

# INNOVATION BRINGS NEW DIMENSION TO RODENTICIDE BAITS



**RODENTHOR®**  
**GEL RODENTICIDE**

**WITH NEW  
LIPOGEL TECHNOLOGY™**

This technology allows us to blend the finest food ingredients, together with specially derived Lurent Aromatics™, to create a gel bait which retains high qualities of long-term stability, attraction, moisture retention and palatability.



## RODENTHOR® GEL Rodenticide

### A New Dimension in Rodenticide Baits



#### LIPOGEL TECHNOLOGY™

Doesn't set or harden



RODENTHOR® GEL Rodenticide brings a new dimension to the rodenticide market through its innovative formulation exploiting Ensystex's pioneering *LipoGel Technology™*. This technology allows us to blend, in a balanced and stable manner, various vegetable fats and proteins, enriched with cereals and sugars, together with specially derived Lurent Aromatics™, to create a soft, creamy bait which retains high qualities of long-term stability, attraction, moisture retention and palatability.



#### MOISTURE RETENTION

Enhanced Palatability & Results



RODENTHOR GEL uses brodifacoum within an increased water-active LipoGel formulation to provide rapid efficacy as well as the convenience and capacity of rapid baiting. The availability of brodifacoum in this format gives rapid absorption into the rodents' soft tissues for faster kill.

The Lurent Aromatics™ ensure the rodents are lured to the bait where the high moisture content provides for improved palatability and faster results.

#### EASY-TO-USE

Supplied in a caulking tube



RODENTHOR GEL is ready-to-use and supplied in a 300 g caulking tube. This means it is simply applied with a caulking gun, which allows it to be placed more quickly into bait Stations, without the worry of spillage.

It is recommended for use in RODENTHOR Rodent Stations, or for placement deep into cracks and crevices or situations inaccessible to traditional baits. Of course, it must NOT be applied out in the open and it is essential to place so it is accessible ONLY to the target rodent pests.

#### AROMATIC ATTRACTION

What are Lurent Aromatics™?



Since rats in particular are driven more by scent than taste, RODENTHOR GEL contains a unique blend of distinctive aromas that Norway and roof rats find exceptionally inviting. These aromas draw the rodents to the LipoGel placements.

14 days at 54°C



TILE



WOOD

7 days at -18°C



TILE



WOOD

High adhesiveness in all weather conditions



## HIGH-ADHESION

Stays Where You Put It



RODENTHOR GEL is formulated to ensure high-adhesion to any type of surface. In fact, the unique formulation ensures high adhesiveness in all weather conditions, and it doesn't freeze under typical climatic conditions. This means it should stay in your Stations and not be removed by the rodents, as can occur with block baits or soft bait sachets.

RODENTHOR GEL is totally unique.

- It doesn't dry out in dry environments, it stays moist and attractive;
- It doesn't degrade in damp environments;
- It doesn't freeze at low temperatures; and
- It doesn't melt at high temperatures.

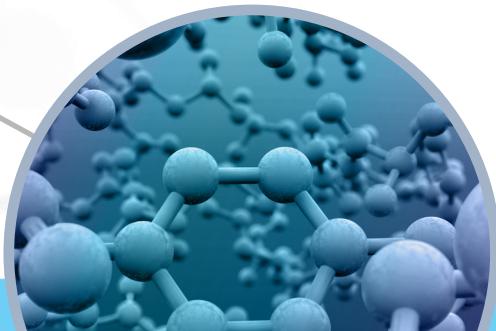
These unique properties reduce the risk of 'spillage' and are confirmed in the above pictures from laboratory vertical stress test used to check the gel's adhesive quality.

## BRODIFACOUUM

For Better Performance



Brodifacouum was selected as the active since it is the most potent of agent for killing rats and mice. It is a true single-feed active.



## EASY TO USE

For Sensitive Environments



RODENTHOR GEL can be dispensed quickly into a rodent Station when used in sensitive areas where food production occurs.

Its unique formulation ensures high adhesiveness within a range of extreme temperatures (-18 °C - 54 °C). This special property reduces the spillage risk.



## THE BEST ITALIAN CUISINE

For Maximum Palatability



RODENTHOR GEL is produced in our state-of-the-art rodent food production facility in Italy, using only the finest food ingredients, including durum wheat, to our exacting Australian specifications. This is one of the largest rodent food production facilities in Europe.

Of course, RODENTHOR GEL is blended specially to suit the taste palette of Australian rats and mice, which you may be surprised to learn are quite different to those of their European and American 'cousins'.



## Our high-tech production facility in Italy

### Technical specifications for **RODENTHOR® GEL RODENTICIDE**

<b>Presentation</b>	Ready-to-use LipoGel™
<b>Pack</b>	300 g caulking tube
<b>Active Constituent</b>	0.05 g/kg brodifacoum (0.005%)
<b>Resistance</b>	Controls rodents resistant to other anticoagulants, including warfarin, coumatetralyl and bromadiolone.
	One feed kills rats and mice
<b>Bait Placements</b>	15 – 30 g (15 – 30 mL) per Station
<b>EnsysTex Order Code</b>	RDTG1000
<b>Units / Carton</b>	10

Rats even eat it while it's being applied.

[See for yourself »](#)



**ENSYSTEX™**

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Always, when using any rodenticides,  
refer to the [AEPMA Code of Best  
Practice for Rodent Management.](#)