

# News Release



## **BASF launches new multi-purpose, undetectable insecticide in Australia**

- **Non-repellent insecticide, Seclira<sup>®</sup>, is approved for use in Australia**
- **Genuine Transfer Effect<sup>™</sup> technology makes insecticide undetectable**
- **Non-staining, colorless and odorless formulation is suitable for both indoors and outdoors**
- **Compatible with non-repellent insecticides including Termidor<sup>®</sup>**

Melbourne, Australia – November 1, 2017 – Commercial and household pest professionals can now use a new, non-repellent insecticide to control both indoor and outdoor pests: Seclira<sup>®</sup> WSG. This colorless, non-staining product helps reduce the risk of contamination while providing enhanced coverage with lower impact to the area where treatment is being applied.

Seclira WSG has received registration from the Australian Pesticides and Veterinary Medicines Authority and is now approved for use throughout Australia.

Many common non-repellent insecticides are restricted to specific target pests or applications. Seclira, however, is registered to control a wide range of common pests including ants, cockroaches, mosquitos, wasps, bed bugs, spiders and other crawling insects, such as millipedes and pillbugs.

Seclira's unique colourless, non-staining and odourless formulation is suitable for use in many areas where appearance is important. The

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formulation dissolves entirely in water, meaning that the solution will not leave marks on surfaces, where pure water would do the same. Trials show that the Seclira solution is still totally clear and 100% in suspension, ready for “invisible” application, up to 12 hours after mixing.

The undetectability of Seclira is also key to its highly effective control. Ants, cockroaches and other social insects that come into contact will remain unaffected and unaware long enough to pass a lethal dose of Seclira on to other insects in the colony and start a chain reaction, called the Genuine Transfer Effect.

“Because insects can’t detect Seclira, it has no flushing effect, so contamination risk will be eliminated,” said Dr. David Elmouttie, Technical Development Specialist at BASF.

“The dying pests will not rush out of their harbourages after treatment, which is beneficial in kitchen environments and offices or factories. That means treatments can be scheduled inside normal operating hours, which is much more convenient,” added Dr. Elmouttie.

Seclira can also be used with other non-repellent baits and insecticides, including Goliath® Cockroach Gel, Goliath Liquid Ant Bait and Phantom PI. It can also be used in conjunction with Termidor® Residual for external treatments.

When used with these treatments, Seclira’s long-lasting residual activity helps provide a more complete pest control package that will keep premises well protected for extended periods, leading to reduced call-backs and increased customer satisfaction.

“After years of mainly relying on synthetic pyrethroids, here is a new product that could easily become the preferred choice in most circumstances,” said Dr. Elmouttie.

#### **About BASF’s Crop Protection division**

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. BASF’s Crop Protection division works with farmers, agricultural professionals, pest

management experts and others to help make this possible. With their cooperation, BASF is able to sustain an active R&D pipeline, an innovative portfolio of products and services, and teams of experts in the lab and in the field to support customers in making their businesses succeed. In 2016, BASF's Crop Protection division generated sales of €5.6 billion. For more information, please visit us at [www.agriculture.basf.com](http://www.agriculture.basf.com) or on any of our social media channels

#### **About BASF in Australia and New Zealand**

BASF posted sales of about €417 million in Australia and New Zealand in 2016, serving key industries in the agriculture, coatings, construction, manufacturing and mining sectors. As of the end of 2016, the company had 493 employees and operated 13 production sites across the sub-region, manufacturing agricultural solutions, performance products and functional materials & solutions. BASF has been active in Australia for more than 90 years, and for about 60 years in New Zealand. Further information is available on the Internet at [www.basf.com/au](http://www.basf.com/au).

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).