

IRONMAX^{PRO}®

SLUG AND SNAIL BAIT



**Better
Attractiveness**



**Better
Palatability**



**Better
Spreadability**



**Better
Persistence**



**Better
Action**

IRONMAX^{PRO}

SLUG AND SNAIL BAIT

IRONMAX Pro contains 9.0 g/kg IRON
present as IRON PHOSPHATE ANHYDROUS

Slugs and snails cause major damage to Australian crops across the country.

Slugs and Snails – A Growing Problem

Slugs and snails cause major damage to Australian crops, with a wide range of destructive species found across large parts of the country. They pose a significant threat to the successful establishment of many crops and pasture.

Slugs have the ability to consume 50% of their body weight in food in one night. Both slugs and snails reproduce quickly and produce up to 1500 eggs per year.

Snails cause damage to newly emerging crops and to new growth shoots in vines and trees. Snails pose a major contamination threat to both broadacre and horticultural crops at harvest across southern Australia and are a threat to export markets if not controlled.

IRONMAX Pro[®]

slug and snail bait is a unique product containing the optimised active ingredient 9.0 g/kg IRON present as IRON PHOSPHATE ANHYDROUS, referred to as IP^{Max}. Manufactured by De Sangosse, global leaders in slug and snail bait technology,

IRONMAX^{PRO}

is the best in its class.

- Nil withholding period
- Gentle on the environment
- Maximum attractiveness
- Enhanced palatability
- Faster efficient kill
- Persistent control

The innovative technology in IRONMAX Pro

IRONMAX Pro is a new active and delivery system based on the existing market leader METAREX[®] and its successor METAREX INOV[®]. IRONMAX Pro contains IP^{Max}, an optimised, high quality form of iron phosphate from De Sangosse scientists who screened 15 different qualities and forms of iron phosphate.

IRONMAX Pro also contains COLZACTIVE[®] technology already proven in METAREX INOV. COLZACTIVE was developed by De Sangosse from scientific trials assessing 50 plant molecules and selecting the two most attractive to slugs and snails.

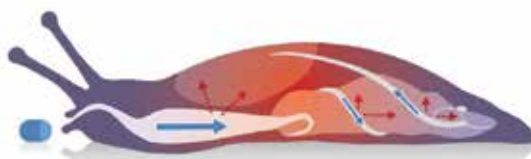
- ### IP^{Max}
- 15 different iron phosphate qualities screened
 - Best quality iron phosphate selected
 - Iron phosphate quality optimised by De Sangosse

SLUG & SNAIL BAIT COLZACTIVE[®]

- Selection of 20+ plant species considered for their appeal to molluscs
- Identification of 50 molecules
Tests on 180 different baits
- Selection of 2 molecules which make the bait particularly palatable
- 2 molecules from Oilseed Rape (OSR)

How does IRONMAX Pro Work?

IP^{Max} found exclusively in IRONMAX Pro works as a stomach poison; once eaten there is no recovery. It impairs the digestion process and ultimately, the ability of slugs and snails to process food. Ingestion of IRONMAX Pro leads to vital organs (digestive gland) being overloaded with iron.



Ingestion of bait leads to an imbalance of vital micronutrients, such as calcium in the stomach, resulting in a quick death.

Feeding on plants stops almost immediately and the pest will often retreat out of sight before death occurs; this means that carcasses may not be seen and therefore the effects can be less visible than for metaldehyde products. For this reason, effectiveness of IRONMAX Pro application should be measured by a reduction in crop damage rather than evidence of dead slugs and snails on the soil surface near the point of baiting.

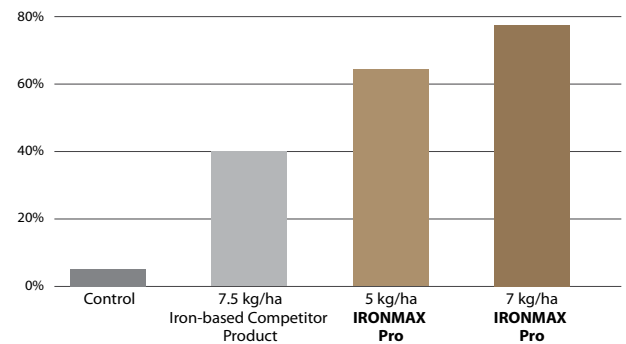
A TRUE BAIT with the HIGHEST QUALITY and PERFORMANCE

IRONMAX Pro uses the same proven bait matrix as METAREX INOV and is manufactured with the finest durum wheat using the De Sangosse advanced wet process. This ensures excellent palatability and uniform bait size and weight.

Only **IRONMAX Pro** contains the combination of these unique technologies.



Snail mortality



KEY BENEFITS AND FEATURES



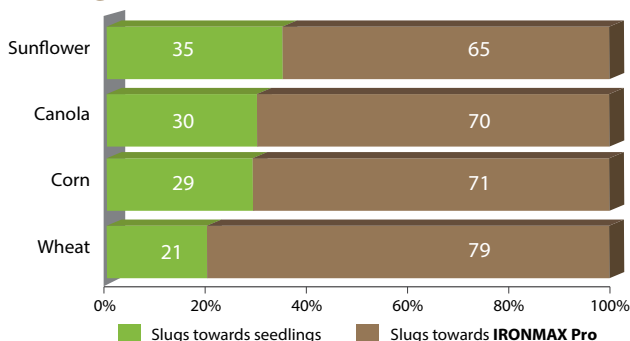
Better attractiveness

The essence of a successful slug and snail bait is that it is more attractive to slugs and snails than crop seedlings. The graph below shows that across a range of crops, slugs are generally twice as likely to be attracted to **IRONMAX Pro** bait. **IRONMAX Pro** enhanced wet process baits use food-grade durum wheat flour together with carefully selected attractants which are unique to our range. Slugs and snails are discerning eaters, so it is no surprise that they find this combination so appetising.

The essence of science and nature

IRONMAX Pro contains **COLZACTIVE** technology. De Sangosse pioneered the incorporation of an enriched blend of brassica extracts proven for their attractant properties for all common species of slugs and snails. Attractiveness is a crucial feature and **IRONMAX Pro's** unique COLZACTIVE formulation makes it more potent than any competitor.

Slugs are attracted to IRONMAX Pro



This graph demonstrates the response of slugs in choice tests between an **IRONMAX Pro** bait (brown bars) and a seedling of the crop indicated (green bars); values represent percentage of bait or plant contacts. If a bait was not attractive, the assumption is an equal number of contacts with baits and seedlings. That is 50% of slugs would contact the bait by chance.



Better palatability

Using a palatable high quality durum wheat bait ensures slugs and snails ingest a sufficient amount of the active substance to cause death. Our baits meet this essential requirement.

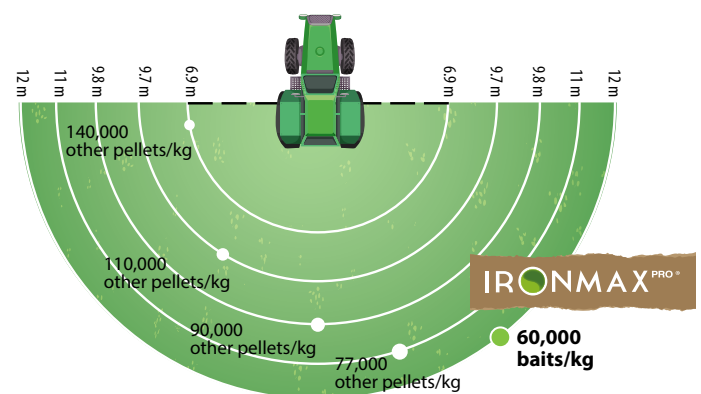
IRONMAX Pro has the same enhanced palatability as METAREX INOV and is superior to any other bait.



Better spreadability

To achieve a uniform spread, a bait needs to have a consistent density and adequate mass. The larger the bait, the greater its mass and the greater the energy that can be imparted to propel it. This is why larger baits spread better. It is analogous to why a cricket ball can be thrown further and with greater accuracy than a table-tennis ball.

IRONMAX Pro has the same low variation in bait weight (CV <15%) as the proven METAREX INOV bait.



Better persistence

Efficient and effective control requires using a bait designed to last several weeks, and our baits can withstand the environmental rigours that exist at the time of application. Independent tests show that De Sangosse baits significantly outlast other products under heavy rainfall. **IRONMAX Pro** has the same rainfastness compared to the proven METAREX INOV bait.

Innovation. Quality. Solutions.

IRONMAX^{PRO}

IRONMAX Pro is a certified input for organic production.

Organic certified growers or growers who want to use organic crop inputs can be assured **IRONMAX Pro** is effective and safe to use for slug and snail control.



-  Monitor slug and snail populations
-  Broadcast early
-  Apply carefully and evenly
-  Choose the right rates

Getting the best out of IRONMAX Pro

Best results are achieved by application when slugs and snails are most active. Baits should be spread evenly using an appropriate applicator. Where the pest pressure is heavy, it may be necessary to repeat the application.

Timing

Baits should be applied when crops are most vulnerable and when the pest is evident and active. Apply just before or at crop emergence where crops are being sown or transplanted. Start applications when rain/moisture triggers slug and snail activity in autumn or spring and before significant egg laying in established crops.



- IRONMAX Pro rates are 5 to 7 kg/ha
- Consider the slug & snail risk to crop
- Higher populations need a higher rate
- Very high populations may need to be re-treated

Directions for Use Table

The following is an extract of the product label and does not constitute the complete directions for use. The product label should be read thoroughly before opening the packaging.

CROP / SITUATION	PEST	RATE	CRITICAL COMMENTS
Agricultural crops Cereals, Oilseeds (including poppies), Pulses, Brassicas, Pasture (established and seedling), Crop boundaries, Bare ground (including broadacre pre-emergent, pasture pre-establishment)	Slugs and snails	5 – 7 kg/ha	Broadcast evenly over the surface of the ground where slugs and snails are active. For most infestations, use the lower rate. For moderate to high infestations, use a higher rate. Re-apply as required. When applying to crops, ensure pellets do not become lodged in plant foliage.
Horticultural crops Fruit (including grapevines), Citrus orchards, Vegetable and Berry crops, Ornamentals, Truffles			
Other Public authority and industrial areas, Roadsides, Turf and other situations where slugs and snails congregate			



The information provided herein may include extracts from the product label and does not constitute the complete directions for use. READ THE PRODUCT LABEL THOROUGHLY BEFORE OPENING OR USING IRONMAX PRO

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