

DEADLINE[®]

BROMADIOLONE RAT BLOCKS

A READY TO USE BAIT BLOCK RODENTICIDE FOR THE EFFECTIVE CONTROL OF RATS INDOORS AND OUTDOORS (AROUND BUILDINGS) AND IN SEWERS. FOR THE PROTECTION OF PUBLIC HEALTH, STORED PRODUCTS AND MATERIALS. FOR PROFESSIONAL USE ONLY.

9 x 120g
Blocks 

DIRECTIONS FOR USE: Wear suitable personal protective equipment. The use of gloves is advised. Do not decant product into unlabelled containers. For the control of rats (*Brown rat, Rattus norvegicus*) only. Place bait where rats are active, in runs or near harbourages. A thorough survey of the infested area is essential, particularly in secluded and sheltered places, to determine the extent of the infestation. For use as a Rodenticide only.

Place 120-240g (1-2 120g blocks) of bait in bait stations or covered bait points. Do not move or disturb bait points for several days after laying bait. If no signs of rat activity are seen near the bait after 7-10 days, move the bait to an area of higher rat activity. The product must never be placed indiscriminately. Ideally bait boxes should be fixed to the ground. Place bait points 10 metres apart, reducing to 5 metres in areas of high infestation. Make regular inspections of the bait points (recommended every 7 days) and replace any bait that has been eaten by rodents, damaged by water or contaminated by dirt. If all the bait has been eaten from certain areas, increase the quantity of bait by placing more bait points. Do not increase the bait point size. Wash hands and exposed skin before meals and after use. For use only in areas that are inaccessible to infants, children, companion animals and non-target animals. Prevent access to bait by children, birds and non-target animals (particularly dogs, cats, pigs and poultry). Bait must be securely deposited in baiting stations so as to minimise the risk of consumption by other animals or children. Where possible, secure baits so that they cannot be dragged away. Search for and remove dead rodents, remains of unused bait or any fragments of bait found away from the bait station at frequent intervals during treatment, at least as often as when baits are checked and/or replenished. Daily inspection may be required in some circumstances. **In sewers:** secure 120-240g of bait in bait stations to available structures to ensure the block is not washed away. 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.

RESISTANCE INFORMATION: The resistance status of the rodent population to bromadiolone should be taken into account when considering the choice of rodenticide to be used. Where resistance to bromadiolone has been shown or is suspected, resistant management strategies should be employed. To control the spreading of resistance, it is advisable to alternate baits containing different anticoagulant active ingredients. In those areas where evidence of resistance to specific active ingredients is suspected, avoid their use. Unless under the supervision of a pest control operator or other competent person, do not use anticoagulant rodenticides as permanent baits. In most cases, anticoagulant bait should have achieved control within 35 days. Should activity continue beyond this time, the likely cause should be determined.

PUBLIC AREA USE: When this product is being used in public areas, the areas treated must be marked during the treatment period and a notice explaining the risk of primary or secondary poisoning by the anticoagulant as well as indicating the first measures to be taken in case of poisoning must be made available alongside the baits. When tamper resistant bait stations are used, they should be clearly marked to show they contain rodenticides and that they should not be disturbed.

PRECAUTIONS: To avoid risks to man and the environment, comply with the instructions for use. Read label before use. Keep out of the reach of children. Store locked up. Do not eat, drink or smoke when using this product. Wear protective gloves. Contains Formaldehyde. May produce an allergic reaction.

FIRST AID: If medical advice is needed, have the product container or label to hand. IF SWALLOWED: Immediately call a POISON CENTRE or a doctor/physician. In case of accident, suspected exposure or if you feel unwell, seek medical advice immediately (show the label where possible). In case of contact with skin, wash with soap and water. Remove and launder any contaminated clothing. In case of contact with eyes, remove contact lenses if present and rinse the eye slowly and gently with water for 15-20 minutes. Seek medical advice immediately. In case of ingestion or if swallowed seek medical advice immediately.

NOTE TO DOCTOR: Antidote vitamin K1 (under medical supervision). **POISON INFORMATION:** UK medical professionals should contact the National Poisons Information Service (www.npis.org) for further advice. **IRELAND:** for information or to report a poisoning incident contact The National Poisons Information Centre, Beaumont Hospital, Dublin (01-8092166), retain the label for reference.

Use Biocides Safely and Sustainably. It is illegal to use this product for uses or in a manner other than that prescribed on this label. NOT FOR AMATEUR SALE.


Keep only in original container. Keep in a cool, dry, well-ventilated place. Shelf life of up to 24 months.

Active Ingredient: BROMADIOLONE 0.005% w/w (0.05 g/kg)

Deadline is a registered trademark of Rentokil Initial plc.

DIRECT OR INDIRECT ADVERSE EFFECTS: Effects result from the inhibition of blood coagulation, through interaction with vitamin K1. Poisoning symptoms may include: bruising easily, nose or gum bleeds, blood in stools or urine, excessive bleeding from minor cuts or abrasions. Note that poisoning symptoms may develop over the course of several days. Bromadiolone is an anticoagulant which may produce bleeding; the onset of bleeding may be delayed for several days after exposure. If there is no active bleeding the INR (prothrombin time) should be measured on presentation and 48-72 hours after exposure. If the INR is greater than 4, administer Vitamin K1 (phytomenadione) 5-10 mg by slow intravenous injection (100 ug/kg body weight for a child). Treatment with phytomenadione (orally or intravenously) may be required for several weeks. The advice of the National Poisons Information Service (<http://www.npis.org/>) should be sought, particularly if active bleeding occurs.

DISPOSAL: This material and its container must be disposed of safely. Dispose of packaging, remains of unused products and dead rodents in accordance with local requirements. Remove all baits after treatment and dispose of them in accordance with local requirements. **In the UK,** poisoned rodents may be disposed of by the waste producer at an incineration 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 contact the Environment Agency (<http://www.environment-agency.gov.uk/>) or SEPA (<http://www.sepa.org.uk/>). **In Ireland,** if required, consult a professional waste operator or local authority.

CONTENTS: 9 x 120g blocks 
Batch No./Expiry Date: See pack

Rentokil Initial Supplies
Liverpool L3 7SR
Enquiries: +44 (0)151 548 5050
products@rentokil.com
www.rentokilproducts.com
Emergency line: +44 (0)1342 833022

CLP14-126A



The bitter taste of Bitrex[®] helps to prevent accidental ingestion of this product.

CLD148

Authorisation Holder:
Rentokil Initial 1927 plc, Horsham UK
UK-2014-0812 / IE/BPA 70125

