

Descriptions

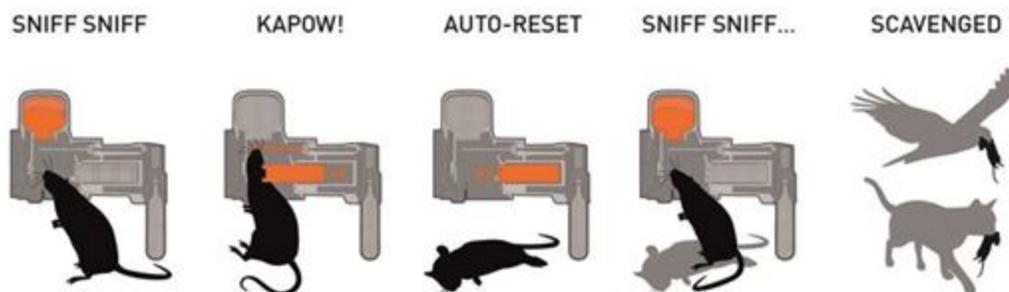
Official boilerplate // Words: 221

About Automatic Trap Company

The Automatic Trap Company was established to distribute the world's most innovative and humane pest trapping technology, the Goodnature A24 self-resetting trap, in the United States. It is the world's only pest trap that self-resets up to 24 times, offering constant control for months without monitoring or resetting, creating significant time savings in pest management. Winner of numerous design awards, Goodnature's traps have aided conservation efforts around the world and have helped save millions of dollars in damages caused by rodents. The introduction of these traps to the U.S means people no longer need to use cruel glue traps, ineffective snap traps or harmful rodenticides. Every trap we ship means less suffering and a better world.

How Goodnature A24 Rodent Traps work:

1. The rat or mouse is attracted into the A24 trap by the potent long-life rat lure which remains fresh for one month.
2. As the rodent brushes past the very sensitive leaf-trigger, the trap is set into action.
3. A CO₂ pressurised piston strikes the rodent's head killing it instantly and then retracts on a light spring.
4. The dead rodent falls to the ground and the trap automatically resets itself ready for the next pest to arrive.



Available exclusively at [Automatictrap.com](http://www.automatictrap.com) in U.S. and Canada. For more information, please visit <http://www.automatictrap.com>

50-Word // Actual: 75

Arm your home and yard with Goodnature's humane, self-resetting A24 traps and start living pest-free. Targeting rats and mice, the weather-proof trap kills up to 24 rodents without toxins or electricity, automatically resetting itself after each CO₂-powered shot so you don't have to. Simply mount it, sit back, and then toss the remains (or, if installed outdoors, let scavengers do that for you.) Available exclusively at Automatictrap.com in U.S. and Canada.

100 Words // Actual: 138

Forget dangerous poisons, sketchy snap traps, and gruesome glue boards -- Goodnature's humane and self-resetting A24 kills two dozen rodents without toxins, electricity, or assistance from you. Targeting rats and mice, the automatic trap uses a shelf-stable bait to lure rodents into a strike tube where a CO₂-powered shot is triggered instantly. Once the rodent drops to the ground, you (or scavengers, if the trap is installed outside) can remove the remains with ease. Simply refill the CO₂ canister and replace the bait after 24 shots. And because the ruggedized A24 was built to withstand the unforgiving temperatures and weather of the New Zealand wilderness, it's an effective, year-round pest-control solution that'll work just as well in your garage as it will behind a backyard shed. Available exclusively at AutomaticTrap.com in the U.S. and Canada.

500 Words // Actual: 454

Rat infestation has plagued rural and urban America for centuries, yet the technology behind rat removal has been stuck in the early 1900s -- until now. New Zealand's Goodnature is pleased to present the self-resetting and easy-to-install A24 trap; a remarkably simple, lightweight design engineered to kill two dozen rodents without toxins, electricity, maltreatment, or assistance from you.

Targeting rats and mice, the automatic trap uses a shelf-stable bait to lure rodents into a strike tube where a CO₂-powered shot is triggered instantly. Because the striker is on a spring, it automatically resets itself after each shot, immediately prepping it for the next kill. Once struck, the rodent falls to the ground where you can remove the remains with ease, or, if the trap is installed outside, allow natural scavengers like turkey vultures or cats to pick them up for you.

The multi-kill system is certified humane and effectively eliminates invaders on the spot, unlike species-specific spring traps and poisons. You'll never have to track down a wounded or sick rodent—or worse, smell it rotting somewhere in your home. For the most part, all you'll have to do is refill the CO₂ canister after 24 shots and replace the lure every 6 months.

A waterproof Digital Strike Counter is included in each kit and makes monitoring the trap's effectiveness easy, especially if it's installed outdoors. Simply slide it onto the CO₂ canister and

watch it tally up to 99 kills using its 5-year battery life. Then, if scavengers scoop up the remains, you'll have evidence of the trap's success.

And whether it's scavengers, pets, or children who are exposed to the A24, you'll never have to worry about primary or even secondary poisoning in any of them. Every year, more than 10,000 kids in the U.S. are exposed to household rat poisons, while the same toxins have been linked to death and disease in wildlife like bald eagles, bobcats, foxes, and owls. The A24's CO₂-powered shot removes all health risks associated with rodenticides, allowing safe and effective pest control.

You also won't have to fret about harsh weather when it comes to this ruggedized trap. The waterproof A24 was built to withstand the unforgiving temperatures and weather of the New Zealand wilderness, making it an effective, year-round rodent-removal solution that'll work just as well in your garage as it will behind a backyard shed or mounted to a tree near your remote cabin.

So, if you're keeping track, the A24 is a completely humane, non-toxic, automatic, multi-kill trap that will minimize the labor you put into rodent-removal and maximize the effectiveness. Just install it, sit back, and enjoy your new pest-free home.

Available exclusively at AutomaticTrap.com in Canada and the U.S.

Key features

1. Innovative design

Spring traps were invented in the late nineteenth century, yet here we are, over 100 years later, still using the same antiquated "tech" to fight rodents. In this time, we've sent people to the moon, we've created machines that can learn by themselves, we've crafted whole virtual worlds to play in, and we've discovered gravitational waves, but no one has been creative enough to tackle a one-pound rodent?

Enter the Goodnature A24: not only is it the biggest breakthrough in rodent removal technology over the past century, but it's a super cool gadget.

Here's what makes the A24 every gearhead's new favorite toy:

- *Self-Resetting CO₂-Powered Shot:* the rodent triggers a spring-loaded striker as soon as it approaches the lure, killing it instantly. No electricity, no toxins, no assistance from you.

- *Digital Strike Counter*: when scavengers inevitably scoop up the remains, you'll want evidence of the trap's success. This waterproof tracker slides onto the CO₂ canister and tallies up to 99 kills using its 5-year battery life.
- *Small, Lightweight, and Durable*: these waterproof traps will last years in remote wilderness as well as the most extreme temperature and weather conditions, yet one person can easily carry 30 on their back.
- *Multi-award winning design*: labor-minimizing and super easy to install, mount it onto any wooden surface with only two screws.

Request a Goodnature A24 to review for your gear column. Maybe you can test different materials inside the trap for a fun video!

[Provide technical image like this:

http://www.goodnature.co.nz/fileadmin/documents/Manuals/A24_Technical_Drawing_Rev02.pdf
]

2. Environmentally friendly

Every year, nearly 10,000 children in the U.S. are exposed to rat poison, the majority under the age of 6. Household rat poison has also been linked to death and disease in wildlife—rodenticide poisoning being a leading cause of death for coyotes in Southern California, and thought to be responsible for the severe decline of protected owls in the north west. **Why are we willing to poison our children, pets, and wildlife in order to remove rats?**

Here are some of the ways wildlife is being impacted by primary and secondary rodenticide poisoning:

- A National Park Service study of wildlife exposure to rodenticides in Southern California found that 92% of bobcats are exposed to anticoagulant poisons, 83% of coyotes were exposed to anticoagulants and it was the 2nd leading cause of death during study, 92% of mountain lions were exposed to anticoagulant poisons, including a 3 month old kitten.
- A 2009 Environment Canada study found toxic levels of rat-related pesticides in 30% of barn owls, barred owls and great horned owls tested.

Goodnature's A24 trap was created in partnership with the New Zealand Department of Conservation as part of an effort to eradicate the highly invasive rat and bolster critical bird protection programs. Here's how the A24 trap can prevent unnecessary poisoning in the U.S. too:

- The A24 is non-toxic and doesn't use any form of poison to eliminate rodents

- By safely removing rats—often an invasive species—the A24 actually helps at-risk wildlife populations recover, particularly birds.
 - Backed by the Wellington City Council and Greater Wellington Regional Council, the Places for Penguins’ project team has stepped up its conservation efforts by increasing the density of Goodnature A24 traps around kororā nesting boxes, NZ. [Learn more.](#)
 - Goodnature A24 traps have been used to protect whio/blue duck on the upper Tongariro River, NZ, for nearly three years, in an area where no other pest control occurs. [Learn more.](#)
 - Goodnature A24 traps for rats were deployed by New Zealand Department of Conservation (DOC) staff and volunteers over the 64 hectare Native Island. Ship and Norway rats have been prolific on the island; they were monitored at 73% before the pest control project began. One year later, rats reached an undetectable level. [Learn more.](#)

Which areas in the U.S. could benefit from switching to Goodnature’s A24 as their primary rat removal system? What might these benefits be? How much money would the local government stand to save?

3. Humane pest removal

You’ve had *that* nightmare. The one where you’re trying to run away from something terrifying only to discover your legs won’t move—they seem to be stuck. As danger approaches, the suction only seems to be getting stronger. You grip beneath your knee with both hands and start savagely prying it from the ground, but it’s locked in like a cemented pole. You’re screwed. Then, just as you feel you are about to be swallowed whole by this hellvacuum, you wake up in a sweaty fluster, kicking like a French cabaret dancer.

Here’s the thing: mice and rats don’t get to wake up from this nightmare. Instead, glue boards make them suffer through a slow, painful death via starvation, suffocation, or predation. And spring traps aren’t much better, especially if you have rats and mice (if a rodent interacts with the wrong-sized trap, it’ll just get wounded, hobbling into your garage to rot.)

Why do we continue to use ineffective and inhumane devices to fight rodents when better technology is available?

- Goodnature’s A24 trap kills rats according to the National Animal Welfare Advisory Committee (NAWAC) Guideline 09 and is certified humane. [Learn more.](#)
- Glue boards have been outlawed in Ireland, New Zealand and the Australian state of Victoria (Human Society International)
- The Centers for Disease Control and Prevention (CDC) specifically discourage the use of glue traps because they are highly unsanitary and increase your risk of contracting hantavirus.

Facts

- Each year, rats destroy about one-fifth of all agricultural products in the world. (USFWS, 2008)
- A female rat can produce between 8 to 12 offspring every 30 days. (USFWS, 2008)
- Female rats can mate within a day or two after giving birth. (Hopland Research and Extension Center University of California, 2005)
- Rats can fit through an opening as small as a quarter. (USFWS, 2008)
- Rats incubate dozens of harmful human diseases like the plague, rat-bite fever, Chagas disease, hantavirus, salmonellosis, and rabies. (USFWS, 2008)
- If toxic rat baits causes immediate illness rather than death, a rat will avoid that bait in the future. (Hopland Research and Extension Center University of California, 2005)
- In 1996, nearly 13,000 people in the U.S. consumed rat poison unintentionally. (University of Florida, <http://edis.ifas.ufl.edu/pi113>)
- Poison endangers 10,000 children in the U.S. every year. (EPA)
- EPA reports that rat poisons “are, by far, the leading cause of [pesticide-related] visits to health care facilities in children under the age of six years and the second leading cause of hospitalization.” (EPA)
- A recent study of wildlife exposure to rodenticides in Southern California found that 92% of bobcats are exposed to anticoagulant poisons, 83% of coyotes were exposed to anticoagulants and it was the 2nd leading cause of death during study, 92% of mountain lions were exposed to anticoagulant poisons, including a 3 month old kitten. (National Park Service, <https://www.nps.gov/samo/learn/management/rodenticides.htm>)
- One study found toxic levels of rat-related pesticides in 30% of barn owls, barred owls and great horned owls tested. (Environment Canada, 2009)
- “Glue traps...should not be used. These traps can scare the caught live mice and rats and cause them to urinate. This may increase your chance of getting [hantavirus].” (CDC, https://www.cdc.gov/hantavirus/pdf/hps_brochure.pdf)

Useful Links:

"Super-Toxic" Rat Poison Kills Owls:

<https://www.scientificamerican.com/article/super-toxic-rat-poison-kills-owls/>

Rat Poisons Endanger 10,000 Children Every Year in the U.S.:

<https://www.scientificamerican.com/article/rat-poisons-endanger-10000-children/>

Household rat poison linked to death and disease in wildlife:

<http://www.latimes.com/local/la-me-rat-poison-20140418-story.html>

Avoiding Unintentional Poisoning:

<https://www.nps.gov/samo/learn/management/rodenticides.htm>

We are selling :

- 1 - The kit including the counter, A24, Lure, detector cards, CO2
- 2 - The kit NOT including the counter, A24, Lure, detector cards, CO2
- 3 - The Replenishment kit which contains 2 lure bottles and 2 CO2 cartridges
- 4 - The Automatic Lure Pump Replenishment kit

See: <https://www.amazon.com/dp/B01N941LP9>