

# Maxforce

## Roach control has never been easier.

The Maxforce system provides ease and flexibility with multiple bait options for each stage of roach control.

Get Started

Jump to these sections for helpful information on roach control:

Product Image

Icon **Clean Out**  
Maxforce  
FC Magnum

Learn about Clean Out

Product Image

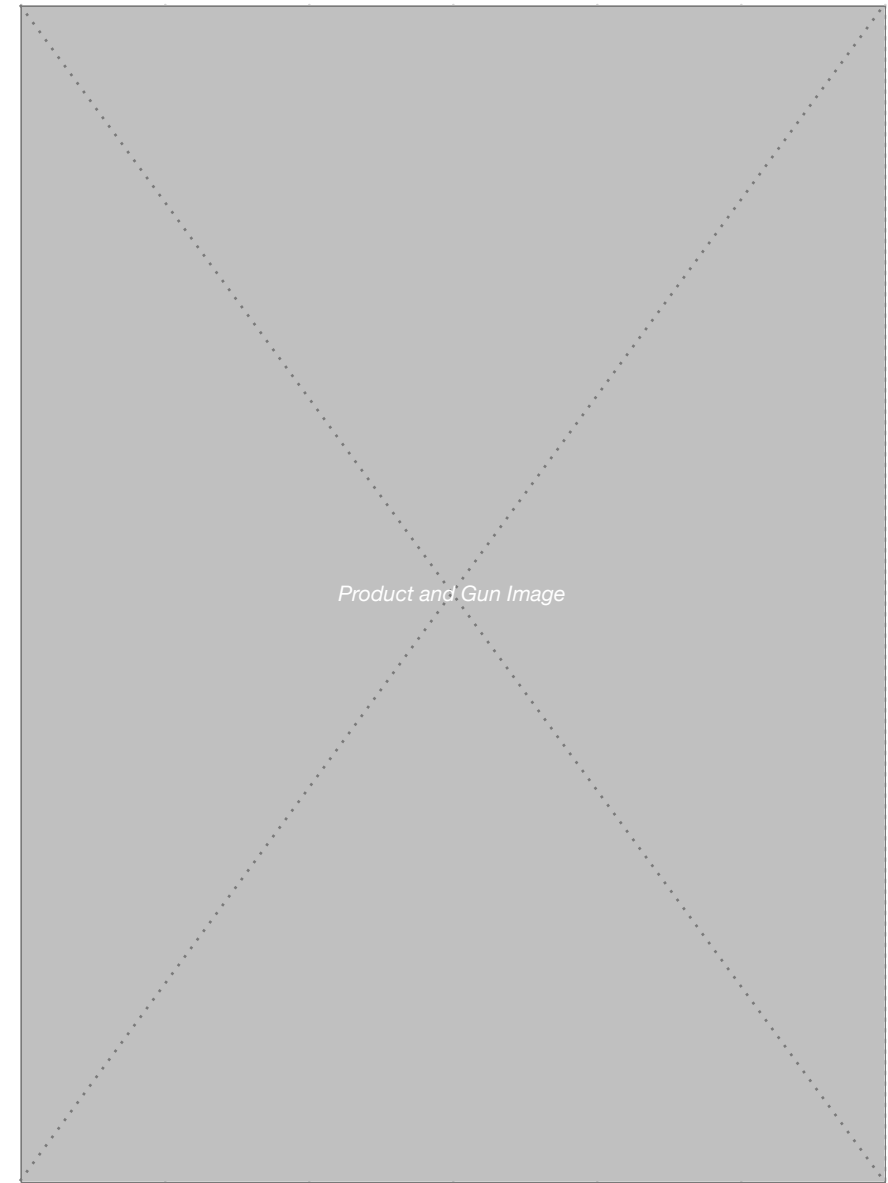
Icon **Maintenance**  
Maxforce  
FC Select

Learn about Maintenance

Product Image

Icon **Rotation**  
Maxforce Roach Bait  
(with hydramethylnon)

Learn about Rotation



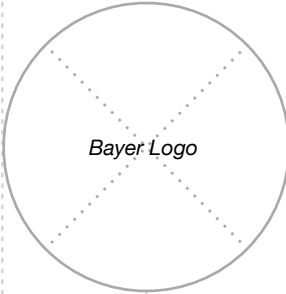
Success With Integrated Pest Management

Cockroach Identification & Behavior

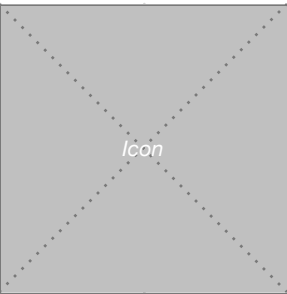
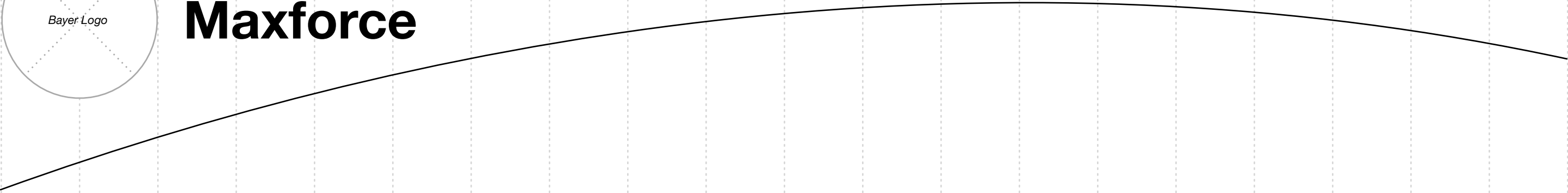
Inspection, Monitoring & Non-chemical Management

Baiting Basics

Maxforce Products



# Maxforce



# Clean Out

Clean Out 1

Notes:

**Luckie** 

Backed By Bayer  
Maxforce iBrochure  
WFV2.graffle

Fri Jan 25 2013



## For clean outs, your primary tool is Maxforce FC Magnum Roach Killer Bait Gel.

No other bait gel works this fast. The formula is Simply Irresistible™ even to bait-averse German cockroaches as well as large roach species. Overall, it's the most effective roach bait available.

Innovative ContactX™ technology – roaches that simply touch the bait will die, so consumption is not necessary

Same-day results

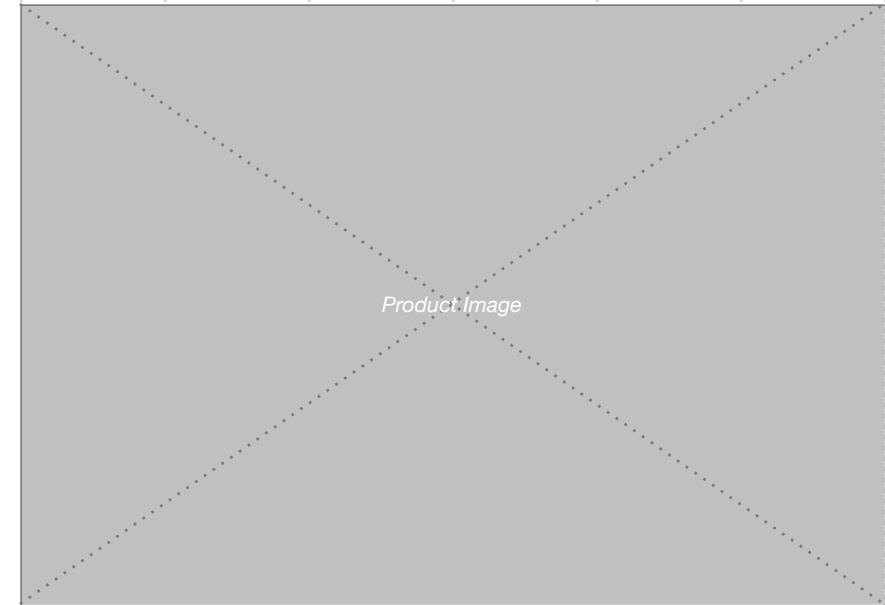
10 percent more bait per reservoir

Better secondary kill with the exclusive Domino Effect® – the delayed action kill allows roaches to take bait back to the colony

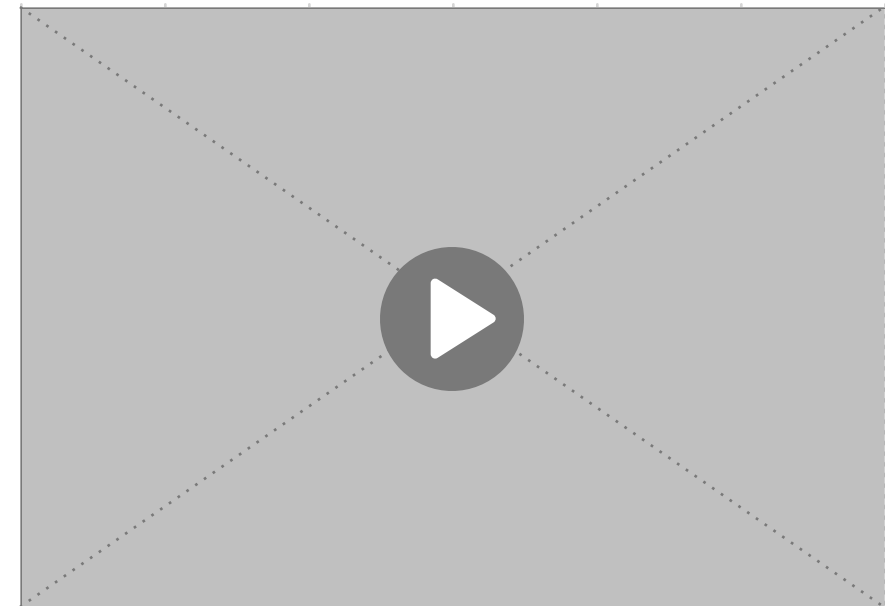
Powerful spot, crack and crevice treatment for indoor and outdoor areas, including commercial kitchens

A less intrusive and more convenient solution for customers

Residual that lasts up to one year or until bait is consumed



Maxforce FC Magnum Roach Killer Bait Gel



Clean Out Video

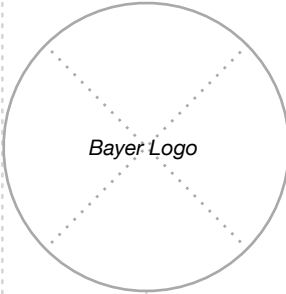
Notes:

**Luckie**+

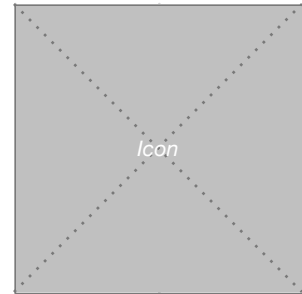
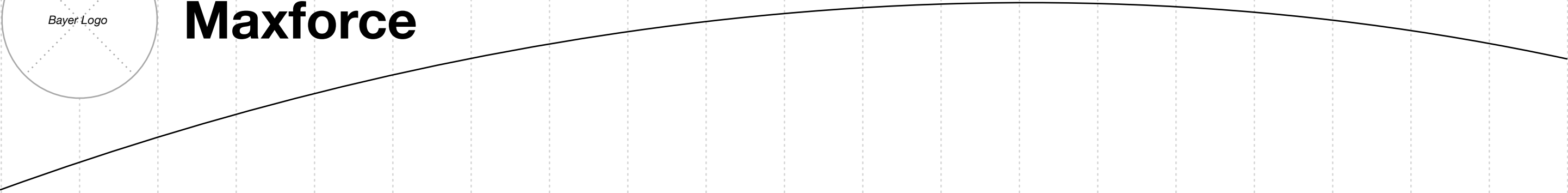
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WFV2.graffle

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# Maxforce



# Maintenance

Maintenance 1

Notes:

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Maintenance: 1 of 3



PDF



## For routine maintenance, your first choice is Maxforce FC Select Roach Killer Bait Gel.

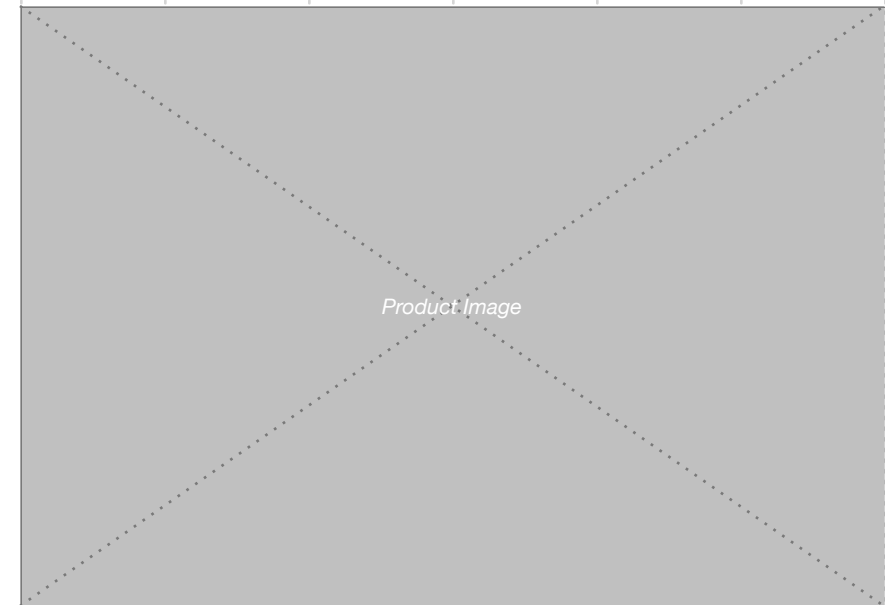
This product is ideal because it retains moisture and stays attractive, while remaining stable over a wide temperature range. You'll see results even where sanitation is poor and other food is available. The formula is Simply Irresistible™ even to bait-averse German cockroaches as well as large roach species.

Better secondary kill with the exclusive Domino Effect®– the delayed action kill allows roaches to take bait back to the colony

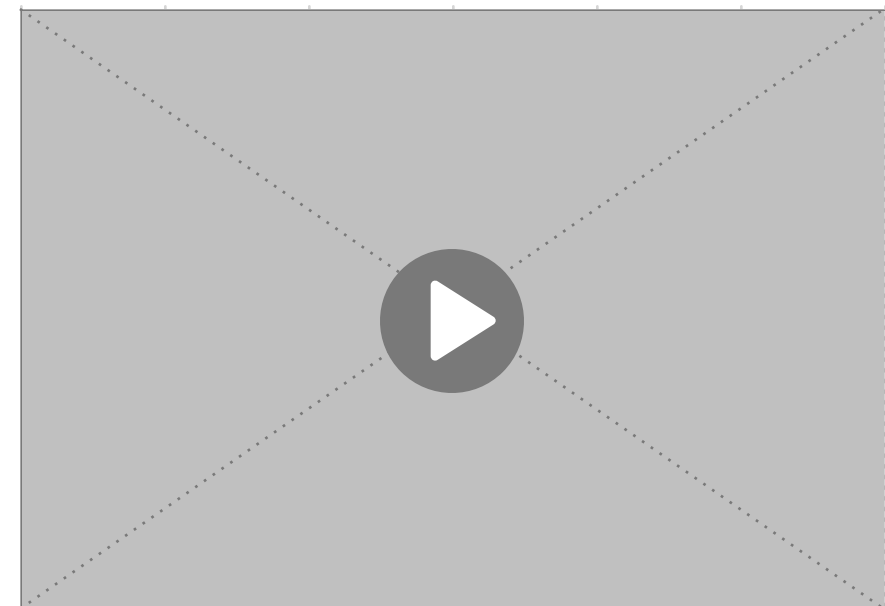
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A less intrusive and more convenient treatment for customers

Residual that lasts up to one year or until bait is consumed



Maxforce FC Select Roach Killer Bait Gel



Maintenance Video

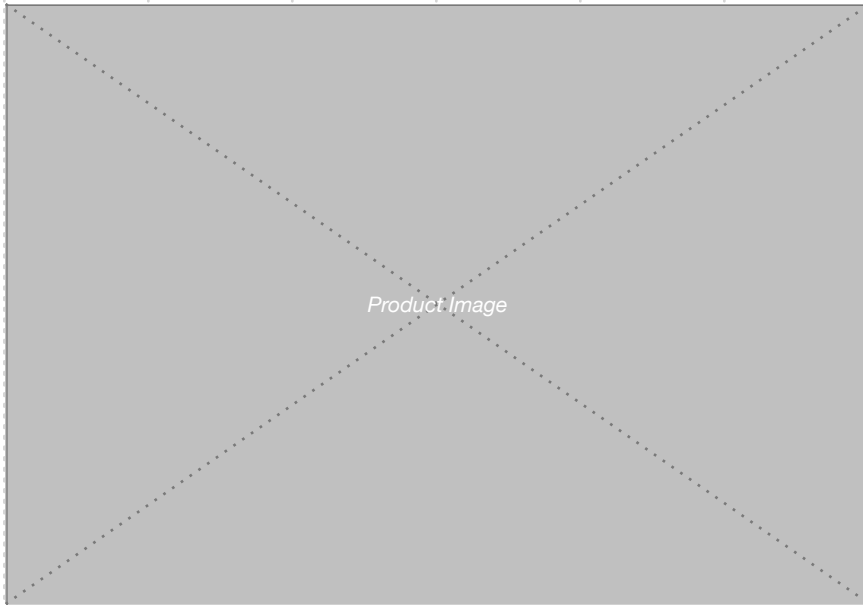
Notes:

**Luckie** 

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Maxforce iBrochure  
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For environments that are difficult to service or where gel baits are exposed to dust, moisture or hot, dry conditions, use Maxforce FC Roach Killer Bait Stations made with fipronil.

Our roach stations have offered effective control in sensitive environments for more than 25 years.

Better secondary kill with the exclusive Domino Effect®– the delayed action kill allows roaches to take bait back to the colony

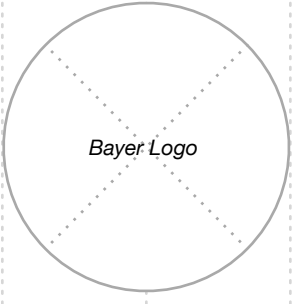
Residual that lasts up to one year or until bait is consumed

Easy application with peel-and-stick adhesive

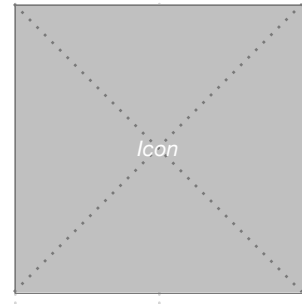
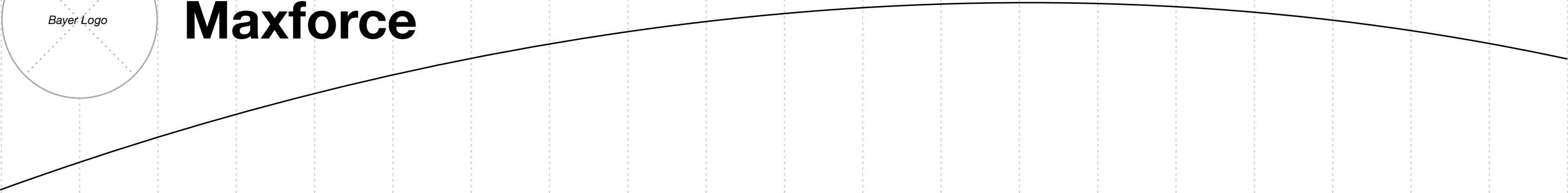
Easy monitoring – the transparent red lid allows you to see bait consumption

Child resistant stations thanks to our exclusive design

Individual packages in a resealable bag



# Maxforce



# Rotation

Rotation 1

Notes:

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Rotation: 1 of 3



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The Maxforce Roach Control System provides a formulation that enables you to rotate your gel bait products and ensure long-term effectiveness and customer satisfaction.

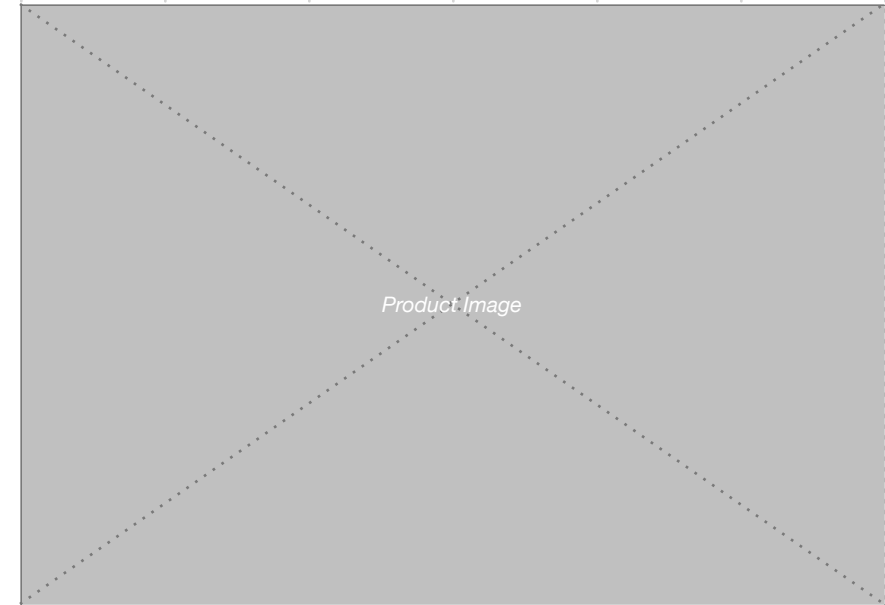
The maintenance rotation option begins with Maxforce Roach Killer Bait Gel made with hydramethylnon, which has a field-proven efficacy history of more than 25 years.

Better secondary kill with the exclusive Domino Effect® – the delayed action kill allows roaches to take bait back to the colony

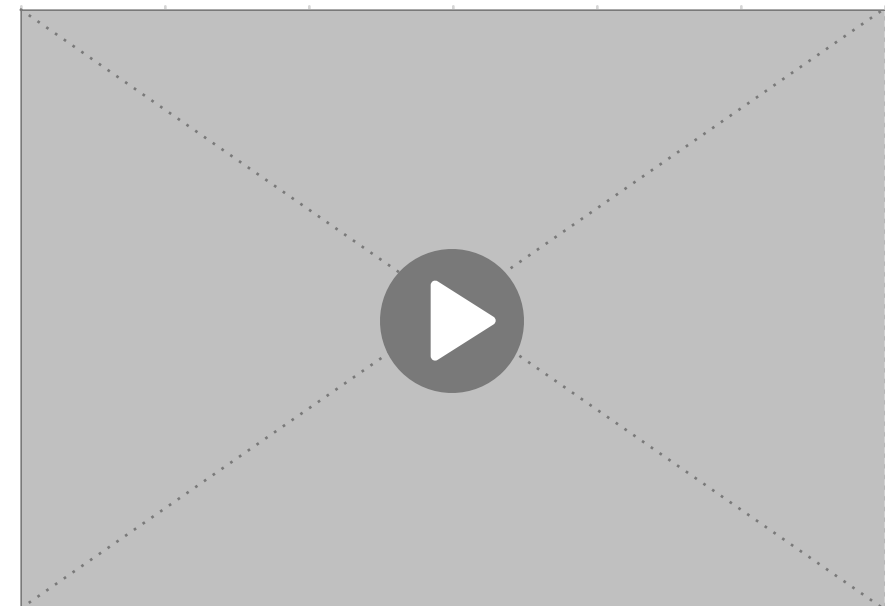
Powerful spot, crack and crevice treatment for indoor and outdoor use

A less intrusive, more convenient solution for customers

Residual that lasts up to one year or until bait is consumed



Maxforce Roach Killer Bait Gel with hydramethylnon



Maintenance Video

Notes:

**Luckie** 

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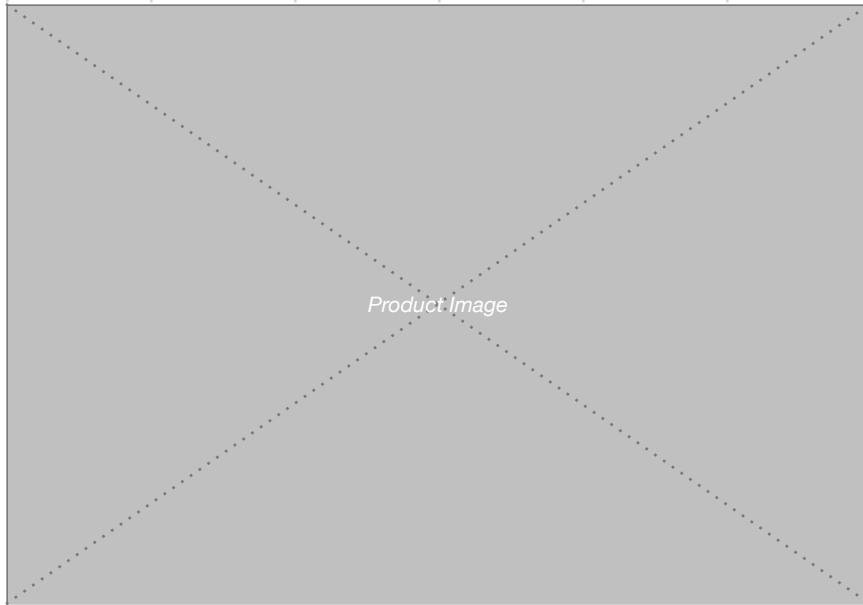
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Rotation: 2 of 3







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If your rotation requires a cockroach bait station, Maxforce Roach Killer Small Bait Stations made with hydramethylnon will deliver.

Great for continued control of cockroaches at all stages of development, our roach stations have offered effective control in sensitive environments for more than 25 years.

Better secondary kill with the exclusive Domino Effect® – the delayed action kill allows roaches to take bait back to the colony

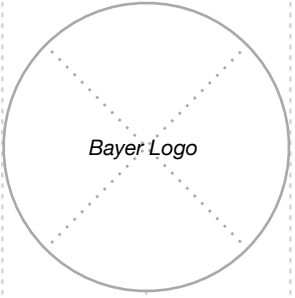
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**Maxforce**

Notes:

# Success With Integrated Pest Management

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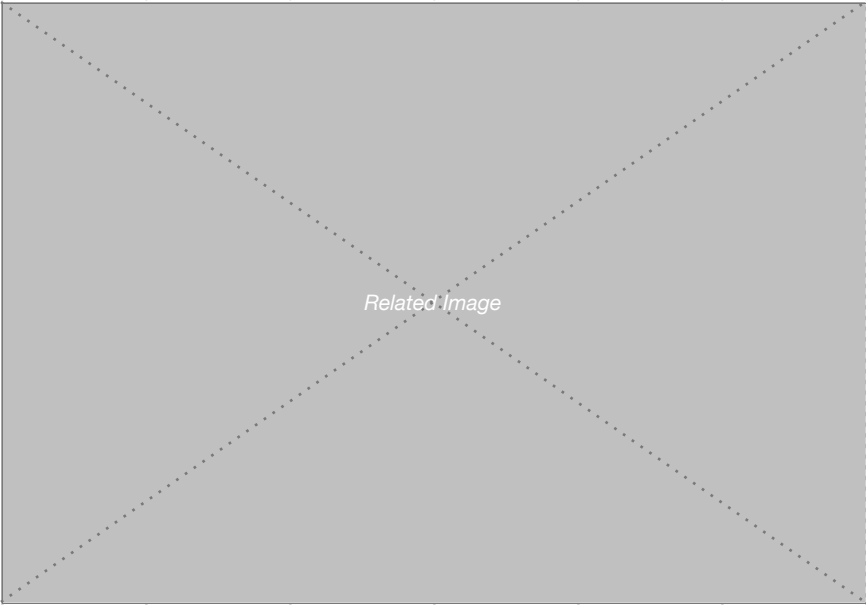


# What is Integrated Pest Management?

Integrated Pest Management or IPM is an effective and environmentally sensitive approach that relies on common sense practices to effectively manage pests economically with the least possible hazard to people, property and the environment.

IPM includes non-chemical and chemical control methods that best fit the residential or commercial environment.

IPM is critical to preventing future infestations, ensuring customer satisfaction and building your business and reputation.



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Notes:

Notes:

There are five steps for success with IPM.

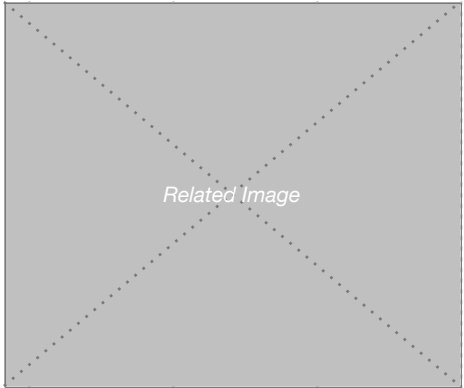
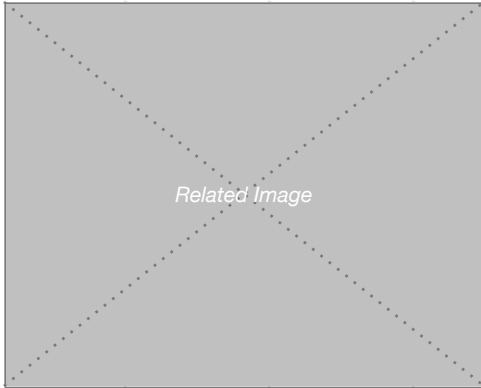
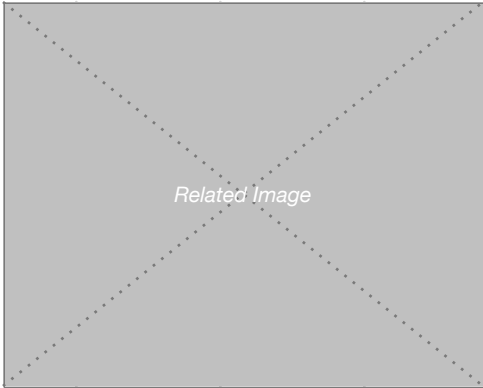
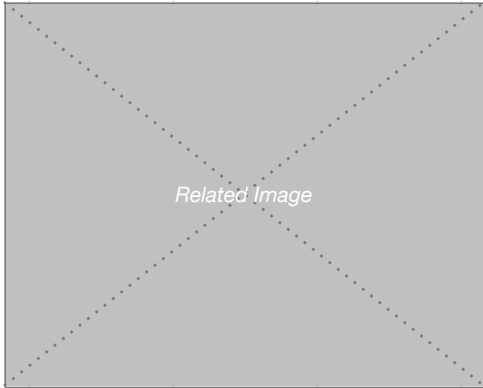
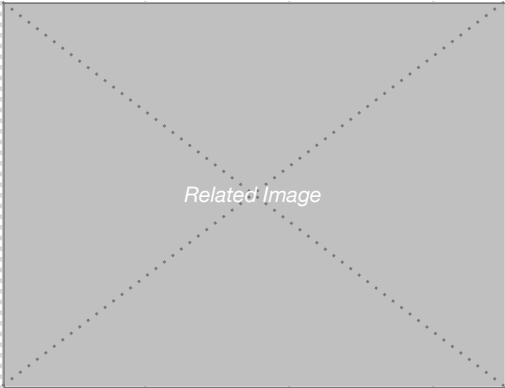
Inspection

Identification

Recommendation & Customer Education

Treatment

Evaluation



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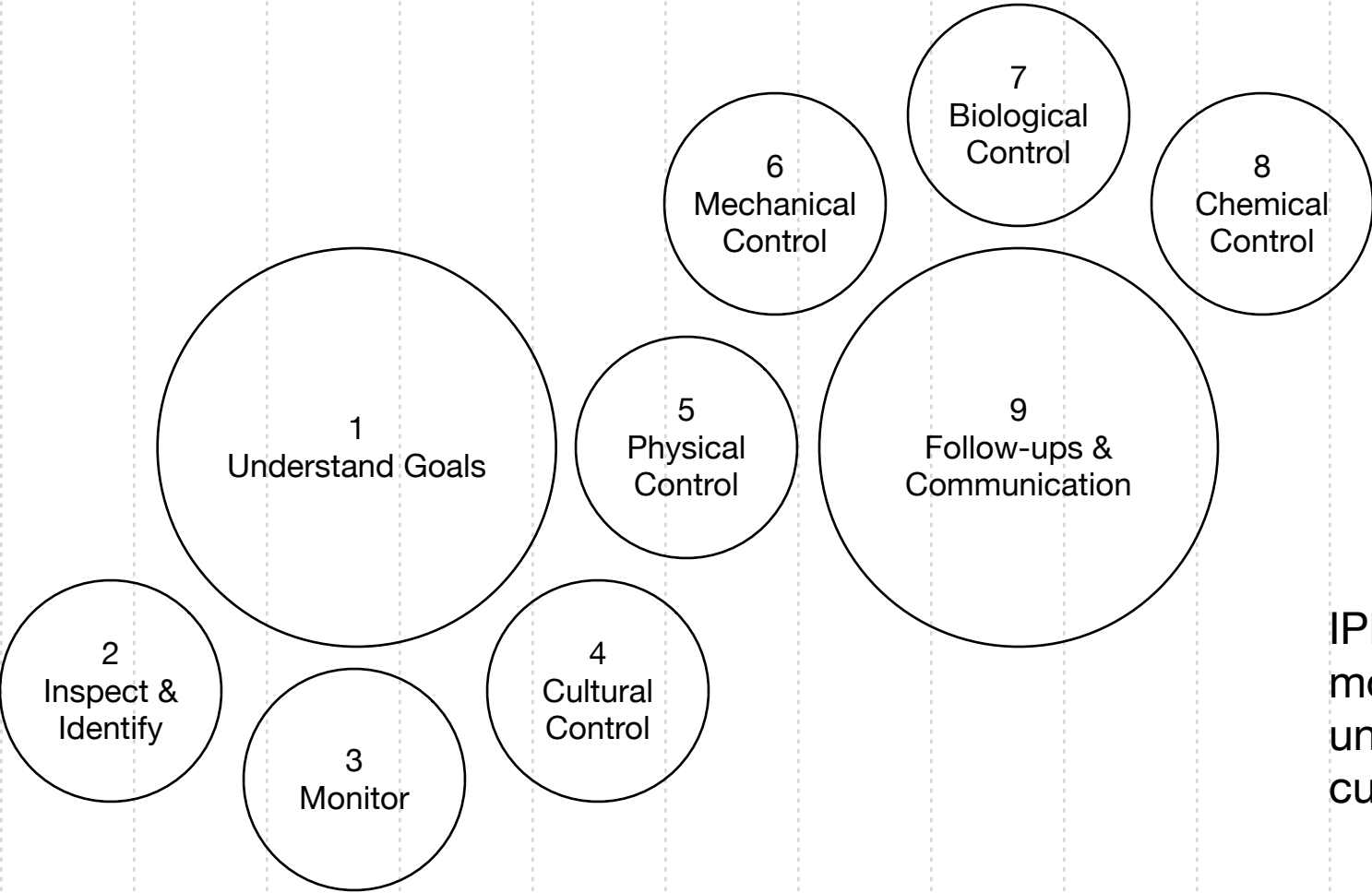
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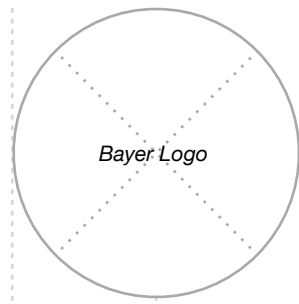
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# Ready to commit to an integrated pest management program?

Follow the basic IPM model.



IPM will always work if you commit and follow the model like a road map. Do not move to the next step until you have exhausted all possibilities of the current step you're working on.



**Maxforce**

# Cockroach Identification & Behavior

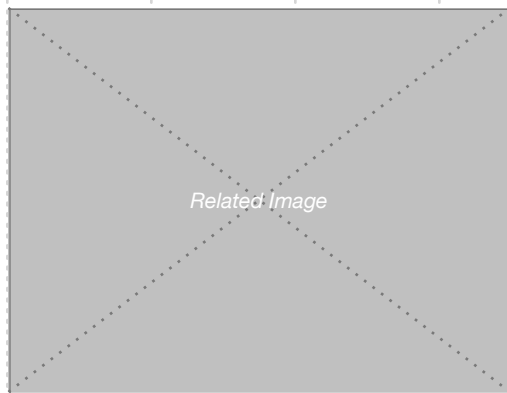


Notes:

# Cockroach Identification Guide

This information will help you identify six common cockroach species; saving you time and helping you do the best job possible.

## German Cockroach



Adult

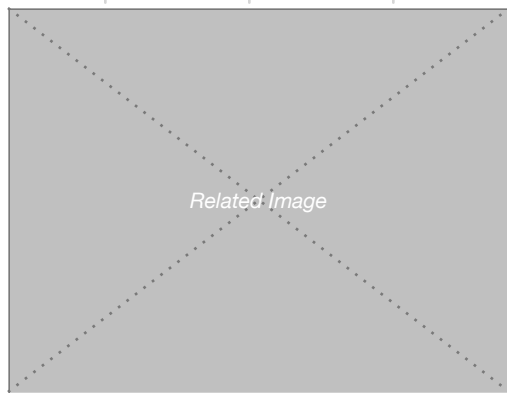


Egg Case

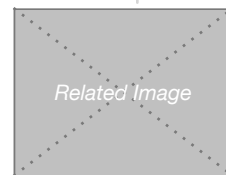


Nymph

## American Cockroach



Adult

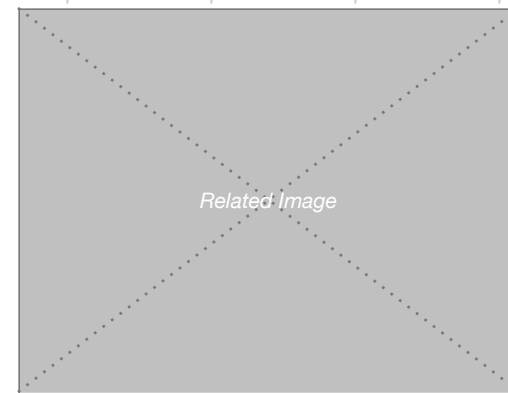


Egg Case

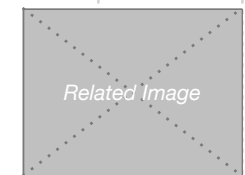


Nymph

## Australian Cockroach



Adult

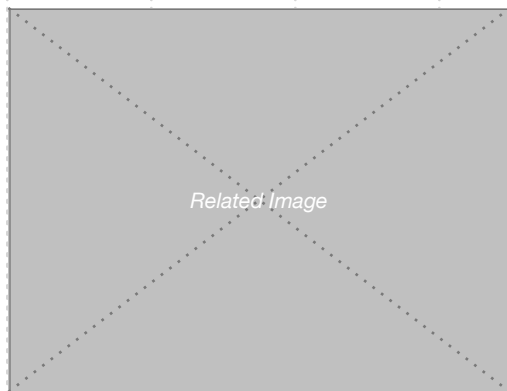


Egg Case



Nymph

## Oriental Cockroach



Adult

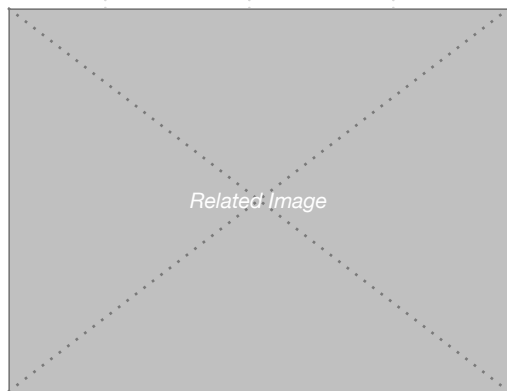


Egg Case



Nymph

## Smokybrown Cockroach



Adult

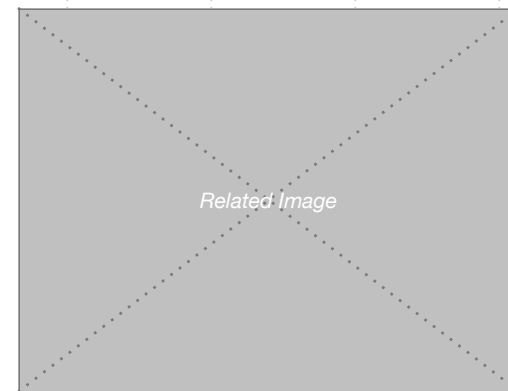


Egg Case



Nymph

## Brownbanded Cockroach



Adult



Egg Case



Nymph

## Cockroach Behavior

A crucial part of integrated pest management is learning how roaches behave. Knowing their habits means knowing how to control them.

**Keep these behaviors in mind when developing a cockroach treatment plan:**

Cockroaches are secretive insects that spend most of their time in harborage sites, such as cracks and crevices or enclosed voids.

They utilize harborages where fecal material from other roaches emits aggregation pheromone.

Roaches require warm, high humidity microenvironments.

They travel short distances to forage for food and water.

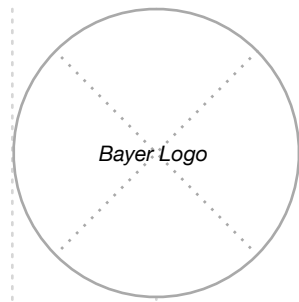
They follow edges and structural lines.

Some roach species, such as American and Oriental cockroaches, may live outdoors.

Roaches have high rates of reproduction – German cockroaches have the highest rate of reproduction of any structure-infesting roach. Female German cockroaches have 4-5 egg capsules and can carry 30-40 eggs per capsule. The period from egg to adult is 35-120 days.

Roaches develop feeding aversion to the food in baits, not to the active ingredient – this aversion is passed on to offspring.





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Notes:

# Inspection, Monitoring & Non-chemical Management

**Luckie**

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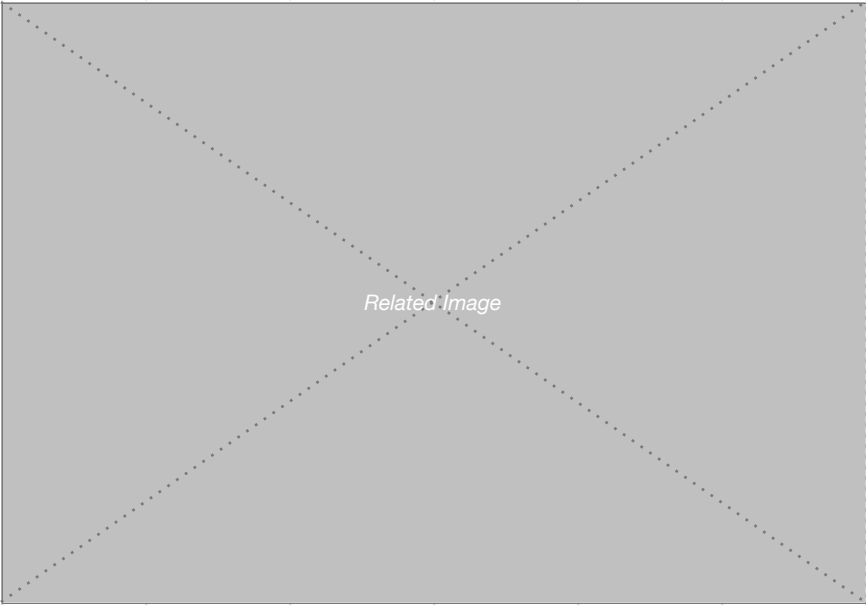


Inspection, monitoring and non-chemical management are important to the success of an integrated pest management program, and are a significant portion of the service customers purchase.

Remember these tried and true practices for best results.

## Have the proper inspection tools:

- Service report checklist
- Monitors
- Step ladder
- Flashlight
- Gloves
- Clipboard
- Knee pads
- Glass jars with lids
- Screwdriver
- Multi-purpose pliers
- Mirror

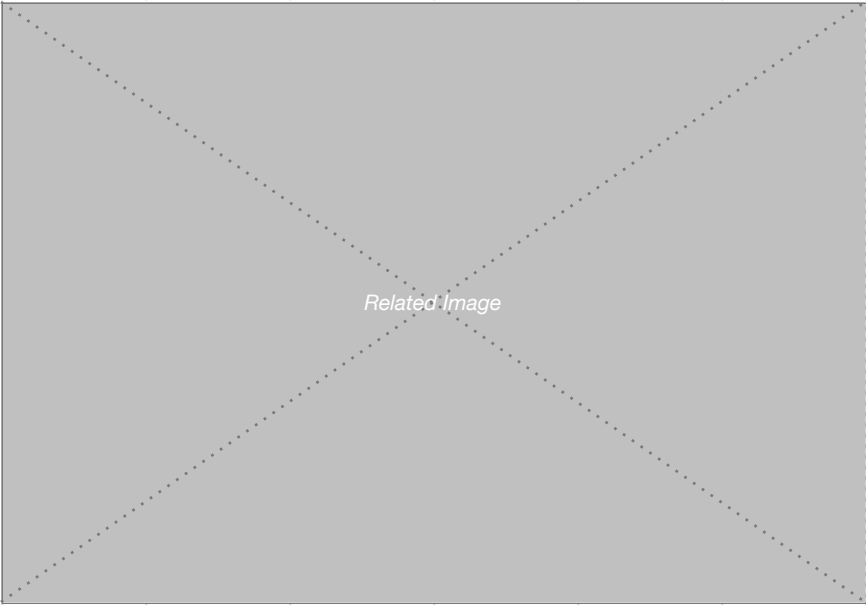


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Notes:

## Follow the proper monitoring process:

- Install correct monitor
- Install sufficient number of monitors
- Map locations of monitors
- Maintain monitor date and labels
- Recover monitors with specimens for ID and verification and replace



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Notes:



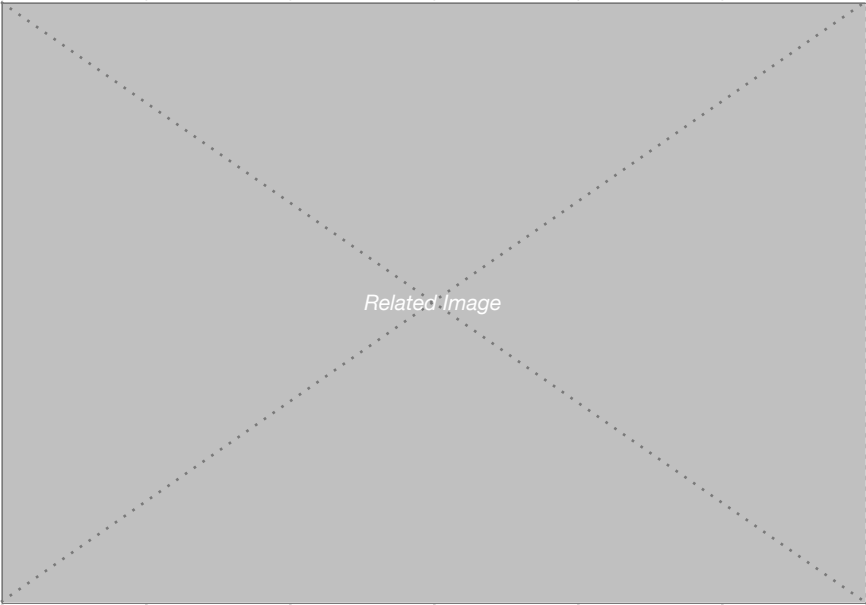
## Look for other signs of cockroaches:

Fecal matter and oral secretions

Egg cases

Cast skins

Carcasses



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Notes:



Scan the residential or commercial area, assessing:

Sanitation

Debris

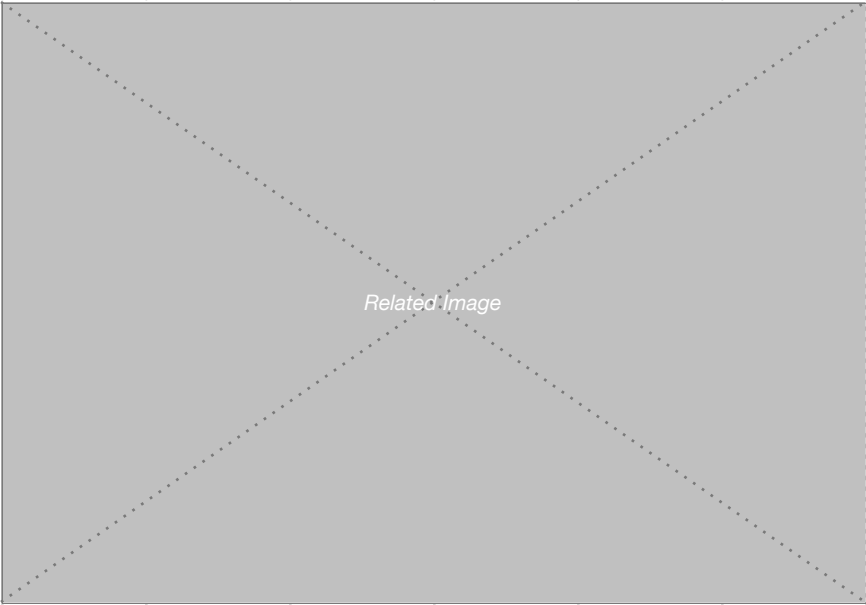
Food competition

Technician access

Water management

Structural repairs and upkeep

Outdoor conditions



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Notes:



## Perform the proper tasks for non-chemical management:

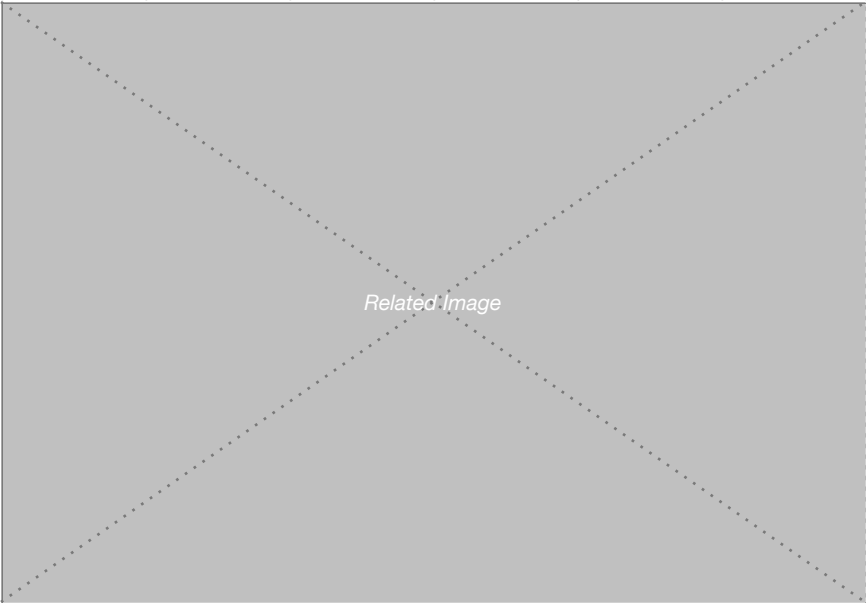
Seal cracks to eliminate entry points

Trim trees and shrubbery away from structures

Ensure windows, doors and screens fit tightly and install weather stripping as needed

Remove debris that attracts roaches

Reduce populations with vacuum



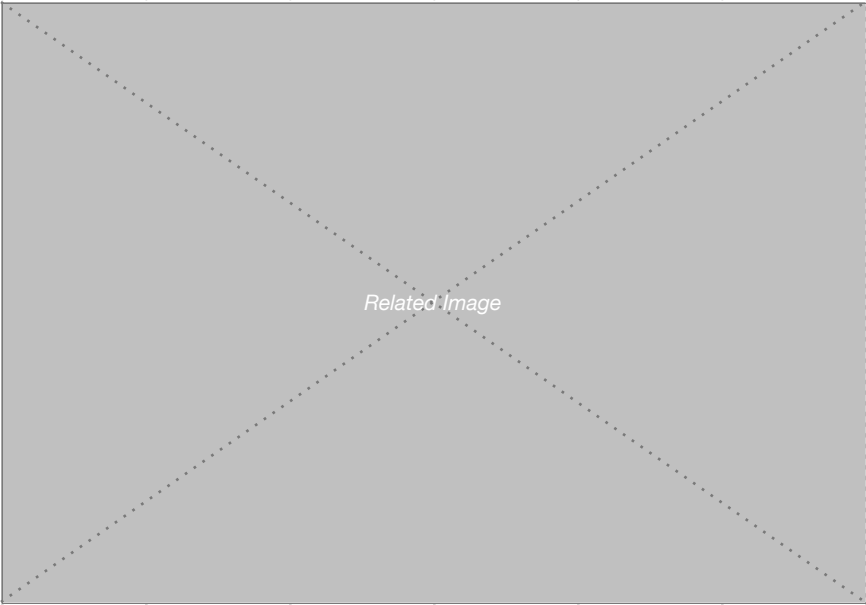
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Notes:



Let the customer know they are essential to the pest management process, and can reduce harborage and food sources by:

- Improving sanitation
- Repairing and eliminating moisture problems
- Reducing clutter
- Sealing cracks and crevices
- Storing food in cockroach-proof containers
- Emptying trash containers frequently
- Picking up pet food



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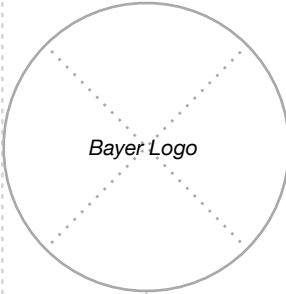
Notes:

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# Maxforce

# Baiting Basics





Refer to these baiting best practices when treating residential and commercial accounts with Maxforce Roach Control System products.

### Questions To Ask Before Baiting

What species am I treating?

Where are the harborage sites?

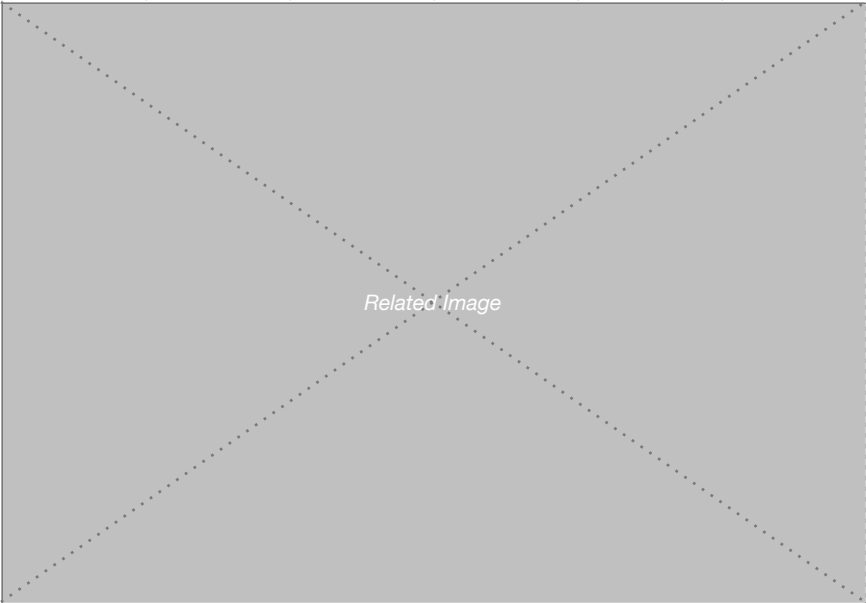
Where are the resource sites?

Are surfaces dirty or covered with grease?

Are surfaces porous?

Is the area washed regularly?

What's the temperature?



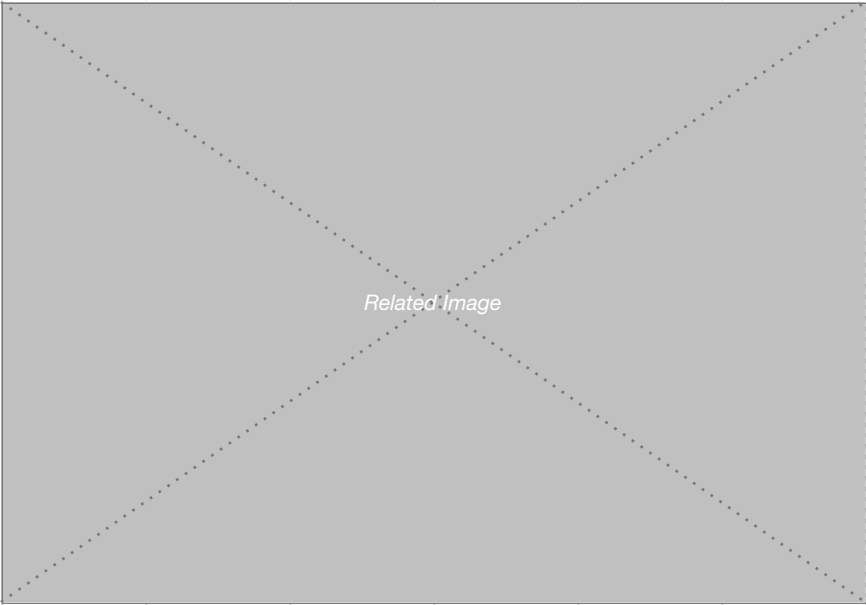
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Notes:

## How To Choose a Bait

Gels provide faster control than stations and can be used in any of the three roach control stages - clean up, maintenance and rotation

Stations sustain long-term control and can be used during the maintenance and rotation stages in areas where gel may encounter non-targets or be exposed to dust, moisture or hot, dry conditions



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Notes:

### Where To Treat

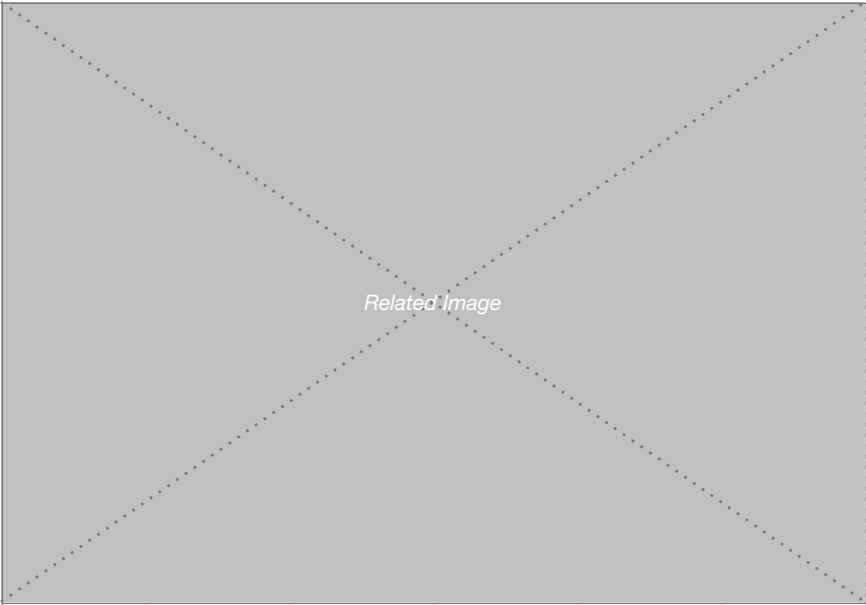
Cracks and crevices

Edges and corners of walls (between where they hide and where they find food and water)

Other travel routes such as pipes, utility lines, table legs

Points of entry inside and outside structure

Apply baits in areas where infested foods enter and are stored - (produce, linens, paper goods)



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Notes:

## Baiting Tips

Don't spray on top of bait placements and do not place baits on top of freshly sprayed surfaces

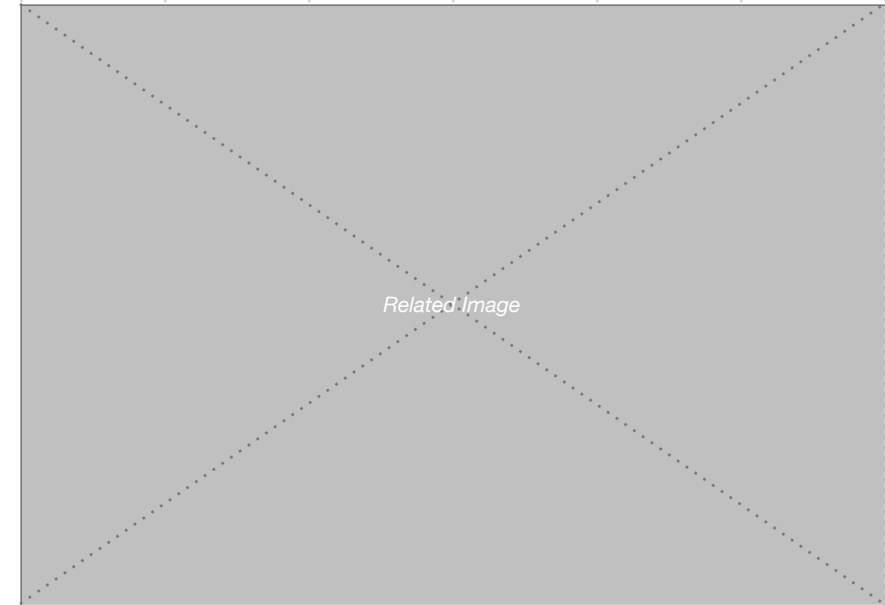
Smaller, more frequent bait placements work better than fewer larger bait placements

For hard-to-reach areas, consider the Maxforce Sharpshooter extension, which attaches to Maxforce bait reservoirs

Apply Maxforce as close as possible to all harborage sites following label directions

Apply sufficient amount to feed entire population

During maintenance, replace bait placements if consumed or when recommended on the label



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Notes:

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Baiting Basics: 5 of 5



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## Baiting Tips

Don't spray on top of bait placements and do not place baits on top of freshly sprayed surfaces

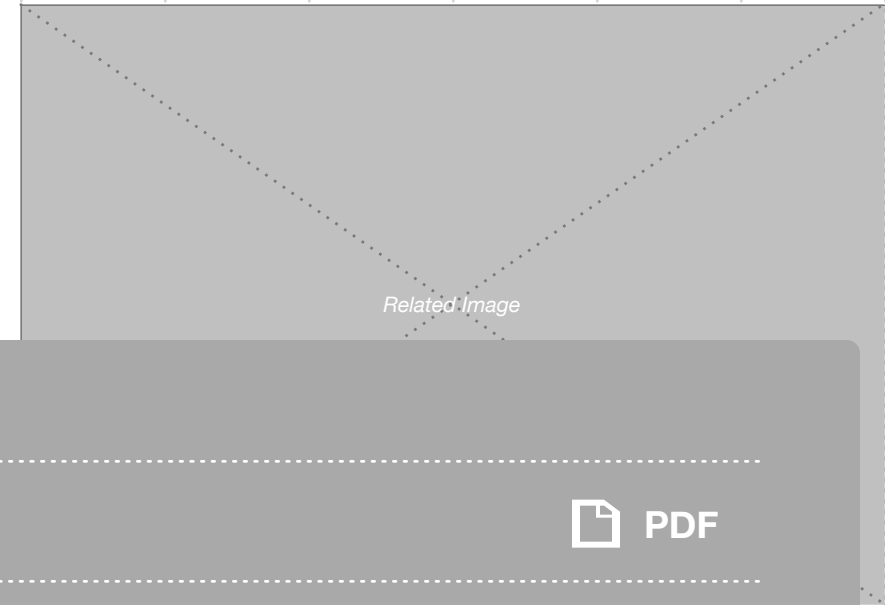
Smaller, more frequent bait placements work better than fewer larger baits

For hard-to-reach areas, use bait stations with long extensions

Apply Maxforce iBait following the label directions

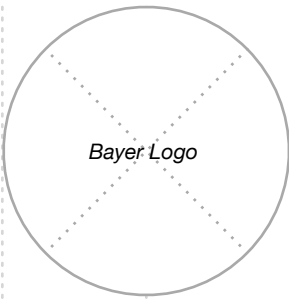
Apply sprays after baiting

During re-infestation, re-baiting is recommended



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# Maxforce

# Maxforce Products

Product

Maxforce Carpenter Ant Bait Gel

Learn More

Product

Maxforce Complete Brand Granular Insect Bait

Learn More

Product

Maxforce FC Ant Bait Stations

Learn More

Product

Maxforce FC Fire Ant Bait

Learn More

Product

Maxforce FC Magnum Roach Killer Bait Gel

Learn More

Product

Maxforce FC Professional Insect Control Ant Killer Bait Gel

Learn More

Product

Maxforce FC Roach Killer Bait Stations

Learn More

Product

Maxforce FC Select Roach Killer Bait Gel

Learn More

Product

Maxforce Fly Spot Bait

Learn More

Product

Maxforce Granular Fly Bait

Learn More

Product

Maxforce Professional Insect Control Roach Killer Bait Gel

Learn More

Product

Maxforce Quantum Ant Bait

Learn More

Product

Maxforce Roach Killer Small Bait Stations

Learn More

Product

Maxforce Professional Bait Gun Kit

Product

Maxforce Holster with belt clip

Product

Maxforce SharpShooter Extension

