



**Maxforce<sup>®</sup>**  
**ROACH**



# Product

## information sheet

### // BEST USES

Maxforce<sup>®</sup> is good for use in homes and non-food areas of restaurants and other food and feed handling establishments.

### // KEY STRENGTHS

#### *Excellent rotational bait with Maxforce Impact*

Maxforce Roach contains the active ingredient hydramethylnon (group 20 insecticide) combined with balanced bait matrix (containing carbohydrates and proteins). Excellent for rotating with Maxforce Impact, which contains the active ingredient clothianidin (Group 4 insecticide), formulated with a radically different and improved bait matrix.

#### *Maxforce Features*

- Contains active ingredient hydramethylnon – industry standard active ingredient for roach and ant control
- Low odour
- Highly effective
- Slow-acting allowing for one contaminated roach to kill many others where they live and breed
- Long residual and remains palatable for as long as you can see the bait
- Formulation contains bitrix, a substance making the bait distasteful to pets

#### *General Tips on Using Maxforce Gel*

- Inspect for harborage sites
- Apply baits directly into or adjacent to roach harborage
- Cracks and crevices
- Into infested voids
- Apply baits along “routes of travel” between harborages and resources (food & water)
- Apply baits in areas where infested goods enter and are stored (i.e. produce, linens, paper goods)
- Smaller, more frequent gel placements provide faster control than larger, less frequent placements

// **Active Ingredients**  
hydramethylnon

// **Mode of Action**  
insecticidal bait

// **Group**  
20

// **Formulation**  
gel

// **Packaging**  
pre-filled 30 g bait  
reservoirs

## Maxforce Roach Rate Chart

Cockroach Species	Application Rate (Per m <sup>2</sup> )	Recommended
Small - German or Brown Banded	1 - 2 spots, or 4 - 8 cm bead	spot size
Large - American, Smokey-Brown or Oriental	2 - 4 spots, or 8 - 16 cm bead	0.25 - 0.50 g

## Mode of Action

Hydramethylnon, the active ingredient in Maxforce, works gradually as a metabolic poison, causing death by inhibiting the formation of ATP (Adenosine Triphosphate). ATP provides the energy necessary for completing most biological processes. Without the formation of ATP, insects simply run out of gas.

After a single feeding by target insects, there are no immediate symptoms of poisoning. Within a few hours, however, the insects become lethargic and stop eating. This condition progresses until the insects die within 24 to 72 hours.

Hydramethylnon slow-acting ability results in optimum effectiveness because roaches serve as carriers of the active ingredient to harborage. Hydramethylnon is most active against energetic insects, and its speed of kill increases with an increase in temperature and insect activity. Most importantly, target insects have shown no signs of resistance to hydramethylnon.

Years of research has shown that hydramethylnon is one of the most effective active ingredients against roaches since it controls them with a single feeding.

## Maxforce Domino Effect

Cockroaches are coprophagous, which means they eat their own feces and the feces of other roaches. They are also cannibalistic, which means they feed on each other. After consuming a lethal dose of bait they return to their harborage where they excrete feces containing hydramethylnon. As other cockroaches consume the feces, they too receive a lethal dose. When the roaches die other roaches consume their carcass and die as well. Tests have documented that this can result in the death of one cockroach resulting in the death of up to 44 other cockroaches.

## Application Tip

For best results rotate Maxforce Roach with Maxforce Impact every 120 days.



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