Customers want fast control of cockroaches and no other bait gel works as fast as Maxforce FC Magnum
- Cockroaches begin to die in hours so your customers see results the same day

### Best Overall Control

- Maxforce FC Magnum outperforms the competition, providing faster control and better overall control of both large and small cockroaches, even bait-averse ones

### Superior contact kill with ContactX technology

- Maxforce FC Magnum contains five times the fipronil of previous formulations
- With this level of fipronil, cockroaches no longer need to consume the bait, they simply need to contact it with an innovation called ContactX technology



#### 1. Chart Description

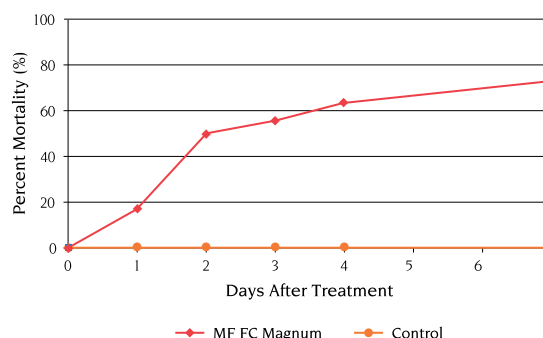
##### Performance of Maxforce FC Magnum Against Bait-Averse German Cockroaches

Shaded area demonstrates the powerful kill of Maxforce FC Magnum due to contact alone. Roaches with sealed mouthparts, (could not consume bait) were controlled by a single bait placement in a complex arena. 100% control was achieved in one day for German cockroaches without sealed mouthparts. Greater than 60% control was achieved by contact alone in just 2 days.

### Better secondary kill with the exclusive Domino Effect™

- Roaches transfer the active ingredient to other roaches through vomophagy (feeding on vomit), cross contact (with contaminated roaches), trampling effect (contact with secretions, cast skins, etc.) and cannibalism

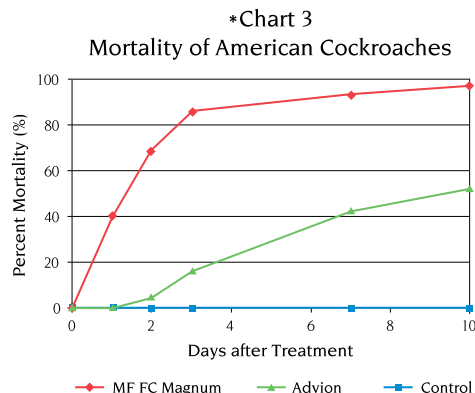
**\*Chart 2**  
**Better Secondary Kill via Trampling Effect**  
(complex arena - dead roaches and bait removed)  
Aberrant feeding KA strain of *B. germanica*



#### 2. Chart Description

##### Secondary Kill via Trampling Effect

Data represents powerful secondary kill for cockroaches that never directly contacted the bait or contaminated cockroaches. The complex arena contains food, water, shelter and bait. All roaches die. Dead roaches and bait are removed, leaving only food, water, shelter and the debris in the harbor-age left behind by the previous population. New roaches are then introduced. The red line indicates the excellent level of control due to secondary kill via trampling.



#### 3. Chart Description

##### Performance of Cockroach Gels Against American Cockroaches

Maxforce FC Magnum works quickly and effectively against large cockroach species.

### 10% more bait per reservoir

- Maxforce FC Magnum is available in individually-packaged 33 gram reservoirs (12 per case) and is designed for use with the Maxforce Bait Injector

Remember, when you use Maxforce FC Magnum, you're Backed by Bayer™ and all the science and technical support that come with it. Visit us at [BackedbyBayer.com](http://BackedbyBayer.com) to learn more.



\* Data derived from laboratory research at the Bayer Environmental Science Development and Training Center

Bayer Environmental Science, a business group of Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. [www.BackedbyBayer.com](http://www.BackedbyBayer.com). Bayer, the Bayer cross, Backed by Bayer, Simply Irresistible, ContactX, Domino Effect and Maxforce are trademarks of Bayer. Advion is a registered trademark of DuPont. Always read and follow label instructions carefully. ©2007 Bayer