



Why Seclira[®] insecticides?



Seclira Insecticides

Looking for bugs? Try the morgue.

Get fast, undetectable, residual protection.

Seclira®
Cockroach Gel Bait Reservoir

Seclira®
Pressurized Insecticide

Seclira® WSG
Insecticide

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.

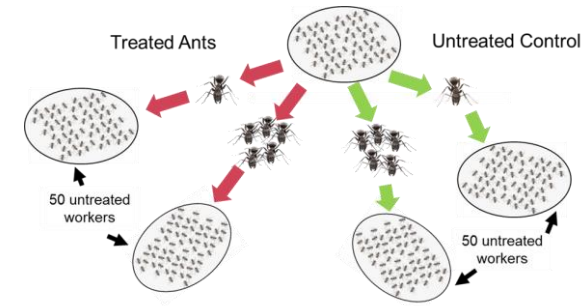
Unsurpassed transfer effect

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

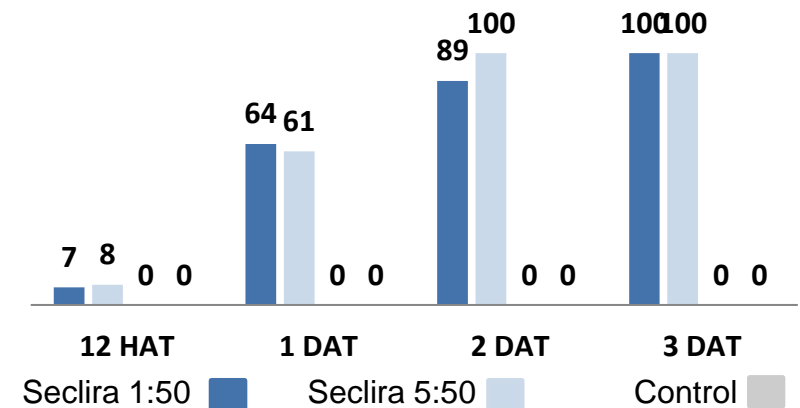
Groups of workers – some groups with 1 worker and some groups with 5 workers - were placed with untreated ants. The overall mortality of these ants was measured over time against a control group with no treatment.

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

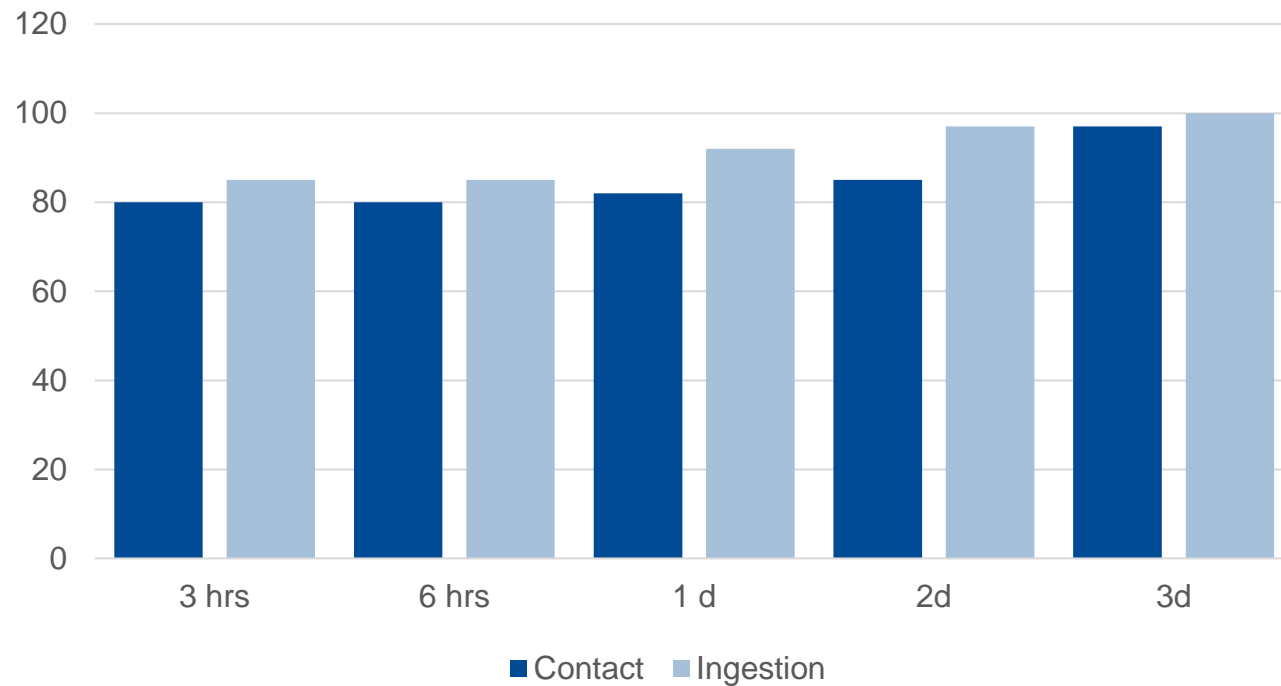
HAT: hours after treatment

DAT: days after treatment

Challenge Assumptions

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

Seclira Cockroach Gel



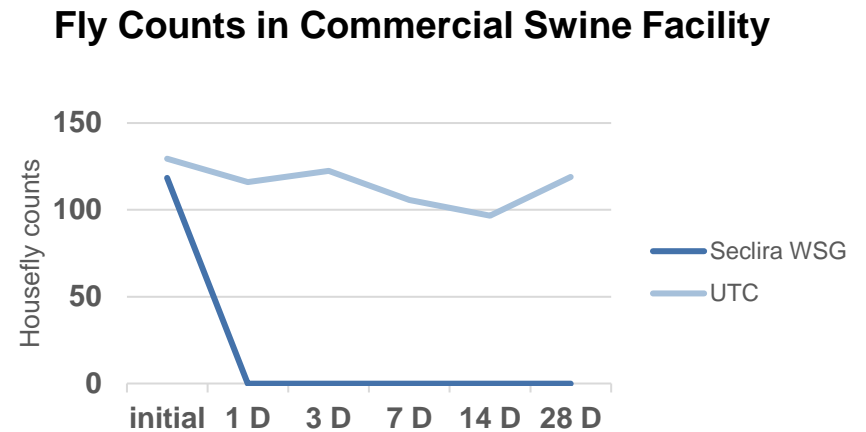
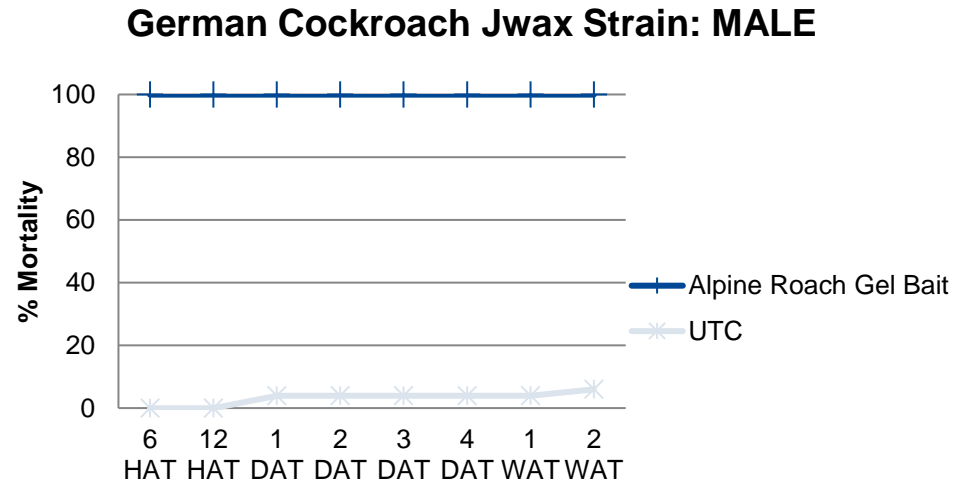
Data from 2017 Purdue University Testing

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.



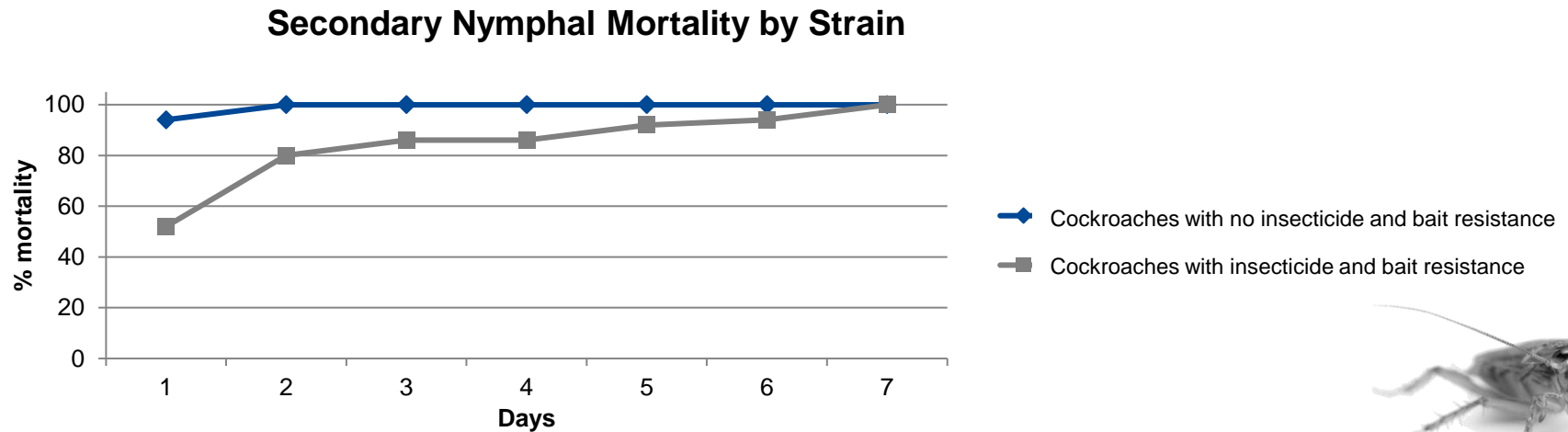
And after 2 weeks, **residual control** of cockroaches **remained at 100% and 4 weeks for flies**. Seclira provides resistance management and long-lasting residual: greater than 30 days.

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, a lengthy list of pests controlled, and a short re-entry interval, 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
House flies
Stink bugs
Yellowjackets
... and more

Application areas

Apartments
Barns
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

Seclira[®]

Pressurized Insecticide

Seclira[®] WSG

Insecticide

Learn more about Seclira products in this booklet or visit our webpage at 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.

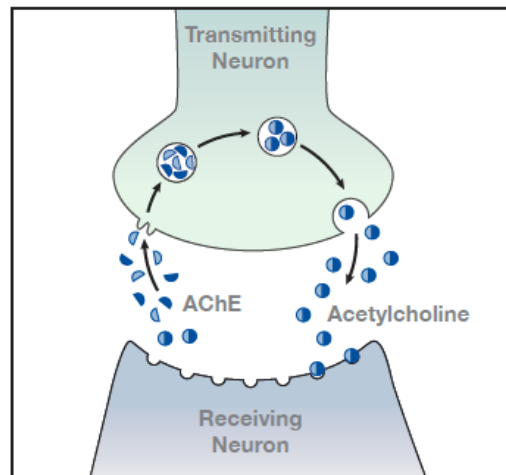


Seclira Cockroach Gel Bait Reservoir

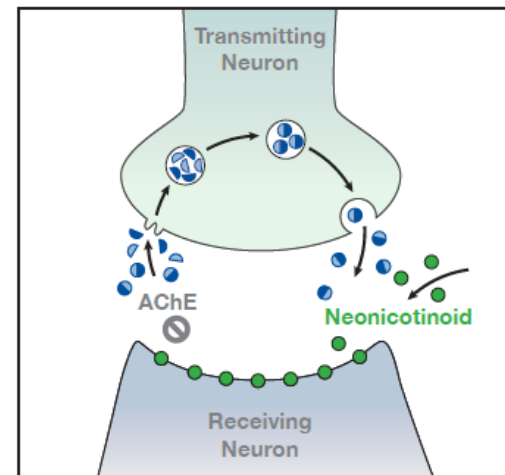
How does it work?

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 with a short re-entry interval make Seclira suitable for a range of situations, including residential and commercial kitchens. Plus, it's ready-to-use, so no mixing or pumping a hand sprayer – just results. 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.

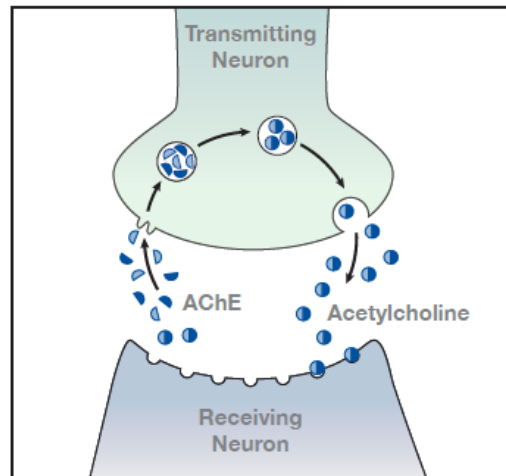
Seclira has a different mode of action from organophosphate, carbamate & pyrethroid compounds.

Seclira Pressurized Insecticide

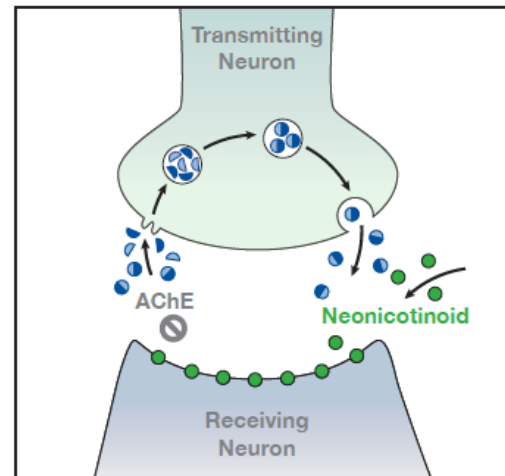
How does it work?

Seclira acts through contact and ingestion.

Normal Neurotransmission



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 m². 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

WSG Insecticide

Seclira WSG 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 with a short re-entry interval make Seclira suitable for a range of situations and sites, both indoor and outdoor, including food and feed handling establishments, processing plants, and barns. Fast knockdown on listed pests – including bedbugs – and cost-effective residual control, saving you from call-backs and repeat visits.

Seclira WSG 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 WSG Insecticide

What is it?

Seclira WSG insecticide is a water soluble granule formulation that stores well, goes into suspension easily, and stays in suspension. It's clear, odorless, and non-staining, reducing the risk of unwanted pest sighting during treatment.

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

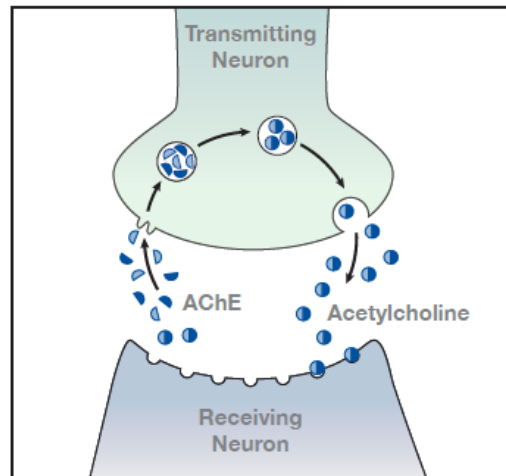
Seclira has a different mode of action from organophosphate, carbamate & pyrethroid compounds.

Seclira WSG Insecticide

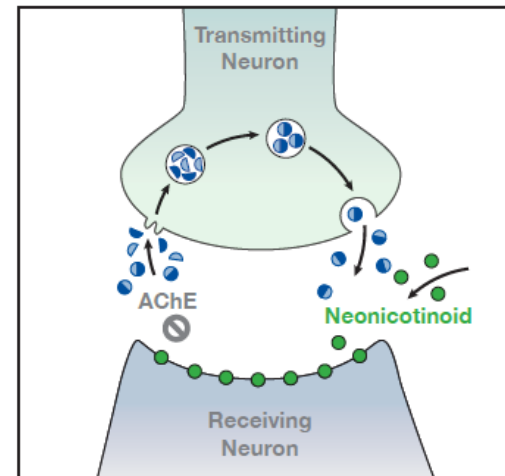
How does it work?

Seclira acts through contact and ingestion.

Normal Neurotransmission



Neonicotinoid Toxicity



Seclira WSG 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 m². 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 WSG Insecticide

How does it work – treatment options (continued)

House Fly Treatment: Apply to outside surfaces of screens, doors, window frames, in garages, or wherever flies enter or congregate around or on the building, directly contacting flies. Application sites include inside and outside surfaces of dumpsters, other trash-holding containers and surrounding surfaces, directly contacting flies.

Exterior Structural Applications: Apply where pests rest, trail and harbor, such as structural and other voids (including voids associated with and around doors, windows, utility entry points, behind siding and weep holes), eaves of structures, around lights or other insect attractant areas, garbage receptacles.

Seclira WSG Insecticide

Pests controlled?

- Ants (excluding Pharoah)
- Asian lady beetles
- Bed bugs
- Brown marmorated stink bugs
- Centipedes
- Crickets
- Cockroaches (American and German)
- Earwigs
- Fleas
- House flies
- Millipedes
- Paper wasps
- Pillbugs
- Sowbugs
- Spiders
- Springtails
- Stored product beetle pests (confused flour beetle, granary weevil, lesser grain borer and warehouse beetle)

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.

SECLIRA is a registered trademark of BASF, used under license by BASF Canada Inc. © 2023 BASF Canada Inc.

The logo consists of a white square with a smaller white square inside it, followed by a white horizontal line, and then the word "BASF" in a bold, white, sans-serif font.

■ ■ BASF

We create chemistry