

Goliath® Gel

The fastest and most cost-effective cockroach treatment.

Effective Use for the Greatest Value

Goliath® Gel contains 0.05% fipronil in a highly palatable and stable gel bait.

It is supplied in 35g cartridges, each containing sufficient gel to produce more than 1100 standard 0.03g bait points and kill over a million German cockroaches.

Recommended application rates vary by cockroach type and level of infestation.

Recommended Goliath® Gel Application Rates (Bait points* Required)		
Cockroach type	Normal infestation	Heavy infestation
German Cockroach	1	2
Oriental Cockroach	2	3
American Cockroach	2	3

* Standard 0.03g spot per square metre of surface to be treated

We suggest the following number of bait points are likely to be required for normal German cockroach infestations in typical situations. For further details on effective placement in recommended key locations and how to maximise the efficacy of your **Goliath®** treatments please visit www.pestcontrol.basf.co.uk

Typical Goliath® Gel Baiting Requirements	
Situation	Spots * Required
Domestic apartment – kitchen	10 - 25
Domestic apartment – bathroom	Up to 12
Domestic apartment – other rooms	Up to 12
Commercial kitchen **	100 - 300
Commercial bar/restaurant **	60 - 100

* Standard 0.03 g spot

** Assumes average size (serving 40-50 covers)

On this basis a 35g tube of **Goliath®** Gel will be sufficient to treat more than 20 domestic apartments or several substantial commercial catering premises.

Cleaning areas before treatment will improve the effectiveness of **Goliath®** Gel by minimising other sources of food.

Other insecticides should not be used during treatment as these may discourage normal cockroach foraging.

This brochure is intended as advice.
The recommendations for use provided with each product should be carefully observed.

Goliath® is a registered trademark of BASF.
Goliath® contains fipronil.
Use biocides safely.
Always read the label and product information before use.

Further information from:
BASF Plc, Professional and Specialty Solutions - Urban and Rural Pest Control
PO Box 4, Earl Road, Cheadle Hulme, Cheadle, Cheshire, SK8 6QG, United Kingdom
Tel: 0161 485 6222 Fax: 0161 485 1137 e-mail: pestinfo@basf.com
www.pestcontrol.basf.co.uk


The Chemical Company

Goliath® Gel

The fastest and most cost-effective cockroach treatment.



- Fast, reliable action for immediate results
- Cascade effect for complete control
- Low dose rates for value and safety
- Precision application for speed and accuracy

Enabling the most effective solutions to your pest problems.


The Chemical Company

Goliath® Gel

Goliath® Gel is the best way of minimising the cost of cockroach treatment while maximising its effectiveness and convenience for all concerned.

Goliath® Gel is a ready-to-use formulation of the advanced insecticide, fipronil, which is more potent and faster working than any other gel bait on the market.

Goliath® Gel is easy to apply with precision in the least possible time to give the most rapid, lasting and cost-effective cockroach control.

Goliath® Gel is applied discretely and the low dosage ensures the greatest safety and least disruption, even in the most sensitive areas.



Each light pull of the dosing pistol trigger produces a 0.03 g **Goliath® Gel** spot approximately 3-4 mm across.

Fast, Reliable Action for Immediate Results

The high potency of fipronil and great palatability of its gel formulation make **Goliath® Gel** faster-acting and more reliable than any other gel bait or insecticide spray.

It is active against all major cockroach pest species including, *Blattella germanica* (German cockroach), *Blatta orientalis* (Oriental cockroach), *Periplaneta americana* (American cockroach and *Supella longipalpa* (Brown-banded cockroach).

A single 0.03g spot of **Goliath® Gel** is capable of killing 1000 cockroaches with an advanced formulation that makes it highly attractive to foraging individuals even in the presence of other food sources.

This means feeding begins almost immediately after application and cockroaches die within a few hours of a single feed.



Cascade Effect for Complete Control

Goliath® Gel takes advantage of the fact that poisoned cockroaches return to their harbourages before dying where other individuals consume both their faeces and remains.

Laboratory and field studies show fipronil is readily transferred from one cockroach to another in this way, its high potency ensuring continued activity even after several such transfers.

This dramatically increases the number of individuals killed by a single bait point in the so-called cascade effect, which increases with population density. It also ensures the fipronil reaches the young nymphs and egg-bearing females that seldom venture far from harbourages, giving more complete control of infestations.

The lasting effect of **Goliath® Gel** is further enhanced by a formulation that remains both attractive and active for as long as 12 weeks, providing extra protection against re-colonisation from nearby untreated populations.

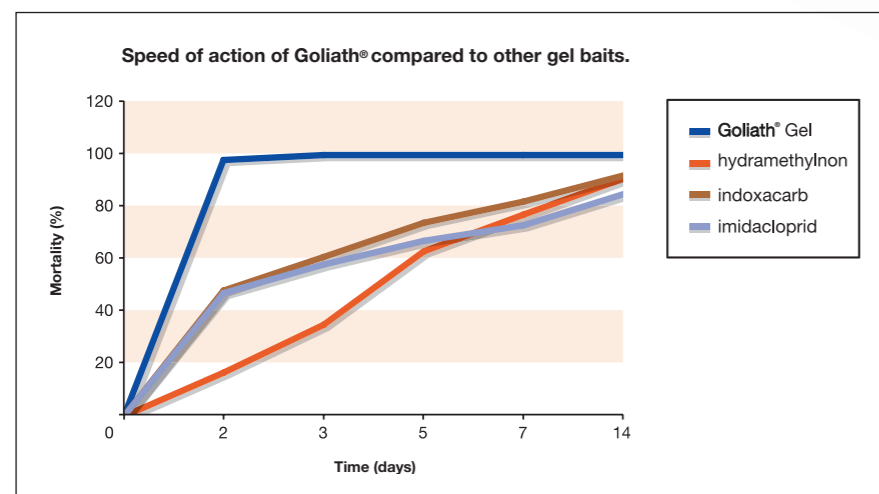
Low Dose Rates for Value and Safety

The superior potency of fipronil means that treating cockroach infestations with **Goliath® Gel** requires at least 60% less bait than any alternative treatment. This makes a single tube go almost 3 times as far as other gel baits, offering far greater cost-effectiveness in use than simple weight-based comparisons suggest.

Together with the specially-designed dosing pistol which allows small bait points to be accurately placed in even the least accessible of locations, the lower bait requirement also allows valuable savings in treatment time.

In addition, **Goliath® Gel**'s small, extremely stable and odourless bait points and fipronil's very limited absorption through the skin mean sensitive areas can be treated with minimal disruption to people or pets.

Figure 1



Source: BASF

Figure 2: Recommended label dose rates

