

NEW

THE BLUE

Delicacy

FOR RATS ONLY



RATS...

By following humans wherever they have settled, rats have been able to penetrate into regions of the earth where they do not naturally occur. Adaptability and intelligence enable them to conquer a variety of habitats, even those with extreme conditions.

To beat this menace you need to know something about the rat's biology, habits and behaviour.

The most important species

Characteristic	Norway rat (<i>Rattus norvegicus</i>)	Roof rat (<i>Rattus rattus</i>)
Weight	150 - 600 g	80 - 300 g
Head and body	nose blunt, heavy stocky body, 18 - 25 cm	nose pointed, slender body, 16 - 21 cm
Tail	shorter than head plus body with short, stiff hairs, 16 - 21 cm	longer than head plus body, hairless, 19 - 25 cm
Ears	small, close-set, half buried in fur	large, thin and hairless, stand out from fur
Fur	brownish-grey on back, greyish on belly	brownish-grey to blackish on back, belly varies, white, grey to black
Habits	burrows, swims and dives, lives outdoors in rubbish dumps and sewers and indoors in cellars and drains	agile climber, often lives above ground in trees, attics and ceilings
Droppings	18 mm, blunt 	12 mm, pointed 



RODENT FACTS

In general: Rats

- ◆ Are choosy and won't take mouldy food.
- ◆ Have a highly developed sense of smell and taste and will initially reject anything unfamiliar.
- ◆ Can develop bait shyness - once a negative experience is communicated to the other pack members, they will avoid the bait.
- ◆ Know their territory very well and know where they can find food and water.
- ◆ Travel along a definite route, leaving well defined trails or runways.
- ◆ Often travel along walls, boxes or sacks but avoid open spaces.
- ◆ Tend to eat at familiar sites and need 15-30 ml water daily.
- ◆ Multiply rapidly - a female rat and her offsprings can theoretically produce 15,000 rats a year.

SIMPLY THE BEST: **Racu**

HIGHEST
EFFECTIVENESS

EASIEST
HANDLING

UNIVERSAL
APPLICATION

HIGHEST
PALATABILITY

OUTDOOR
APPROVED

Remember:

**If a bait is not palatable —
even the strongest active
ingredient won't succeed!**

min[®] Paste

Customer needs:

Racumin Paste:

- | | |
|---|---|
| ▶ high effectiveness/reliability | ✓ |
| ▶ suitable for outdoor use | ✓ |
| ▶ high and long-lasting palatability | ✓ |
| ▶ easy application, easy handling | ✓ |
| ▶ universal application, even in damp environments | ✓ |
| ▶ biodegradability | ✓ |
| ▶ long-term stability under all kinds of conditions | ✓ |
| ▶ long-term activity under all kinds of conditions | ✓ |
| ▶ easy control of success | ✓ |
| ▶ no bait shyness | ✓ |

Racumin Paste is the new, highly effective, universally applicable rat bait from Bayer with the most advanced first generation anticoagulant Coumatetralyl.

... cost **YOUR** money.
 ... destroy **YOUR** environment/hotel/house.
 ... make **YOU** sick!

Feed loss

Rats and mice are tough competitors for feed. A small rat population of about 100 can be quite easily supported by a farm. One rat eats approximately 10% of its body weight in feed each day. Assuming an average weight of 250 g per rat, this equals some 2,500 g of feed lost every day – only considering such a small population.

**100 rats à 250 g eat
 10% of weight: 25 g per rat
 100 x 25 g = 2,500 g per day!**

And more: 2,500 g lost feed per day at a broiler farm (7 flocks x 40 days) with a feed conversion rate of approximately 1:1.8 will lose around 400 kg of broiler meat per year.

And more: A pig farm will lose around 200 kg of meat annually, or a total loss of at least two fully-grown hogs!

And more: It's important to note that at least three times more feed is contaminated by fur, droppings, saliva, urine and blood.

Rodents also damage feed bags and carry food away,
taking a bite out of your profits!

Dangerous disease carrier

Just imagine: One pile of rodent droppings can carry up to 230,000 salmonella organisms.

This salmonella infection is just one example of the **extraordinary risk for infections** caused by rodents. Bubonic plague (Pest), Foot-and-mouth diseases, Aujeszky's Classical Swine Fever and rat bite fever also have to be mentioned in this context!

Structural damage

Rats, known for their strong front teeth, can also gnaw through wood, insulation, wire and soft concrete.

They can destroy buildings, **increasing your maintenance costs.**

By gnawing on electrical devices, they could even start a fire and destroy your house or hotel!

- Rats eat foodstuffs.
- Rats burrow in dams, embankments, etc., thus destroying installations and buildings.
- Rats transmit diseases directly to humans and animals.
- Rats contaminate food with droppings, urine, hairs and germs.
- Rats worry housed livestock. The consequences are reductions in milk yield and egg production, and weight loss.
- Rats are responsible for the indirect transmission of diseases due to rat-specific ectoparasites (e.g., transmission of bubonic plague by the tropical rat flea).
- Rats destroy packaging materials.
- Rats gnaw wood, pipes, electrical cables, etc.
- Rats cause bite wounds and other injuries.



Racumin® Paste

New palatable formulation

Racumin Paste is a new bait formulation for the control of rats.

Selected vegetable fat and palatable bait materials are combined in Racumin Paste in a way that makes the paste exceptionally attractive to rats.

Laboratory and field trials have confirmed that Racumin Paste is far better accepted by rats than any other formulation type.

Racumin with "single feed" properties

Due to its excellent palatability, Racumin Paste is consumed by the rat at very high amounts. Rats can take up a lethal dose of Coumatetralyl in one day. The rats virtually feed themselves to death.

Its product properties make Racumin Paste even more effective than second generation rodenticides!

Racumin Paste is the first rodenticide that achieves the single-dose effect due to irresistible palatability and not via high toxicity.

Rats die three to eight days after consuming a lethal dose as with all anticoagulants in the market.

Convenient and environmentally friendly packaging

Racumin Paste is available as 10 g or 100 g sachets.

The sachet material is biodegradable so pollution of the environment is avoided. The sachets can be easily placed or removed.

That saves your time – and time is money!

The operator needs to ensure that sufficient quantities of bait are available for the entire rat population. Usually 100-200 g for 50 m² point is sufficient depending on the level of infestation.

Universally applicable and so easy to handle

Racumin Paste can be used in many areas. Because of the high fat content, the paste remains attractive and effective for a long time. That makes the paste superior to all other baits especially in challenging environmental conditions e.g., heat, humidity or dampness.

Direction for use

General instructions:

Place baits in infested areas under cover and inspect daily. If the paste is eaten quickly, then the amount of bait should be increased. Continue observation and replenish until no more paste is being consumed.



Bayer AG, Leverkusen

Bayer 