



THINK SOFT.  
STRIKE HARD!

# GENERATION®

## BLUE SOFT BAIT

### KEY FEATURES:

- ✓ Based on **DIFETHIALONE**, a new active in Australian Agricultural Market, combined with the most attractive formulation
- ✓ 10g ready-to-use **SOFT BAIT**
  - More attractive than competing food sources.
  - Do not melt in hot condition
- ✓ Single-feed with rapid mode of action.
  - 2-3g to kill a rat (average daily diet = 20g/day)
  - 0.3-0.4g to kill a mouse (average daily diet = 3g/day)
  - Can be as quick as a couple of days



Soft Baits contain Bitrex, a bittering agent that reduces the risk of consumption by non-target  
Vit K1 is an effective antidote in case of non-target poisoning

*Product Code & [units/shipper]*  
**GENBLUE-SB-480** [20/shp]  
**GENBLUE-SB-1500** [4/shp]  
**GENBLUE-SB-5500** [1/shp]

Sizes available: 480g, 1.5kg & 5.5kg



SMALL DOSE  
BIG RESULTS!

# GENERATION®

## BLUE BLOCKS

### KEY FEATURES:

- ✓ Latest generation active ingredient **DIFETHIALONE**, 25ppm
- ✓ Small 15g block gives 25% more bait placements than 20g competitor products
- ✓ A rapid knock-down of large infestations
- ✓ Sizes available: 1.2kg & 7.5kg



Blocks contain Bitrex, a bittering agent that reduces the risk of consumption by non-target  
Vit K1 is an effective antidote in case of non-target poisoning

*Product Code & [units/shipper]*  
**GENBLUE-BL-1200** [4/shp]  
**GENBLUE-BL-7500** [1/shp]



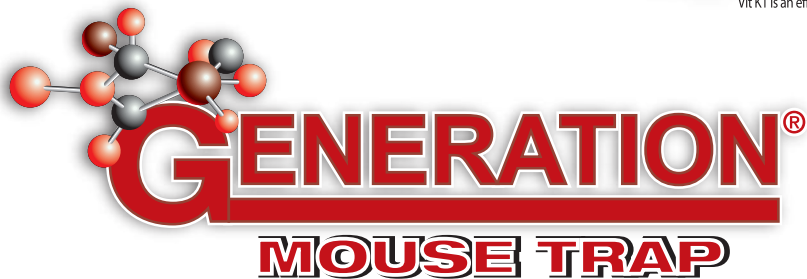
## KEY FEATURES:

- ✓ Contains single-feed **BROMADIOLONE**, 50ppm  
20g extruded block. Use less than other bromadiolone baits
- ✓ Highly mould-resistant, yet extremely effective
- ✓ Ideally for locations with high ambient humidity
- ✓ Rotate with Generation Blue to manage resistance development
- ✓ Sizes available: 3.5kg & 7.5kg



Blocks contain Bitrex, a bittering agent that reduces the risk of consumption by non-target  
Vit K1 is an effective antidote in case of non-target poisoning

Product Code & [units/shipper]  
**GENGREEN-BL-3500** [1/shp]  
**GENGREEN-BL-7500** [1/shp]



## KEY FEATURES:

- ✓ **Quick set:** Arm the trap by lifting metal bar
- ✓ **Versatile and easy to use:**
  - Slightly opaque tunnel allows keeping catch concealed
  - Dispose of catch swiftly and **no touch** with dead mouse
  - Can be used again and again
- ✓ **Safe:**
  - Place lure from under the trap with no risk of setting off
  - Finger protection device allows for safe handling, minimizing risks for children, pets and non-targets.



POSITION bait or lure before arming



ARM the trap



SET the trap in chosen area



CATCH: Metal bar triggered by mouse

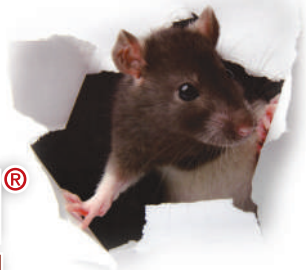


RELEASE bar and shake to dispose of mouse

Product Code & [units/shipper]  
**GEN-MOU-TRAP** [20/shp]



# GENERATION® BAIT STATIONS RANGE



## BAIT STATION - RAT & MOUSE is Fast & Flexible

- ✓ Quick & easy key entry system
- ✓ Compatible with a wide range of baits and attachments
- ✓ Compact yet sturdy station
- ✓ Opens away from wall providing convenient surface or data recording
- ✓ Horizontal or vertical mounting for versatility
- ✓ Straight-through entry/exit design promotes maximum feeding



Pack Sizes GENERATION RAT  
Carton of 6

## BAIT STATION - TUNNEL is an economical solution for Rats and Mice.

- ✓ Fast to service
- ✓ Straight-through entry/exit design promotes maximum feeding
- ✓ Ideal for Rats and Mice - Use the Rat & Mouse bait station if higher capacity is required



Pack Sizes GENERATION TUNNEL  
Carton of 24

## BAIT STATION - MOUSE is Built For Speed

- ✓ Fast to service; use same key as Rat and other Generation bait stations
- ✓ Straight-through entry/exit design promotes maximum feeding
- ✓ Provides double the bait capacity, compared to the competition
- ✓ Vertical or horizontal mounting for versatility



Pack Size GENERATION MOUSE STATION - Carton of 20

**Product Code & [units/shipper]**  
**GEN-RAT-ST [6/shp]**  
**GEN-TUN-ST [24/shp]**  
**GEN-MOU-ST [20/shp]**



# GENERATION<sup>®</sup>

SMART BAIT FOR RODENTS

## A day in the life of Reggie the Rat.



Reggie the Rat is a Rascal of a Rodent who loves to Rumble, Reproduce and Rock & Roll.

Rats and mice are the most serious mammalian pests ever known; their opportunist lifestyle, intelligence, agility, omnivorous diet and prolific breeding potential are a constant threat to Australian farmers and householders. Rats and mice must be controlled as they cause serious damage to property, crops and are a significant health risk.

## Reggie's Rodent Rave and Rock & Roll party

Rats are very social and typically live in communities of 8 to 15. They feed and socialise almost exclusively at night.

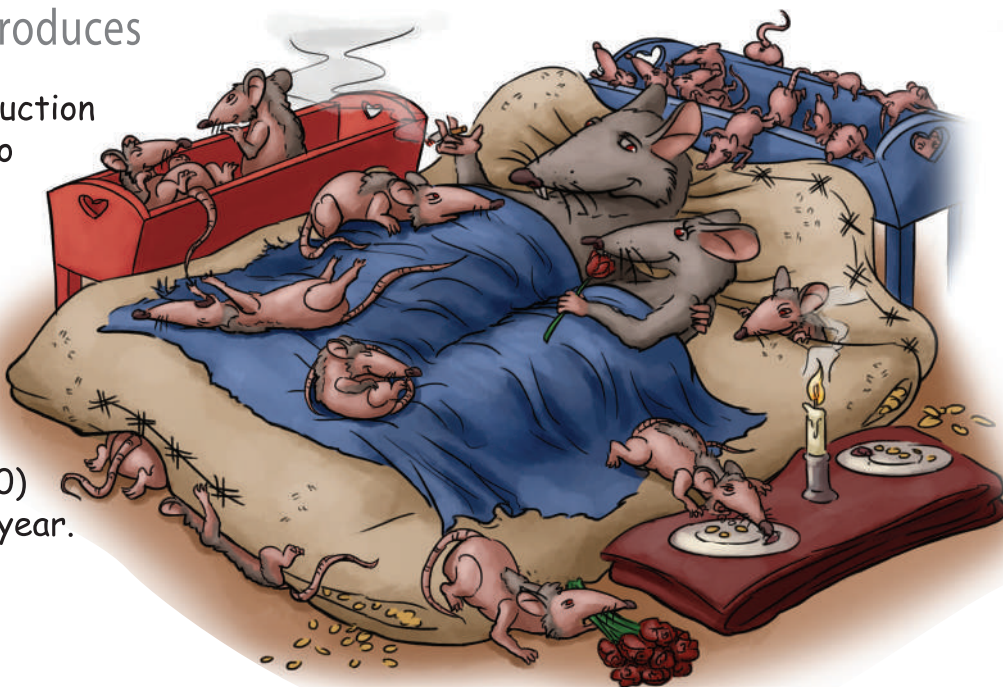


## Reggie Romances and Reproduces

Rats have an incredible reproduction rate. If two rats are allowed to mate in a suitable environment for 18 months they can potentially have over a million descendents.

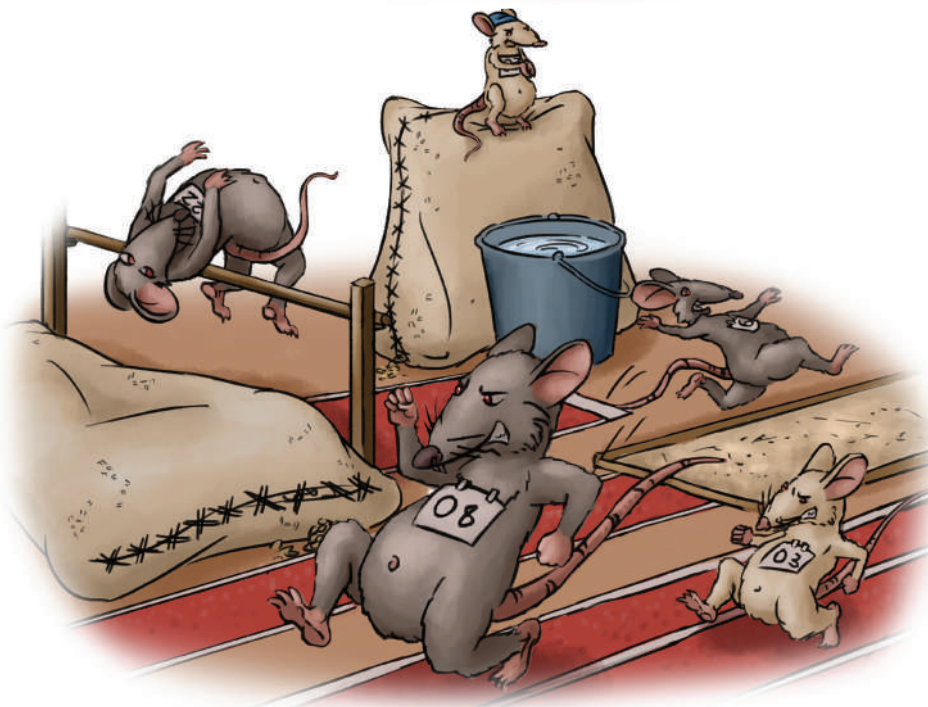
Rats reach sexual maturity at 8 to 12 weeks of age and mate all year round.

Rats have large litters (6 to 10) and can have up to 7 litters a year.



## Reggie Races and Romps at the Rodent Olympics

Physically very strong, rats have been known to swim for two days in open water. They can high jump a metre, long jump 1.2 metres, aerobically drop 15 metres and hit the same top speeds as a human sprinter of around 40km per hour.



## Reggie can't Resist

Rats and mice have an excellent sense of taste and a good memory. Rodents can identify certain substances, including some rat poisons. Rodents are very cautious, initially taking a small taste of anything new. After a taste of *Generation* they can't get enough. (note graphs below of attraction trials).



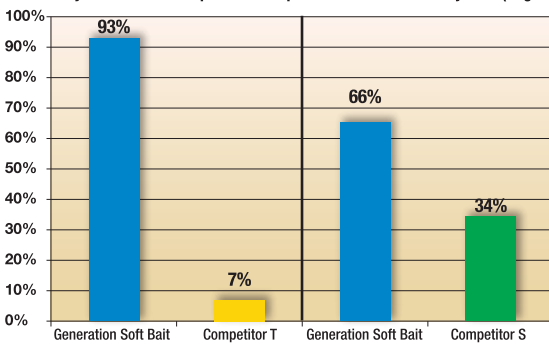
## RAT and MOUSE Palatability and Attraction Studies

Bait 'shyness' and more attractive food sources are real issues for rodenticides.

In controlled studies against two Australian competitor baits

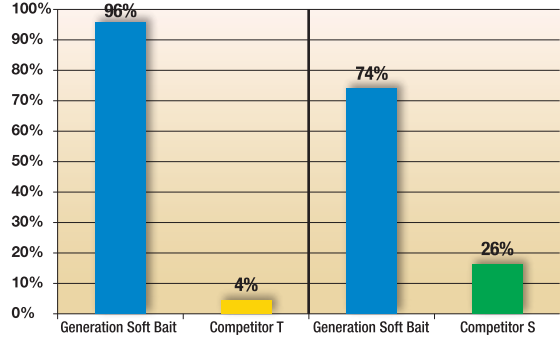
*Generation* soft baits were much more palatable and attractive to both rats and mice

Palatability and Bait consumption vs competition blocks on Norway Rats (Cage trial)



**Protocol:** *Day 1:* individuals placed in cage with cereals. *Day 7:* measure individuals' weight + replace cereals with 50 g of baits. Bait A placed left - Bait B placed right  
*Day 8 to 11:* measure baits consumption each day. - Switch bait places every day - Weigh remaining baits and replace up to 50g. *Day 11:* complete trial

Palatability vs competitor blocks on House Mice (Cage trial)



**Protocol:** *Day 1:* individuals placed in cage with cereals. *Day 7:* measure individuals' weight + replace cereals with 50 g of baits. Bait A placed left - Bait B placed right  
*Day 8 to 11:* measure baits consumption - Switch baits places every day - Weigh remaining baits and replace up to 50g. *Day 11:* complete trial

**GENERATION OUT-PERFORMS THE LEADING BAITS WHEN RATS ARE GIVEN A CHOICE OF BAITS TO FEED ON.**

- ✓ GREATER BAIT ACCEPTANCE
- ✓ A LETHAL DOSE FROM A SINGLE VISIT

## Reggie Rapidly Rolls Over

After a single feed Reggie is history. But not before he has told all his mates of the great tasting bait and the whole colony will gradually have joined in the feast.



# DE SANGOSSE



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