



# K-Othrine<sup>®</sup> PARTIX<sup>™</sup>



The new approach to   
*protecting absorbent surfaces*



**K-Othrine<sup>®</sup>**  
**PARTIX<sup>™</sup>**



## Designed by Pest Controllers

*for Pest Controllers.*

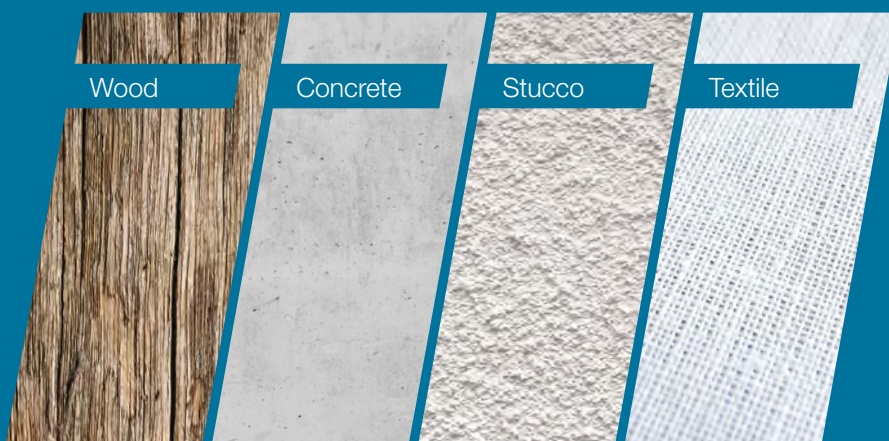
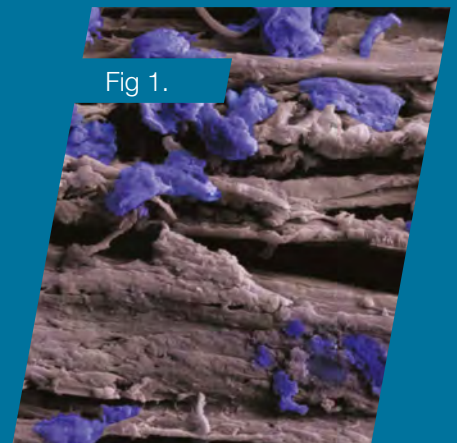
K-Othrine<sup>®</sup> Partix<sup>™</sup> gives pest controllers the power to control a broad spectrum of pests on any surface, whilst significantly reducing active substance levels in the environment (-50%). The new Partix<sup>™</sup> technology means that the bioavailability of the active substance is vastly increased. This technology has been combined with the active substance Deltamethrin which has been a proven tool in a pest managers toolbox. K-Othrine<sup>®</sup> Partix<sup>™</sup> will give you the upper hand in the treatment of target pests with every application.

### Key benefits

- // Excellent performance on all surfaces, even absorbent ones (i.e. wood, stucco and concrete)
- // More bioavailability of the active substance for up to 12 weeks
- // First registered product with the new Partix<sup>™</sup> formulation technology patented by Bayer
- // Significantly reduces active substance levels in the environment
- // Effective on a broad spectrum of insect pests

### Consistently performs on any surface type

- // Current formulations face challenges of delivering consistent efficacy on a variety of different surface types
- // Surfaces that appear smooth to the naked eye aren't truly smooth. When a surface is magnified the real complexity is evident (see fig 1 applied to wood at 1000x magnification)
- // Active substance particles can fall into the small micro chasms of complex surfaces leaving less insecticide available (bioavailability) for the target insect to come into contact with
- // Can result in callbacks and create additional and unnecessary costs
- // K-Othrine<sup>®</sup> Partix<sup>™</sup> now gives pest managers a reliable and consistent solution by delivering the latest formulation innovation with every application



- // These surfaces absorb the product and a reduced amount of active substance remains on top of the surface for insects to pick up
- // Almost every environment has absorbent surfaces such as wood, concrete, stucco or textile
- // It is also important to use a product that does not stain or damage these surfaces when treated



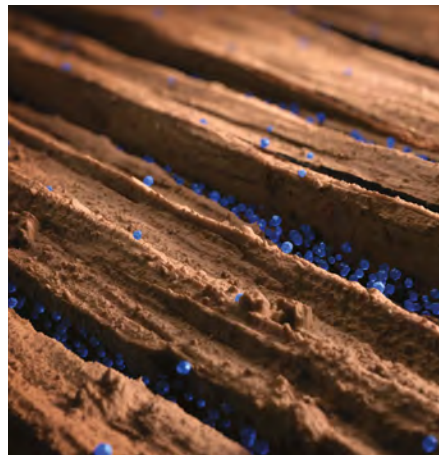
## A new innovative Technology

K-Othrine® Partix™ is a patented new formulation that combats the problem of insecticides delivering inconsistent efficacy on different treatment surfaces. A number of innovative solutions are incorporated into Partix™. These increase performance of the active substance, and help to reduce callbacks and re-applications, while tackling this problem like never before.

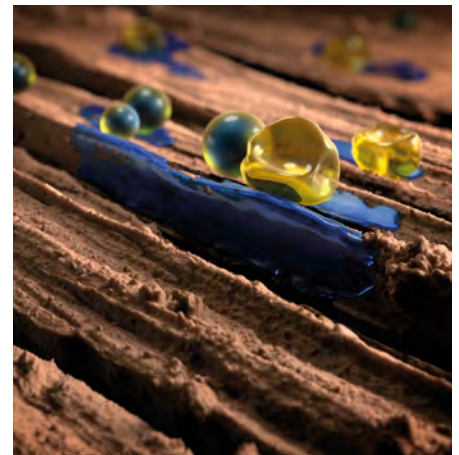
With Bayers new Partix™ technology, the active substance is embedded into larger solid particles. The particles are approximately 10 times larger than traditional formulations (e.g. Suspension Concentrates (SC)) which prevents the loss of valuable product into micro chasms and increases bioavailability on these complex surfaces.



//// **New** Partix™ formulation



//// SC formulation



//// Oil-based microcapsules

## A winning combination



One of the key inert ingredients formulated in K-Othrine® Partix™ is Carnauba Wax. This food grade ingredient (also used in confectionery manufacture) introduces a number of benefits which improve the life of the formulation, increases surface spread and assists in providing consistent and impressive results with every application.

### *Key benefits*

- // Protects the active substance from surrounding environmental conditions
- // Reduces degradation from different surfaces containing alkaline materials such as concrete that would otherwise speed up the breakdown of the active substance
- // Protects the product from moisture and UV both of which can accelerate the degradation of the spray mix
- // Helps to increase the surface coverage
- // Reduces the use of solvents by a factor of 5
- // Produces consistent results
- // Doesn't leave any residual traces or stains from application

# A complete solution from Bayer



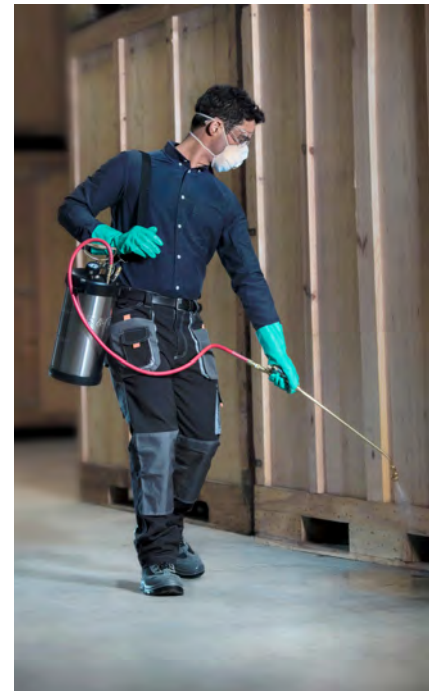
We recommend that K-Othrine® Partix™ is used in rotation with other insecticides which contain a different active ingredient. Pests can become tolerant to chemical solutions therefore rotating the insecticide products allows for a better chance of consistent control.

## Partix™ formulation

- // The solid particles will endure difficult conditions and remain available for a longer time on complex surfaces (up to 12 weeks)
- // Does not damage the surface or leave any visible stain or odour
- // Unlike microencapsulated formulations, active substance is available to make more contact with target pests without reducing the knockdown speed

## Microencapsulation formulation

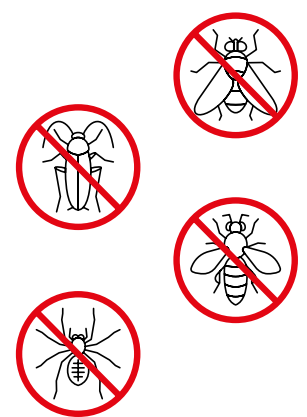
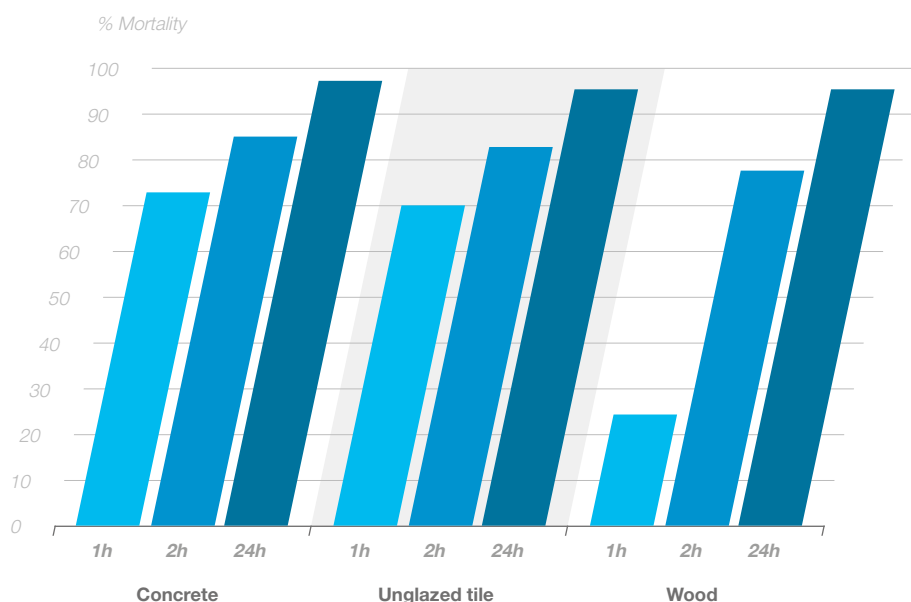
- // Can breakdown releasing the active substance to be absorbed into the surface
- // Slow release of the active substance, slows down the knockdown
- // When used on absorbent surfaces, the active substance still gets absorbed into the cracks
- // Oil-based microcapsule formulations can leave stains on the applied surfaces



## Efficacy of K-Othrine® Partix™

Deltamethrin is the trusted active substance within K-Othrine® Partix™ and has a high efficacy on a broad spectrum of pests even when applied to complex and highly absorbent surfaces.

The below table shows data on absorbent surfaces (1 month after application date)



## Excellent performance on bedbugs

- // Thanks to the advanced patented technology, K-Othrine® Partix™ has a quick knockdown and control against bedbugs
- // Making it the ideal and cost-effective first solution to control bedbugs



## Contributing to sustainability

### Striving for a better future.

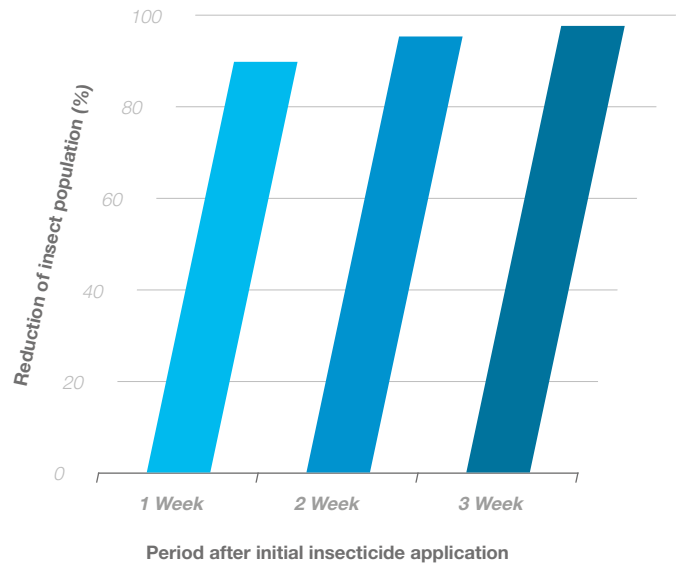
At Bayer we constantly strive not only to improve the products we offer, but also to ensure that together we have a positive effect on the environments where we work, live and play. Whether it's down to our extensive R&D investments to ensure our products have a positive impact on the environment, or working towards reducing plastics used in our packaging, fostering a healthy environment is at the forefront of everything we do. The investment and technology in K-Othrine Partix results in:

- // Less chemicals/solvents being used to treat pests (up to 5x)
- // Only half of the amount of active substance needed for usage in comparison to other insecticides

### The new “Nashville” bottle by Bayer helps decrease our environmental impact by reducing the plastic and packaging content

- // “Tip and Pour” 500ml (covers 2000m<sup>2</sup>)
- // Allows more accurate measuring compared to traditional “squeeze and pour”
- // More user friendly experience for ease of handling
- // Compared to standard 1lt bottle (covers 2000m<sup>2</sup>)
- // 39% reduction of CO<sup>2</sup>
- // 33% reduction of plastic consumption
- // 44% less consumption of non renewable fossil materials
- // 50% less storage needed

10 ml/litre (12.5 mg/m<sup>2</sup>), averaged over 3 *Cimex lectularius* trials in the EU and USA





# Deltamethrin *fights back*



## Did you know...

In the last 40 years, our Deltamethrin-based solutions have helped protect:



**30 million children**  
*per year from allergic asthma*



**50 million people**  
*per year from vector-borne diseases*



**25 million tons**  
*of grain from pest infestations*



# Bayer

Science for a **better life**

Bayer Crop Science Ltd  
230 Cambridge Science Park  
Milton Road, Cambridge CB4 0WB  
Tel: 00800 1214 9451  
Email: [pestsolutions@bayer.com](mailto:pestsolutions@bayer.com)  
[www.es.bayer.co.uk](http://www.es.bayer.co.uk)

USE BIOCIDES SAFELY AND SUSTAINABLY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE. PAY ATTENTION TO THE RISK INDICATIONS AND FOLLOW THE SAFETY PRECAUTIONS ON THE LABEL. K-Othrine® Partix™ is a suspension concentrate containing 2.49% (2.45% pure) Deltamethrin, with broad spectrum insecticidal activity. K-Othrine® Partix™ can be used indoors in domestic, commercial and industrial premises to control crawling insects (including cockroaches and bedbugs), house flies at rest and spiders and for the outdoor control of wasps in free hanging nests.  
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Tel: 00800 1214 9451 [www.es.bayer.co.uk](http://www.es.bayer.co.uk)

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