



**Barricor<sup>™</sup>**  
**SP**

# *Affordable innovation*

*for regular maintenance applications  
on complex surfaces*



# The *Challenge*

**Design an effective, easy-to-use insecticide formulation for regular maintenance services.**

- // Effective on complex surfaces
- // Works on broad spectrum of pests
- // User friendly
- // And all of the above at a cost competitive to bifenthrin / Talstar ®

## The Solution:

# *Barricor SP*

// New broad-spectrum liquid concentrate



Ideal for frequent maintenance services

// Superior bioavailability on complex surfaces at reduced rates



New formulation technology – Solid Particle – remains where it's effective

// No PPE / Signal Word



Applicators may wear short sleeves



What is

# Barricor SP?



**Active Ingredient:**

// 2.45% deltamethrin

**Insecticide group:**

// Type II pyrethroid

**Formulation type:**

// Solid Particle (SP) liquid concentrate

**Pack size:**

// 8 oz tip-and-pour bottle X 48

**Signal word:**

// None

**Personal protective equipment:**

// None



## Areas of use

“Apply in areas that may be conducive for pest activity or where pests have been observed or can find shelter”

“On residential, commercial and recreational areas of turf”

“On ornamentals in landscapes and interior plantscapes”

“In food handling establishments”

## deltamethrin – a trusted active ingredient:

// Increased bio-availability

// Broad-spectrum

// New formulation

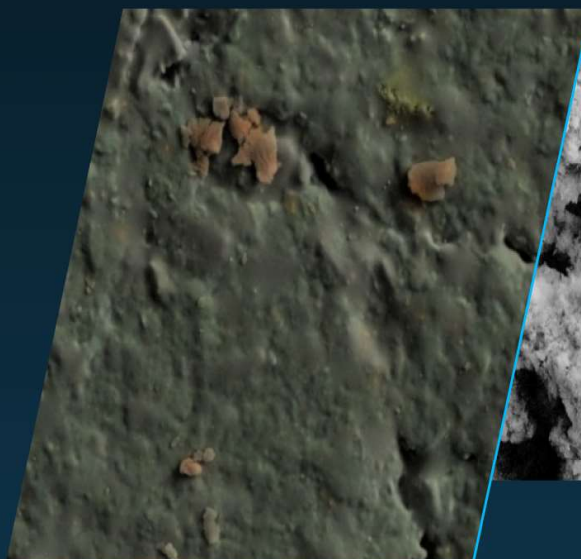
The Challenge

# *of Complex Surfaces*

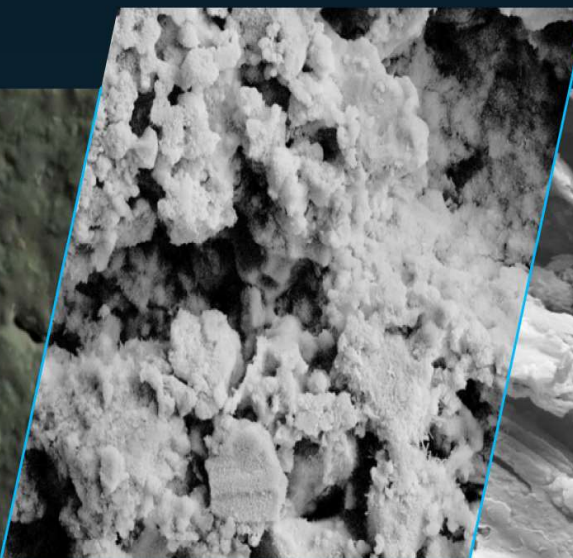
Life looks different at 500x magnification...



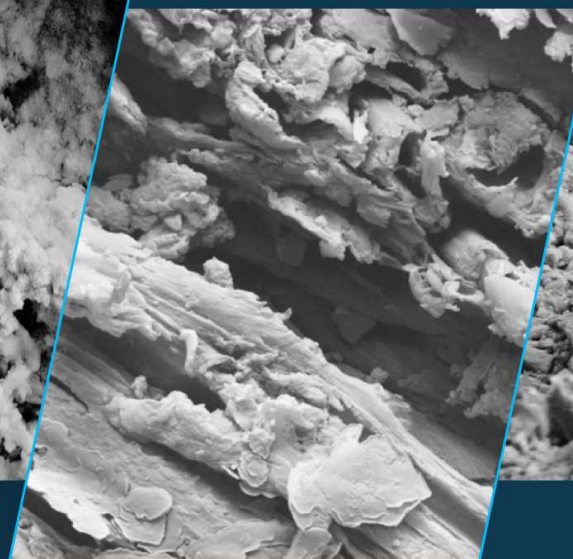
**Barricor**  
SP



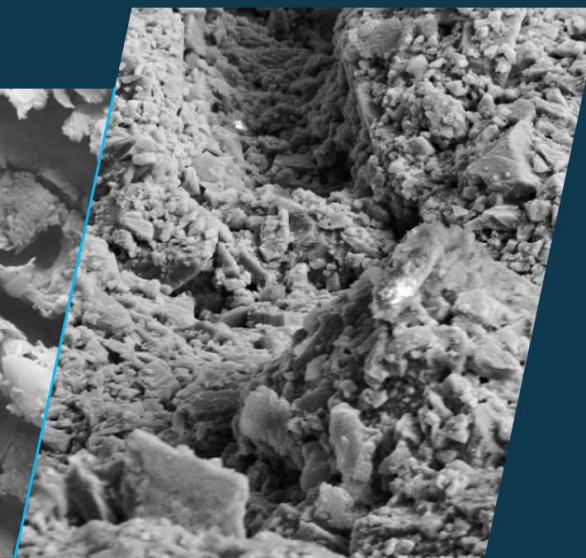
Unglazed tile



Concrete



Mulch



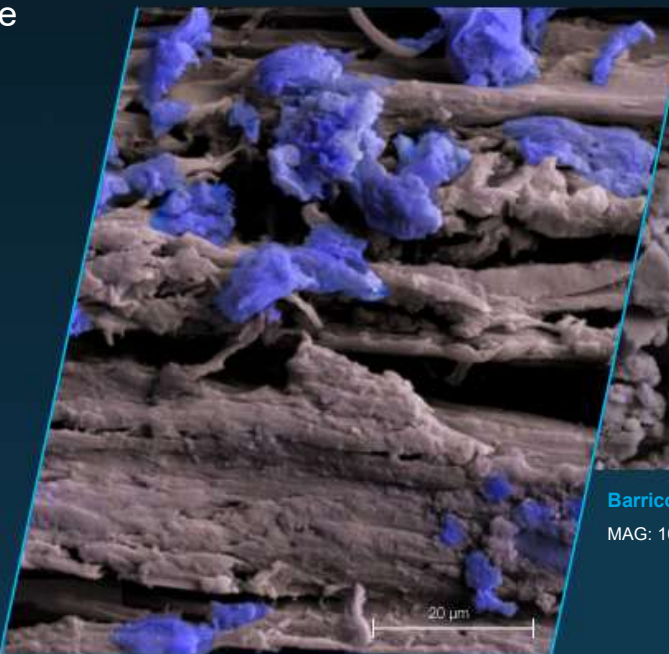
Stucco

New liquid concentrate with  
*excellent efficacy on  
complex surfaces*

Take a closer look at these  
microscope images

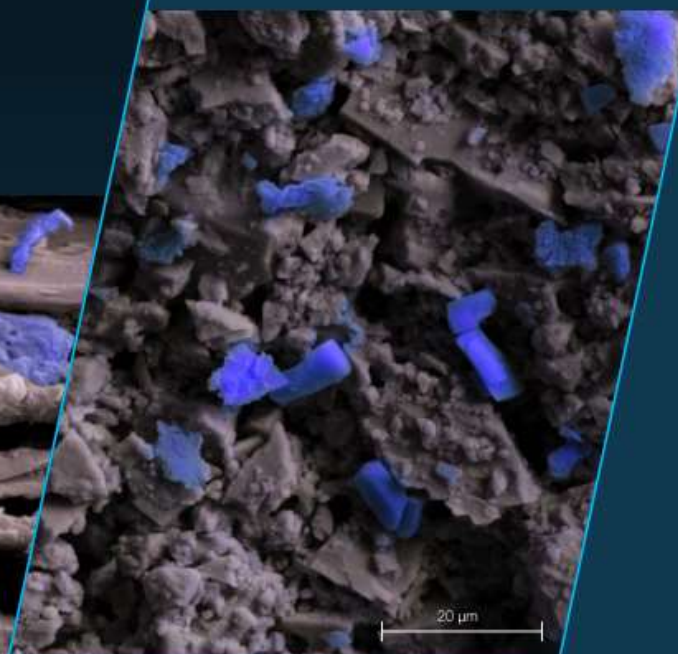


**Barricor**  
**SP**



**Barricor SP on wood**

MAG: 1000x HV: 15kV WD: 6,7mm

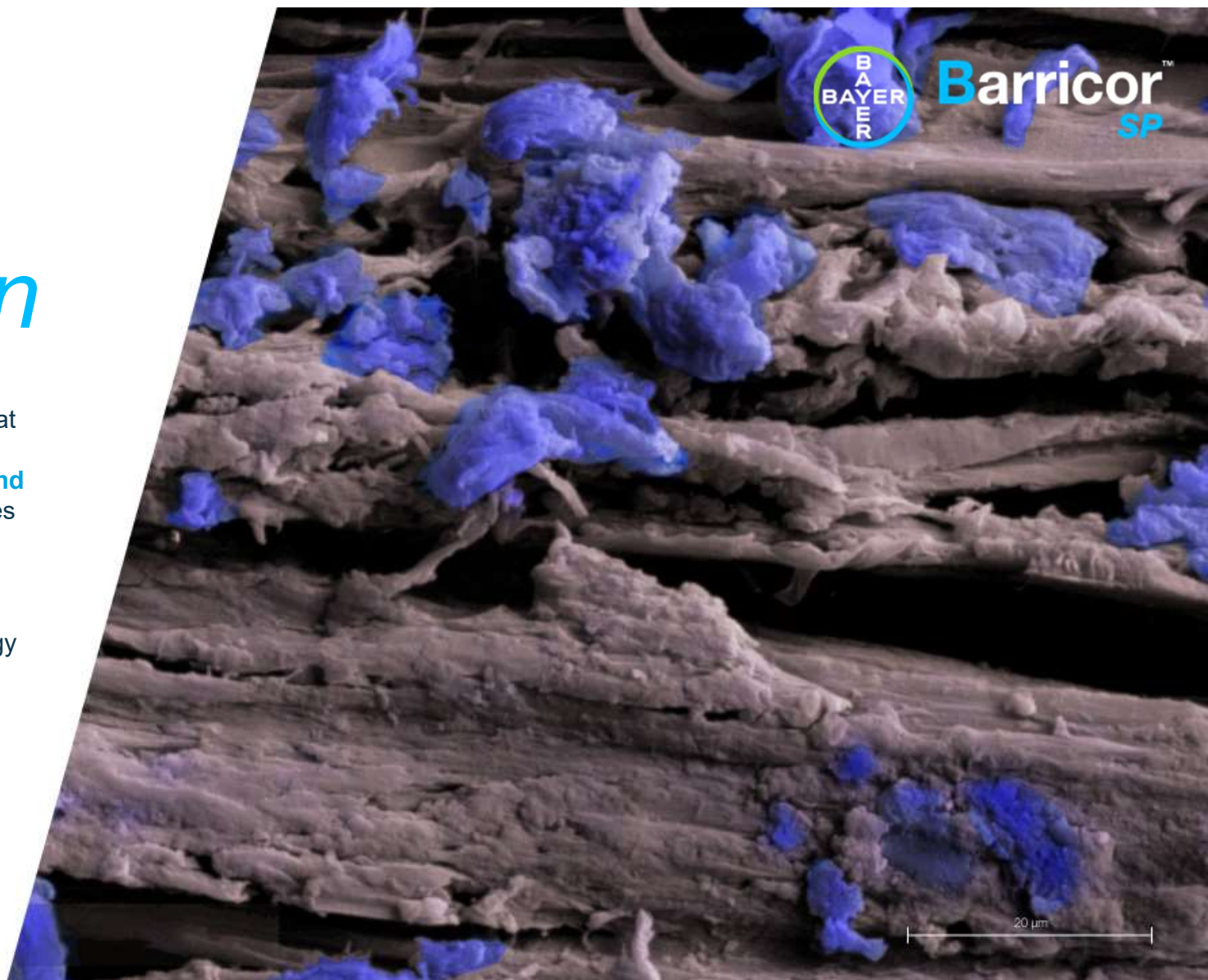


**Barricor SP on stucco**

MAG: 1000x HV: 15kV WD: 7,4mm

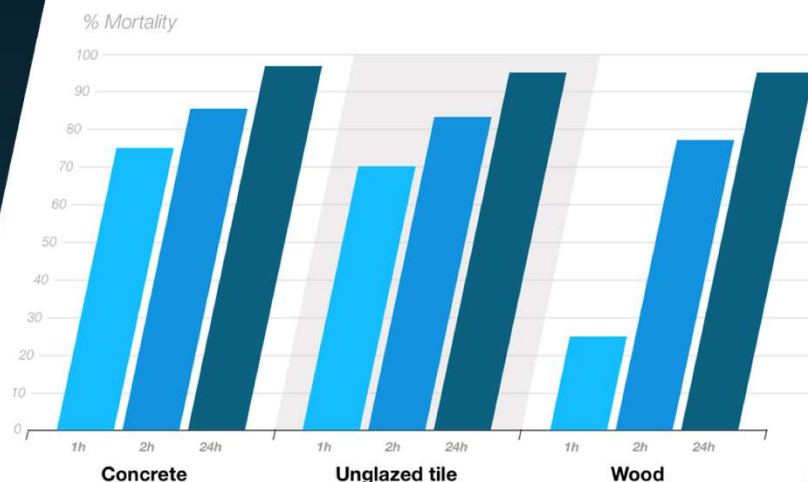
# Solid Particle *formulation*

- // New innovation patented by Bayer that incorporates the deltamethrin active ingredient into solid particles that **stand up** on complex surfaces and increases the bioavailability of the active ingredient for the target pest
- // Barricor is the first product registered with this unique formulation technology

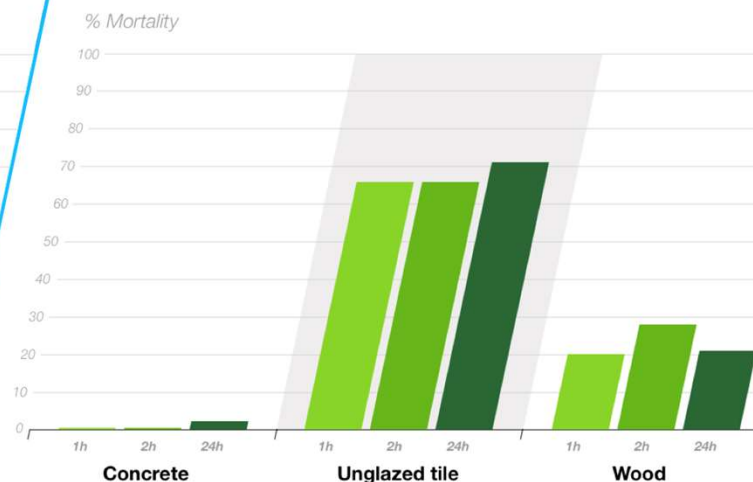


## Effective on a broad spectrum of *key pests, even at low rates*

Barricor SP maintenance rate vs high rate of Talstar (1 fl oz).  
Data on complex surfaces (after 1 month of aging) – summary of  
cockroach, cricket, and ant data.



 **Barricor<sup>™</sup>**  
**SP** .25 fl oz



 **Talstar**  
INSECTICIDE 1 fl oz



**Barricor<sup>™</sup>**  
**SP**

*Thank you*

ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS  
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LP, 5000 CentreGreen Way, Suite 400, Cary, NC 27513. For  
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