

**Bait
& Kill**

The Big Cheese



ADVANCED FORMULA KILLS RATS AND MICE. WITH 50% LESS POISON.*

RODENT BAIT MADE EASIER



**ADVANCED FORMULA
KILLS RATS AND MICE.
WITH 50% LESS POISON.***

This advanced formula has been specially designed with the highest quality food materials, flavours

and preservatives to create a highly palatable bait that kills rodents in just a few feeds.

The Big Cheese Home Choice range provides proven and effective control of rats and mice *using 50% less poison than previous formulations, making it the ideal choice for use in and around the home.

HOME CHOICE BAIT RANGE

The Big Cheese has re-branded and re-classified all of its multi-feed Difenacoum baits under the banner of 'Home Choice' to help educate consumers and provide them with an easy identifiable choice when selecting Bait & Kill as their method of rodent control.

Home Choice, by name alone directly targets amateur users looking for a 'home-use' bait solution that may or may not be used around children or pets. Along with clearer messaging, colour-coding and easy-to-follow directions, this range is ideal for first-time bait users and those who are aware of the dangers posed.

The Big Cheese understands that the palatability of a bait is vital to its success. That's why Home Choice baits have been specially designed and tested to ensure maximum bait-take, killing rodents in just a few feeds.

BAIT CONSUMPTION (25ppm Difenacoum)

| | PER MEAL | PER DAY | LETHAL DOSE |
|-------------|-------------|---------|-------------|
| MOUSE (25g) | 0.2g - 0.4g | 5g | 0.8g |
| RAT (250g) | 2g - 3g | 30g | 18g |

THE RIGHT BAIT FOR THE SITUATION

Colour-coding helps end-users understand the bait options.



**HIGHLY PALATABLE
CHEW-THRU BAIT
PACKS FOR USE IN AND
AROUND BUILDINGS.
PRE-MEASURED AND
READY TO PLACE
INSIDE A BAIT STATION.
NO NEED TO TOUCH
THE BAIT.**



**SOFT, TASTY PASTA
BAIT STAYS CLUMPED
TOGETHER. LESS
CRUMBS AND LESS
MESS MAKES IT AN IDEAL
BAIT FOR KITCHENS AND
FOOD PREPARATION
AREAS TO AVOID
CROSS-CONTAMINATION.**



**MOISTURE RESISTANT
BAIT BLOCKS STAY
FRESH AND HIGHLY
PALATABLE IN BOTH
WET AND DRY
WEATHER CONDITIONS.
UNIVERSAL DESIGN
FITS ALL BAIT STATIONS.**

For more information or to place an order contact your local sales representative

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GIVE YOUR SALES EXTRA STAND OUT WITH THE OFF-SHELF HOME CHOICE DISPLAY

Pre-loaded and configured, this easy-to-shop display provides your customer with a simple choice of multi-feed bait and station.

Contains: 6xSTV244, 18xSTV223, 6xSTV212, 6xSTV213, 20xSTV179

BDU073

On-shelf information barker also available when you stock The Big Cheese Core Range.



Rodent Baits Made Easy

Choose the right bait to solve your rodent problem. A **lump** or **station** bait station must also be used.

| | | |
|---|---|--|
| chew they HARDY PALATABLE NEW FRESH BAIT EASY TO USE IN AND OUTDOOR SITUATIONS. READY TO PLACE INSIDE A BAIT STATION. NO NEED TO TOUCH THE BAIT. | food prep SAFE TASTY PASTES BUT TASTE SUPPRESSED TOGETHER, BAIT EFFECTIVE AND EASY TO FEED. AN IDEAL BAIT FOR KITCHENS AND FOOD PREPARATION AREAS TO AVOID CONTAMINATION. | lump MOUNTAIN RESISTANT BITE BACKS FOR PROTECT AND HOLD THE BAIT IN PLACE FOR LONGER WEATHER RESISTANT. MOUNTAIN RESISTANT BITE BACKS FOR PROTECT AND HOLD THE BAIT IN PLACE FOR LONGER WEATHER RESISTANT. MOUNTAIN RESISTANT BITE BACKS FOR PROTECT AND HOLD THE BAIT IN PLACE FOR LONGER WEATHER RESISTANT. |
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The Big Cheese Home Choice range provides proven and effective controls of rats and mice using 50% less poison than previous formulations, making it the clear choice for use in and around the home.

For more help and information on rodent baits, plus other useful tips and advice please visit: bigcheesehomechoice.co.uk

For more information or to place an order contact your local sales representative