

News Release

BASF launches Selontra rodent bait that provides fast colony kill in as few as seven days

RESEARCH TRIANGLE PARK, NC, April 4, 2018 – [BASF](#), the world's leading manufacturer of Pest Management Solutions, has introduced Selontra[®] rodent bait, an innovative soft bait formulation that offers pest management professionals and poultry and livestock growers fast, efficient and effective rodent control.

“BASF has spent the last five years researching, developing and field testing this product,” says Jason Meyers, Technical Service Representative in Professional and Specialty Solutions for BASF. “We collaborated with customers to give them the solution they seek.”

Selontra rodent bait's patented formulation uses the active ingredient cholecalciferol. The rodent bait demonstrates proven palatability and is readily consumed by rats and mice in U.S. field trials, even when other food sources are available. No resistance to cholecalciferol has been found in rats or mice, and the development of resistance is considered highly unlikely because of its mode of action.

In addition, field studies have shown that this new formulation delivers fast colony kill, using less bait than traditional rodenticides, and is also effective at killing anticoagulant-resistant rodents. Selontra rodent bait achieved complete control of infestations in as few as seven days. It also provides a shorter baiting program that requires less labor and materials to kill rodent populations. Further, Selontra rodent bait is especially durable in the environment, remaining stable and intact in extreme temperatures ranging from 0 to 177 degrees Fahrenheit.

Media Relations Contact:
Kimberly Gilbert
919-659-3050
kimberly.gilbert@basf.com

BASF Corporation
26 Davis Drive
Research Triangle Park NC 27709
www.pestcontrol.basf.us

“Selontra rodent bait gives pest control and farm operators a fast, efficient and effective baiting system that helps them to take on the toughest infestations,” Meyers said.

For more information about Selontra rodent bait, visit pestcontrol.basf.us.

Read more about the [Selontra rodent bait field studies](#).

Always read and follow label directions.

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About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,200 employees in North America, and had sales of \$17.9 billion in 2017. For more information about BASF's North American operations, visit www.basf.com.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.