



**Maxforce**<sup>®</sup>  
**PLATIN**

The multi-talented  
*cockroach gel*



- ✓ *Remains active and effective for up to 12 months*
- ✓ *Contains BlueBead taste enhancing technology*
- ✓ *100% new formulation*
- ✓ *Consistent in all temperatures*
- ✓ *New active ingredient*
- ✓ *Controls cockroaches and grey silverfish*

////// Together, we protect public health

# The multi-talented cockroach gel

## Introducing Maxforce® Platin

Pest control operators protect public health by managing cockroach infestations. These hardy insects can tolerate a wide range of environments ranging from extreme heat to colder temperatures making them a difficult pest problem to manage. The harmful effects of cockroach infestations can be significant within most residential and commercial conditions.

Maxforce® Platin has been developed to aid pest controllers foster healthier environments where people live, work and play.

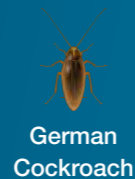
The new active ingredient Clothianidin, alongside a new BlueBead feeding stimulant, tackles this problem head on to give pest controllers a unique tool in combating cockroaches and grey silverfish.

*Together, we protect public health.*

- ✓ Controls up to 12 months
- ✓ Extremely palatable thanks to BlueBead technology feeding stimulants
- ✓ Combats all major species of cockroaches and grey silverfish
- ✓ Stable and consistent new formulation
- ✓ Hypoallergenic formulation for sensitive areas

### Effective cockroach control

- // Successfully tested against all types of cockroaches, including bait-averse strains
- // Complete set of lab and field trial data confirm efficacy on: American cockroaches, German cockroaches, Oriental cockroaches



### Grey silverfish control

- // First of its kind gel bait to successfully treat grey silverfish
- // Traditional liquid insecticides sometimes cannot be applied to the difficult areas that grey silverfish inhabit
- // Grey Silverfish do not search for their food, therefore bait strategies differ when treating silverfish with gel baits



### Long lasting effect due to BlueBead technology

- // A proprietary feeding stimulant in BlueBead technology, ensures excellent long lasting bait palatability
- // The new BlueBead taste enhancers are particularly attractive to feeding nymphs

### New active ingredient

- // A new active ingredient: Clothianidin, helps avoid building resistance of actives other than neonicotinoids
- // Allows AI rotation strategy and consequently avoids resistance



### Hypoallergenic - perfect for sensitive environments

- // The “Big 14 Allergens” account for over 90% of food allergies. The formulation of Maxforce® Platin reduces the risk of allergy reaction in case of contact or accidental contamination. It complies with food safety standards and IPM requirements for sensitive areas such as schools, hospitals and food handling industry’s.

### Great secondary control

- // The gel can be transferred from one cockroach to another because non-treated survivors can eat the dead bodies or faeces of individuals that have previously fed on the gel
- // This is known as the “Domino Effect” and it enables Maxforce® Platin to control even those cockroaches that remain hidden within harbourages

### Avoids bait aversion

- // Because of mutations, some cockroaches no longer feed on glucose and other simple sugars: they avoid certain gels
- // Maxforce® Platin is not based on simple sugars (responsible for aversion), but more on complex carbohydrates and phyto-lipids, this prevents bait aversions
- // To prevent further bait aversion use Maxforce® Platin as a rotational treatment



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## Consistent, Robust, Reliable

- // Stable in extreme temperatures and does not run or leak – even on vertical surfaces
- // Easy-to-apply formulation that can be used with any bait gun
- // Soft and wet when applied, becomes dry within hours and remains palatable up to 12 months

**COLD:** How long before the gel can be used?

At -5°C < 2 min at room temperature

At -10°C ~ 2 min at room temperature

At -22°C ~ 10 min at room temperature

**HOT:** Even at 54° C, there are no drips from the applicator. Gels applied on hot surfaces do not run or slide out of place.

## Maxforce<sup>®</sup> Platin: Directions for use

Species	Application rate per square meter (m2)	
	Moderate infestation	Severe infestation
German cockroaches <i>Blattella germanica</i>	1 drop	2 drops
Oriental cockroaches <i>Blatta orientalis</i>	2 drops	2 drops
American cockroaches <i>Periplaneta americana</i>	2 drops	3 drops
Grey silverfish <i>Ctenolepisma longicaudatum</i>	20 drops (3mm)	20 drops (3mm)

### Drop size grading tool



1 drop of  
3mm = 42mg

**Targets:**  
Grey silverfish



1 drop of  
7mm = 100mg

**Targets:**  
Cockroaches

Always read the label and product information before use.



Science for a **better life**

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USE BIOCIDES SAFELY AND SUSTAINABLY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE. PAY ATTENTION TO THE RISK INDICATIONS AND FOLLOW THE SAFETY PRECAUTIONS ON THE LABEL.

Maxforce<sup>®</sup> Platin<sup>™</sup> is a ready to use insecticidal gel bait containing 1.026% (1.0% pure) Clothianidin UK-2019-1216-001, IE/BPA 70689-001. For the control of cockroaches and silverfish in the various stages of their development (nymphs and adults). For use indoors in: Domestic premises, Food Handling / Storage premises, Public Buildings and Small Scale Animal Housing i.e. zoos, pet shops, kennels, veterinary practices, laboratory animal house etc. (only building, feed handling and storage premises, excluding stables, animals pens and cages where animals are located.)

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