# **DIET MATTERS**





### Don't overestimate bait attraction

Bait cannot be attractive if it's placed outside the sensory range of the targeted roaches.



## **Correctly place baits**

Place baits directly into, or as close as possible to, cockroach harborage sites.



# Apply appropriate amounts of bait

Start with label directions and be prepared to return in a week to adjust accordingly.



# 90-120 days

It's recommended you rotate gels every 90-120 days. This is also the typical German cockroach generational cycle.





# THE ONLY ROACH CONTROL SYSTEM YOU NEED.



















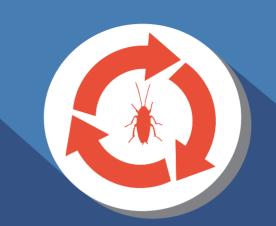






# 3 STEPS FOR SUCCESSFUL **ROTATION**







# The Maxforce® Roach Control System brings together the

cleanout power of Magnum, the rotational benefits and EPA reduced-risk designation of Impact and the sustained control of Select. Together they give you a real rotation solution you won't find anywhere else. And using the system is as easy as 1-2-3.

True rotation involves more than just switching products - it's about using the right system of products. The Maxforce **Roach Control System** is designed to help you eliminate resistant, bait-averse roaches.

# **CLEAN OUT**

# Maxforce® FC Magnum



No other bait gel works faster. It's the most effective roach bait available. Reduce populations fast; satisfy customers now.

- A higher concentration of fipronil
- Fast knockdown of cockroaches see results the same day
- Remains effective up to 1 year or until the bait is completely consumed
- ContactX<sup>™</sup> kill technology cockroaches only need to touch the bait to die

# ROTATE

# Maxforce® Impact™



It's designed for modern day bait rotation strategies to combat aversion and prevent resistance.

- Works on all roaches indoors or outdoors, large or small
- Contains more complex carbohydrates; not reliant on simple sugars that select for aversion
- Unique bait active ingredient, with alternate mode of action
- BlueBead technology with proprietary feeding stimulant assures excellent bait acceptance

# **MAINTAIN**

# Maxforce® FC Select



It allows you to maintain cockroach-free conditions by baiting in harborages where roach activity may be introduced.

- · Labeled for both indoor and outdoor use, including commercial kitchens
- Works even where sanitation is poor and other food is available
- Better tertiary kill with the exclusive Domino Effect®