

Future secured for broad spectrum insecticide in the face of industry changes



Right now, the pest control industry is going through vast regulatory shifts. Formulations are being lost to the market at a startling rate, and pest controllers are having to get their heads around legislation and stewardship changes which mean products in their armoury are no longer available.

By 1st September 2015, a significant number of insecticides containing the active alpha cypermethrin are going to be lost to the UK market. This is in accordance with the new legislation stipulating that active ingredients within treatments must be supplied by manufacturers on the ECHA's 'Article 95 list'.

There are currently 16 broad spectrum insecticides on the market that control insects such as fleas, bed bugs and ants, but when these changes come into place on 1st September 2015, 15 of them will be discontinued. This will mean that they will no longer be distributed, but pest controllers will be able to use them up until 28th February 2016. **(Note from the editor:** this use by date is now 30th June 2017 for certain products)

Fortunately, the broad spectrum insecticide K-Othrine® WG250 from Bayer will continue to stay on the market, despite a number of other products being discontinued.

"Customers should have confidence in the fact that this product is staying, it's on the article 95 list, and won't disappear," says Bayer technical manager Richard Moseley.

K-Othrine® WG250 is a water dispersible broad spectrum insecticide with up to 12 weeks residual activity. "It has a wide label permittance and can control a vast number of public hygiene insect pests, including black ants, bed bugs, fleas, earwigs, cockroaches, flies and mosquitoes," says Richard.

"The real beauty of the product is that it's the only granular formulation on the market. The active is in a granular carrier, so unlike other products, where the active is in a liquid form, it won't absorb into the skin if you spill it, and it's easy to manage and control," he says.

The granules are mixed with water using a specific applicator called an Ezidoser, which measures exactly the right amount of K-Othrine® WG250 granules (0.5g) to mix with 1 litre of water. This will treat 20m².

"If you mix an insecticide today and use it in three weeks' time, its efficacy will be drastically reduced. This is not good practice, or recommended." Says Richard. "Mixing the correct amount is very important as it also means that you effectively save on waste, because hazardous liquid waste is some of the most expensive waste to get rid of.

"The packaging is small, not taking up much room, so it's easy to transport. And this is equally important when thinking about waste, because the disposal cost is low due to the 40g bottle size," says Richard.

Because of the formulation technology from Bayer, K-Othrine® WG250 is approved for use in many areas, including domestic premises, public buildings, food handling, storage, food preparation, and even on aircraft and ships. K-Othrine® WG250, along with Ficam® W from Bayer, are two of the few products approved for use on mattresses.



Pioneering the use of K-Othrine® WG250 insecticide is Airline Services, a Manchester based company providing professional disinsection services to aircraft in the UK. Aircraft disinsection is the word used to cover insect and disease control on domestic and international flights.

According to Andy Cruise, sales director at Airline Services, the company has always used K-Othrine® WG250. It's been part of their aircraft disinsection programme for numerous domestic and international carriers for many years. The product has improved the company's appeal, and helped them to win new business.

The control of pests on aircraft is an extremely specialised service, carried out entirely separately to aircraft cleaning. "Airline Services is one of the very few companies in the UK with the expertise to provide aircraft disinsection. K-Othrine® WG250 is our insecticide of choice for this," says Andy.

"Our experience has shown the product to be extremely effective. It's helped us to provide a consistently high quality service to clients," he says.

K-Othrine® WG250 has been approved for use in aircraft by product testing company 'Scientific Material International', based in Miami. And, because of its granular formulation, it can easily be taken into airport security sensitive areas.

The fact that the product is packaged as a granule formulation makes the process of moving around the airport much easier from a security point of view. It can be moved through customs with no problems. And, due to the small pack size, it requires little storage space.

Richard Moseley says Bayer is pleased to be working with a local company such as Airline Services. "Teaming up with them is a great example of how Bayer has worked with a local company to support and enhance their profile. They're one of the few companies in the UK to provide aircraft disinsection, and using our product really sets them apart."

Bayer endeavours to support and advise their customers where they can. If you have any questions on products or industry changes, get in touch with the Bayer team on 00800 1214 9451 or pestcontrolexpert@bayercropscience.com.

K-Othrine® WG250 contains Deltamethrin 25.0% w/w (HSE 8092, PCS 94096). USE BIOCIDES SAFELY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE. PAY ATTENTION TO THE RISK INDICATIONS AND FOLLOW THE SAFETY PRECAUTIONS ON THE LABEL. TRIPLE RINSE CONTAINERS AT THE TIME OF USE, PUNCTURE AND INVERT TO DRY