



MEET YOUR NEW EMPLOYEE

LOVES ADVION COCKROACH GEL, TAKES IT HOME TO THE
HARBOURAGE AND EFFECTIVELY ERADICATES INFESTATIONS

 **Advion[®] Cockroach**
Gel

syngenta[®]

What is Advion?

- ▶ **Advion** is a professional pest control product manufactured by **Syngenta**
- ▶ It is a bait that comes in two varieties
- ▶ One bait formulation controls ants – Advion ant gel
- ▶ One bait formulation controls cockroaches and silverfish – Advion cockroach gel
- ▶ The active ingredient in Advion is Indoxacarb
- ▶ This active ingredient is unique to Syngenta
- ▶ The active ingredient has unique characteristics!



What is Advion?

Produktfunksjoner og -fordeler



Advion Cockroach Gel

- Bekjemper alle typer kakerlakker som forårsaker skade, også kakerlakker med åtevegring mot gel.
- Den attraktive, proprietære formuleringen resulterer i høyt forbruk blant kakerlakker.
- Åtet virker kun på målinsekter på grunn av bioaktiveringen av virkestoffet indoksakarb.
- Trippel overføringseffekt gjør at produktet spres blant kakerlakkene og fører til grundigere bekjempelse.
- Kan brukes innendørs og utendørs, samt i boliger, næringsbygg og industribygg. Kan også benyttes på steder hvor mat og næringsmidler håndteres.

[Les mer >](#)



Advion Ant Gel

- Bekjemper alle viktige maurarter som forårsaker skade, og tar høyde for deres mangfoldige ernæringspreferanser.
- Inneholder en formulering som maurene finner svært velsmakende, og som bevarer sin optimale viskositet i ulike situasjoner.
- Åtet virker bare på målinsekter på grunn av bioaktiveringen av virkestoffet indoksakarb.
- Forsinket dødelighet muliggjør overføring til andre maur og dermed effektiv bekjempelse av kolonien.
- Kan brukes innendørs og utendørs, samt i boliger, næringsbygg, industribygg, offentlige bygg og institusjoner. Kan også benyttes på steder hvor mat og næringsmidler håndteres.

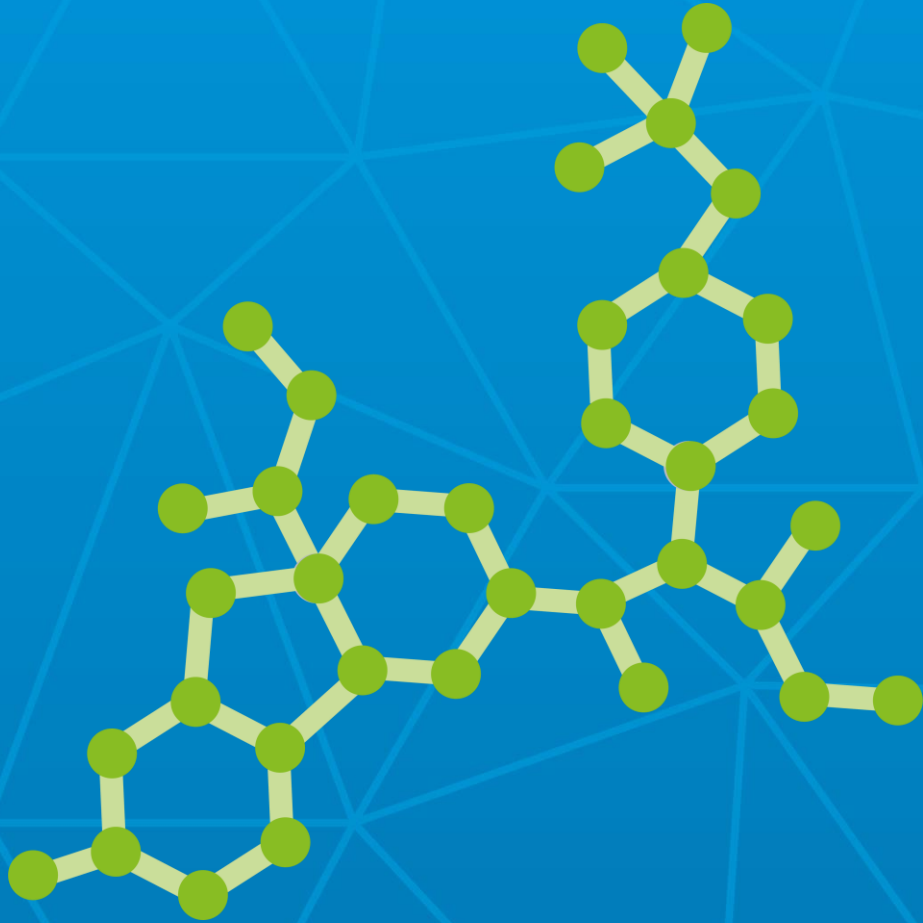
[Les mer >](#)





THE POWER OF ADVION - WHY IS INDOXACARB UNIQUE?

Advion Gels: Indoxacarb Profile

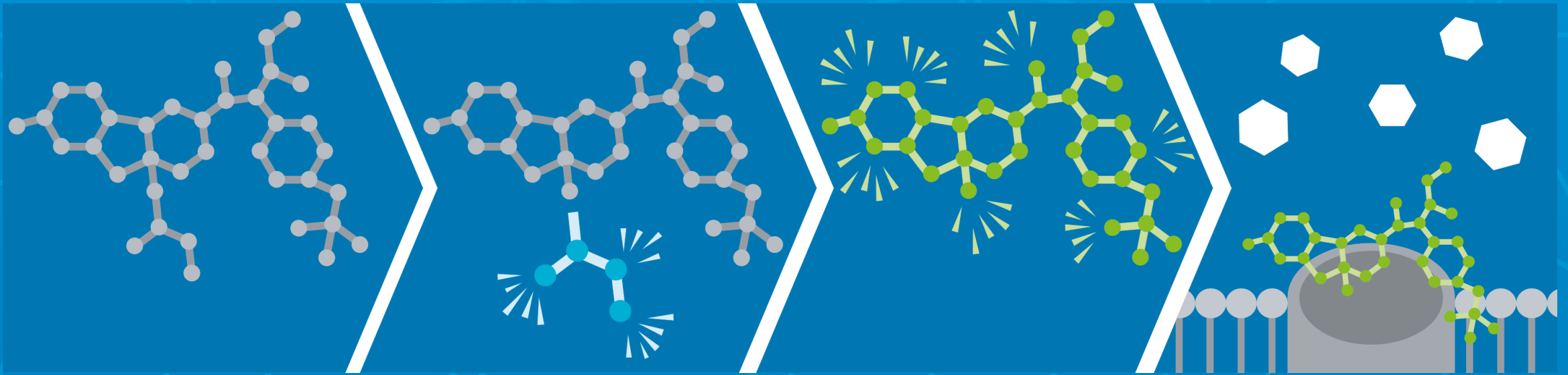


Advion Contains Indoxacarb

- ▶ Oxadiazine chemistry: only chemical in its class in PPM
- ▶ Non-repellent
- ▶ Innovative mode of action
- ▶ No cross resistance to any other molecule
- ▶ Requires **bioactivation** by insect enzymes to the active form to impact target insects

Targeted Control

How bioactivation works



PHASE 1: Exposure

The insect ingests or comes into direct contact with indoxacarb.

PHASE 2: Enzymes

The insect's gut enzymes break down indoxacarb, cleaving off the carbomethoxy group.

PHASE 3: Active

The resulting molecule is active compound – the only powerful form.

PHASE 4: Death

The active molecule binds to the target site, blocking the insect's sodium channels. The insect experiences paralysis followed by death.

Targeted Control

Advion® Cockroach Gel is bioactivated by target pests when ingested

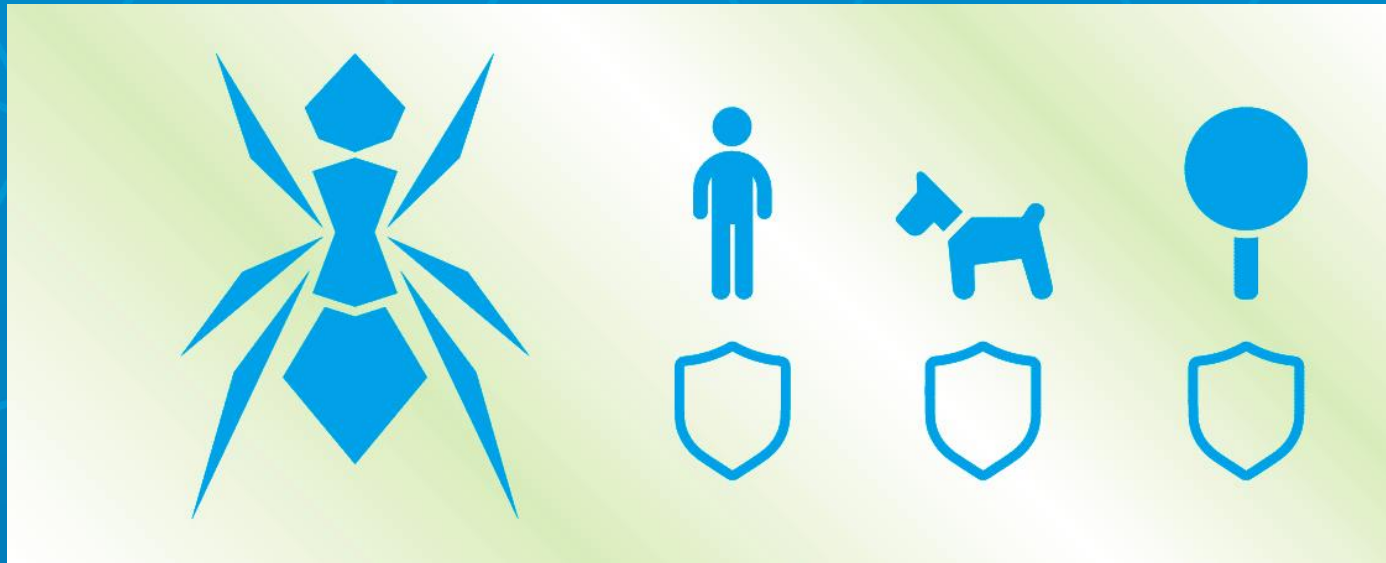
It differentiates between target pests and non-target organisms, making it ideal for use in residences, food-handling establishments and commercial sites



Targeted Control

Advion Ant Gel is bioactivated by target pests when ingested

It differentiates between target pests and non-target organisms making it ideal for use in residences, food-handling establishments and commercial sites





**HORIZONTAL
TRANSFER,
SECONDARY AND
'TRIPLE' KILL!**

**EFFECTIVE
COLONY
CONTROL!**

Effective Colony Control



Advion® Ant Gel impacts all life stages of key ant species and provides thorough control of ant colonies

- ▶ The slight delay in mortality encourages foraging ants to consume lots of bait and return to their colony, transmitting the gel to other ants there
- ▶ Through **horizontal transfer** (also called trophallaxis), ants share the bait with all members of the colony
- ▶ This leads to colony and queen mortality, as well as effective eradication of the infestation

Effective Colony Control With Advion



MØT DINE NYE MEDARBEIDERE

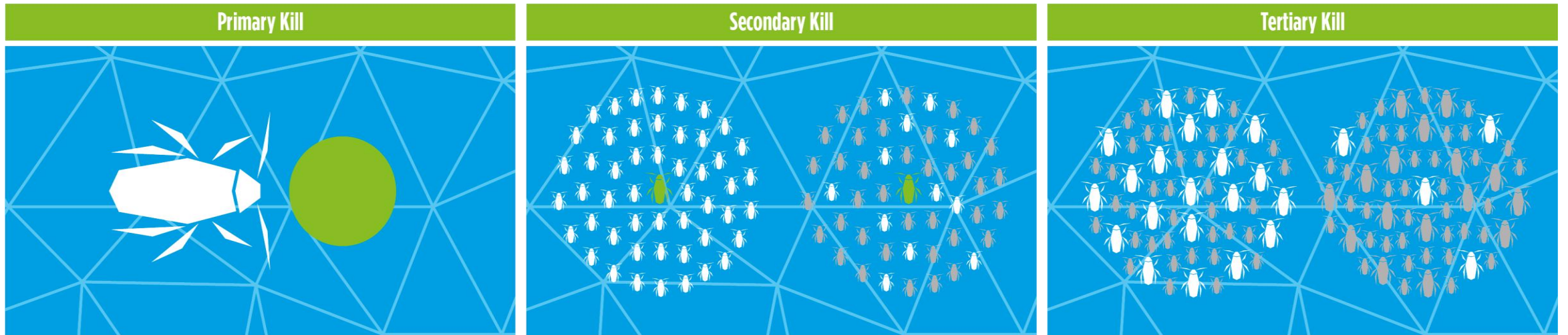
DE ELSKER ADVION GEL, KJENNER SKADEINSEKTENES SKJULESTEDER OG UTRYDDER DEM EFFEKTIVT.

 **Advion**[®]



Proven Triple Transfer Effect

Advion® Cockroach Gel can significantly reduce infestations via a process called the triple transfer effect.



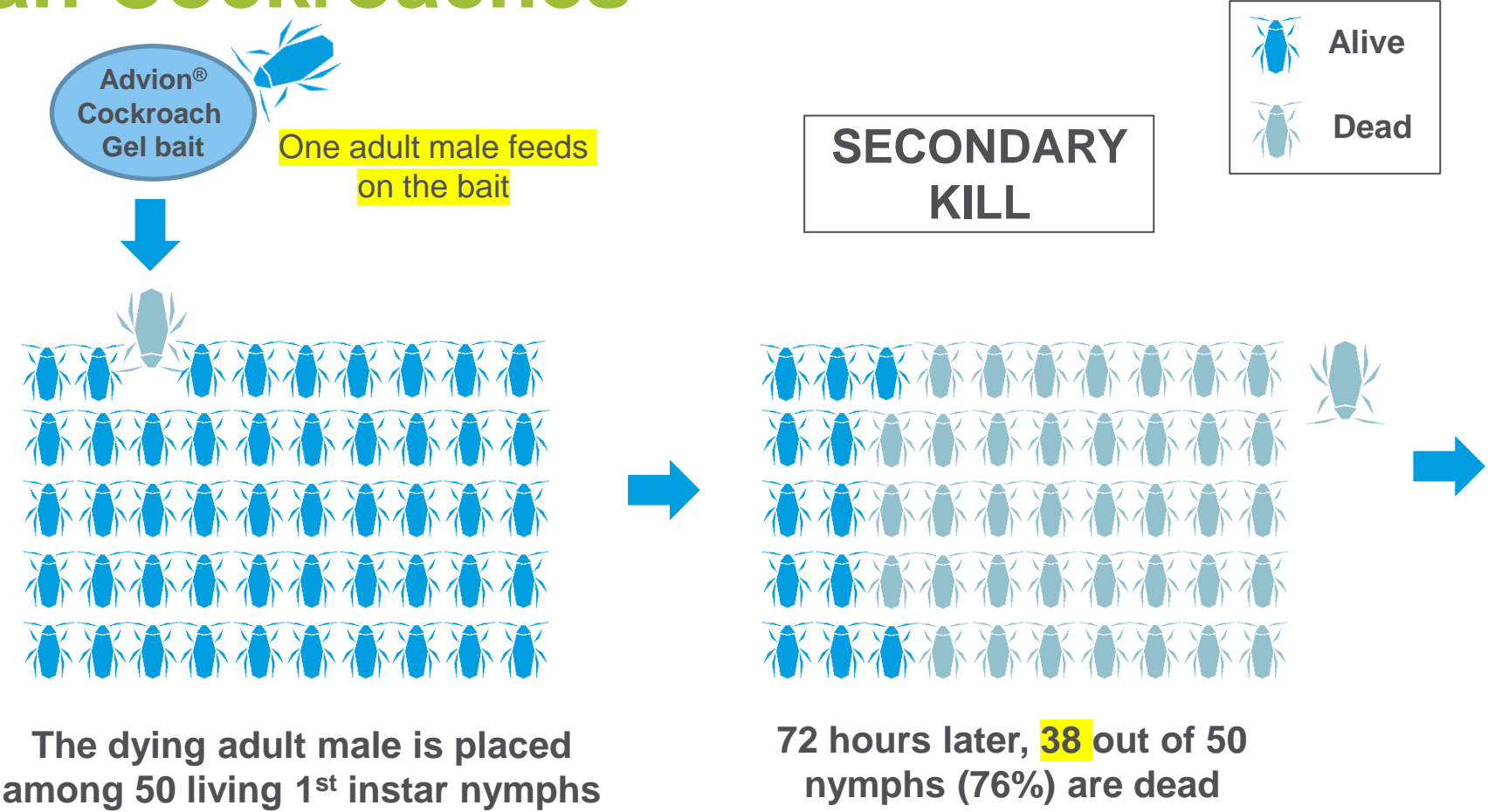
One adult male cockroach feeds on Advion Cockroach Gel.

The **slight delay** in mortality allows cockroaches to consume the bait and return to the harbourage site to contaminate other cockroaches. Studies have shown that after placing an adult male among 50 first-instar nymphs, 76% of nymphs were dead after 72 hours.

Then, after placing the dead nymphs among 20 adult males, 81% of the adult males were dead 72 hours later.



TripleTransfer of Advion® Cockroach Gel Bait in German Cockroaches

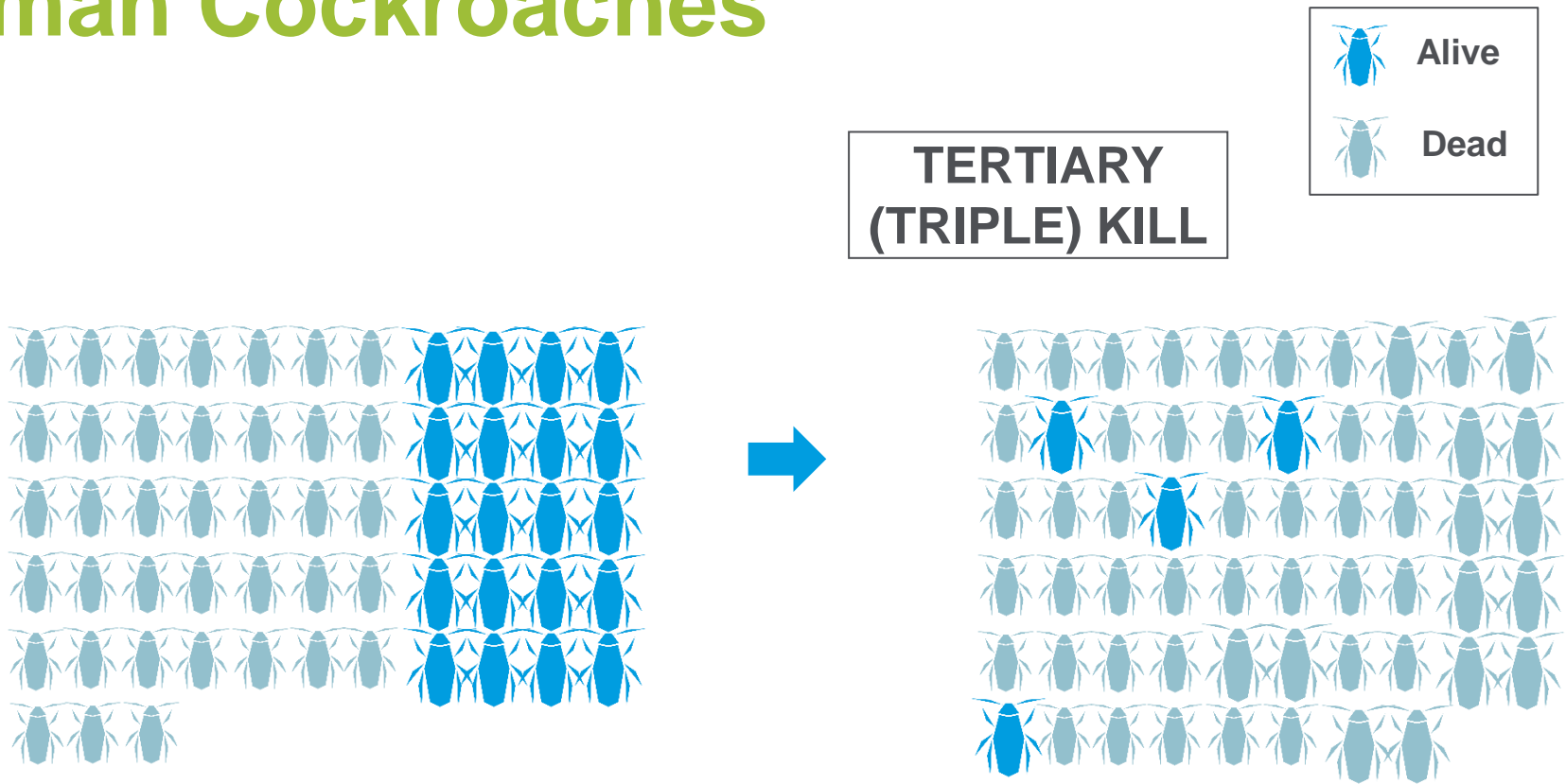


Buczowski, Scherer, Bennett. J Econ Entomol 101:894-901, 2008

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Horizontal Transfer of Advion® Cockroach Gel Bait in German Cockroaches



The **38 dead** nymphs are placed in a new dish with 20 living adult males

72 hours later, **16** out of these 20 (81%) adult males are **dead** resulting in **55 killed insects**



**ADVION
PALATABILITY –
WILL THE PESTS
EAT IT?**

**HOW DO WE
PROVE IT?**

2 Year Old Advion Spots – are they Still Palatable?



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How Palatable is Advion?

- ▶ 2 year aged Advion performs incredibly well when presented to cockroaches
- ▶ When this is tested against other fresh products, the comparison is very impressive
- ▶ 2 year old Advion was competitive with seven of the fresh products applied
- ▶ Advion Cockroach also benefits from a 3-year shelf life

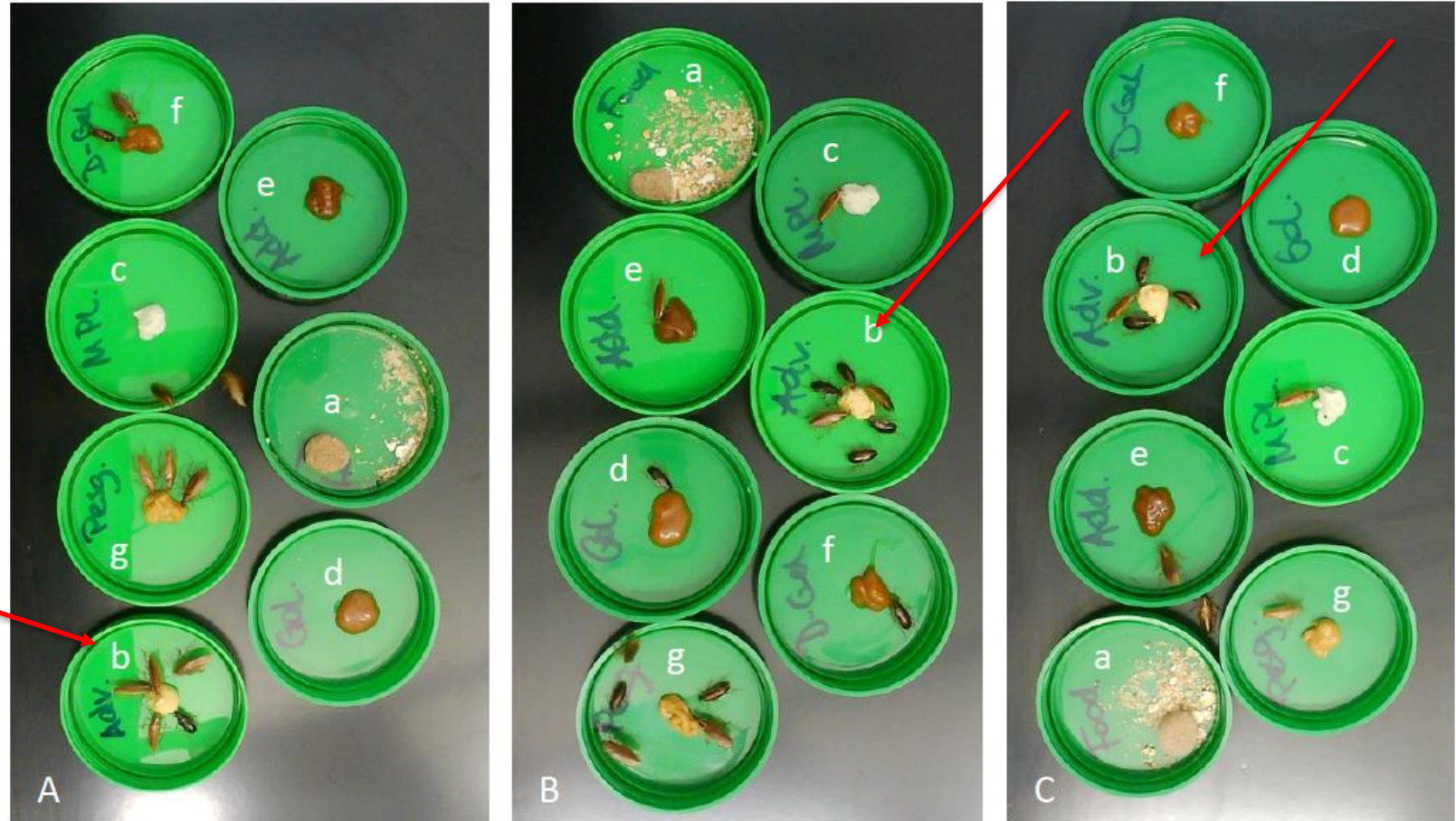


ADVION LAB TRIALS

PALATABILITY OF 9 **FRESH** COCKROACH GELS VS. **FRESH** ADVION

Simultaneous Bait Presentation

- ▶ The insects have had the chance to choose between a lot of gels and food simultaneously (n=3)
- ▶ Advion is in tray "b"

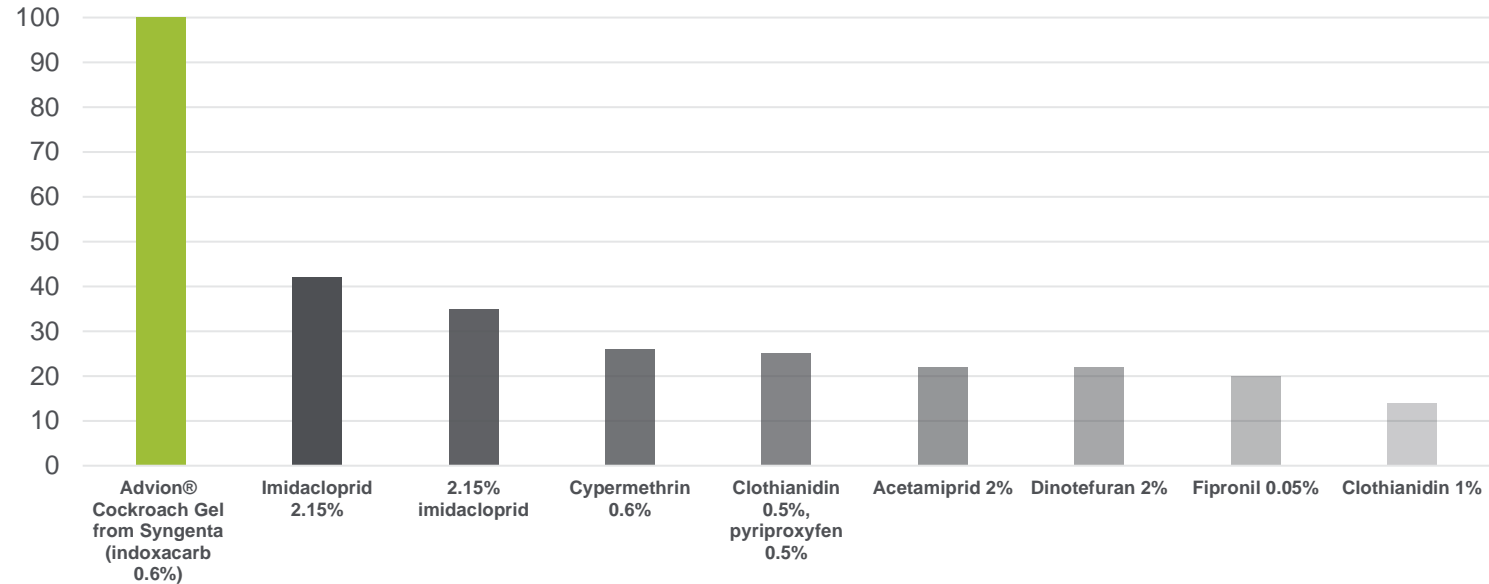




Advion is the Most Palatable Cockroach Gel in Europe¹

Advion Cockroach Gel is up to five times more palatable than eight different products tested.

Palatability* of Advion Cockroach Gel vs. eight fresh competitor products in lab trials



¹PPME23030-32, ARTHROSCIENCE 2023
*COUNTED AS COCKROACH VISITS

ONGOING FIELD TRIAL OF 4 COCKROACH GELS:

ADVION VS 3 COMPETITOR PRODUCTS

Field trial to compare the efficacy of the 3 competitor gels vs. Advion CRB

- ▶ CRO is i2L Spain
- ▶ Test sites in Girona near Barcelona
- ▶ 3-4 apartments per product, ~65m²
- ▶ 4 products, application rate acc. to the label
 - Advion CRB (0.2 gr/m²; label 0.2 – 0.5 gr/m²)
 - P (0.2 gr/m²; label 0.1 – 0.3 gr/m²)
 - M(0.2 gr/m²; label 0.1 – 0.2 gr/m²)
 - D(0.2 gr/m²; label 0.2 – 0.4 gr/m²)
- ▶ Pre-treatment monitoring have shown 5 – 21 roaches per trap/day
- ▶ Re-application every 7 to 14 days but only where the bait has eaten up to keep the label rate
- ▶ Weekly monitoring with glue traps



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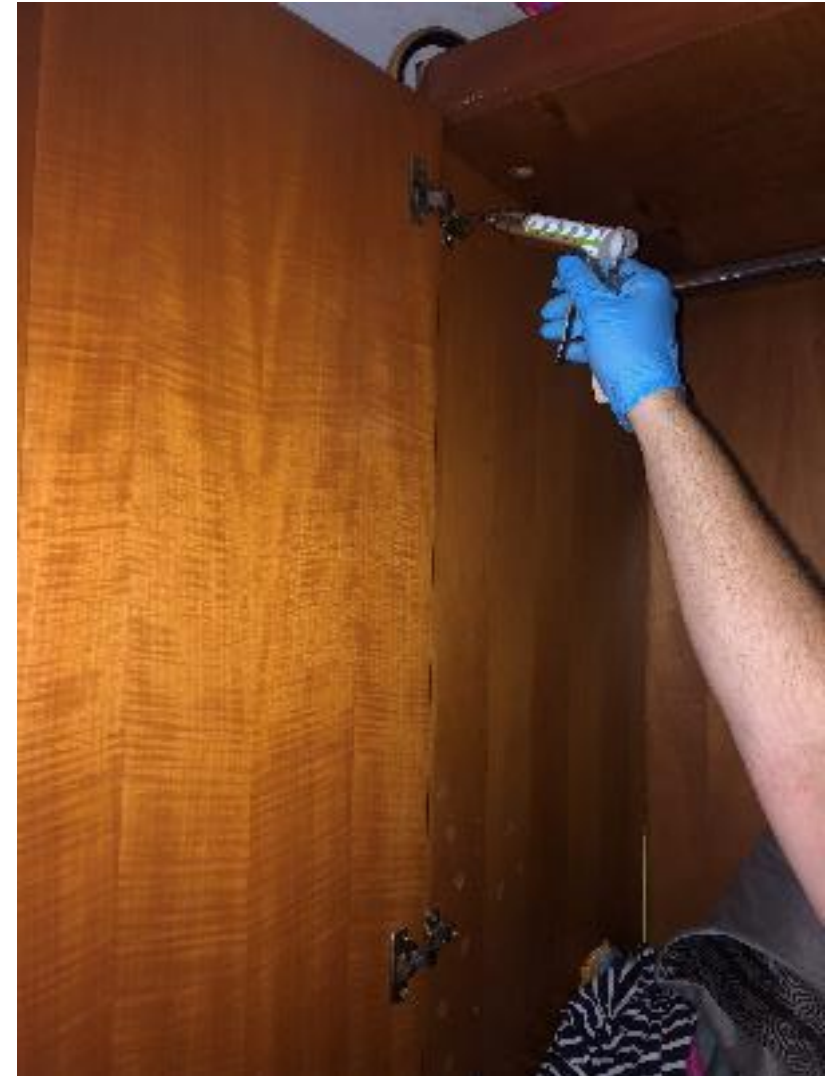
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Advion site



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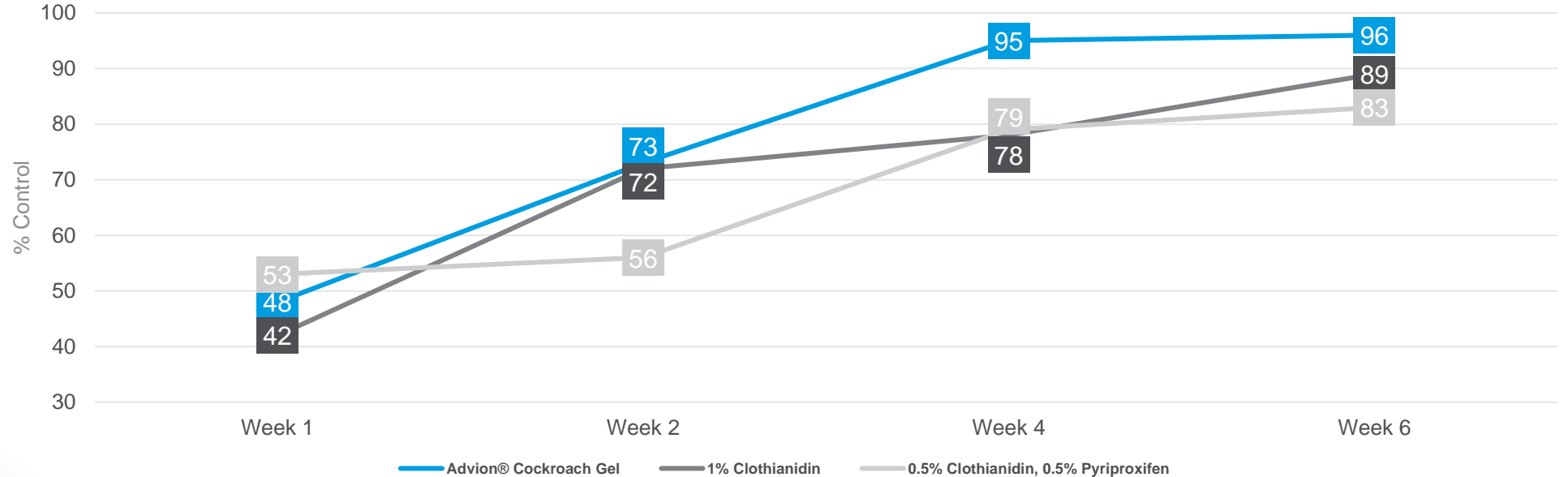
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PROVEN EFFICACY²

Advion Cockroach Gel efficacy was higher than competitive products tested².

Product performance in four apartments across six weeks



² PPME23040, I2L

ADVION RESOURCES



New Advion Website Landing Page

SYNGENTA GLOBAL OM OSS SØK LOG IN NORDICS



Nordics

Produktter Ressurser Kontakt oss



MØT DINE NYE MEDARBEIDERE

DE ELSKER ADVION GEL, KJENNER SKADEINSEKTE-
NES SKJULESTEDER OG UTRYDDER DEM EFFEKTIVT.



3

New Brochures

CONTROL OF A WIDE VARIETY OF ANTS ACROSS USE SITES

Advion Ant Gel is specifically formulated to be attractive to a wide range of pest ant species, including but not limited to:

- ▶ Black or garden ant (*Lasius niger*)
- ▶ Argentine ant (*Linepithema humile*)
- ▶ Ghost ant (*Tapinoma melanocephalum*)

Other species controlled include carpenter ant (*Camponotus* spp), longhorn crazy ant (*Camponotus* spp), big-headed ant (*Pheidole megacephala*), European fire ant (*Myrmica rubra*), acrobat ant (*Cremaatogaster* spp) and pavement ant (*Petasmorium* spp).

Given its favourable environmental profile, Advion Ant Gel can be used indoors and outdoors, in and around buildings and in a variety of use sites.

RESIDENTIAL	TRANSPORTATION	COMMERCIAL AND INDUSTRIAL	PUBLIC AND INSTITUTIONAL
<ul style="list-style-type: none"> ▶ Apartments and condominiums ▶ Single and multi-family buildings 	<ul style="list-style-type: none"> ▶ Aircraft ▶ Buses ▶ Ships ▶ Trains 	<ul style="list-style-type: none"> ▶ Food-handling establishments ▶ Hotels ▶ Restaurants ▶ Supermarkets ▶ Warehouses 	<ul style="list-style-type: none"> ▶ Hospitals ▶ Schools ▶ Nursing homes



DISCOVER MORE ABOUT ADVION ANT GEL BY SCANNING THE QR CODE OR VISITING SYNGENTAAPP.COM/UK/ADVIONGELS

@SYNGENTAPPUK @SYNGENTAPESTUK

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FOR LIFE UNINTERRUPTED™

USE IN ACCORDANCE WITH LABEL INSTRUCTIONS. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE. Advion® Ant Gel contains 0.02% of indoxacarb. The product is approved under the EU Pesticides Regulations. Authorisation Number: UK-2017-0185. Advion® For Life Uninterrupted™, the Alliance logo, the syngenta logo and the syngenta logo are trademarks of a Syngenta Group Company ©2023 Syngenta, Syngenta Crop Protection AG, Basel, Switzerland. Email: pestservice@syngenta.com, www.syngenta.com/uk

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LOVES ADVION ANT GEL, CARRIES IT INTO THE COLONY AND EFFECTIVELY ERADICATES INFESTATIONS



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New Articles

Advion utrydder effektivt skjeggkre- og sølvkrepopulasjoner

NEWS (NORDICS) 22.01.2024



Advion Cockroach Gel er en nyskapende tilnærming som har blitt utviklet for å effektivt minske skjeggkrepopulasjoner, og produktet gjør det på rekordtid. Resultatene gir optimisme til både skadedyrbransjen og samfunnet som helhet. Bilde av sølvkre (Lepisma saccharina)

Advion Cockroach Gel er enkelt å bruke. Produktet plasseres strategisk langs vegger, lister og andre strategiske plasseringer. Skjeggkre og sølvkre som er tiltrukket av åtet, konsumerer insektmiddelet som raskt tar livet av dem. Forsker Anders Aak i Folkehelseinstituttet bekrefter metoden gjennom flere vellykkede laboratorietester.

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Food Industry Certification

HACCP INTERNATIONAL
eliminate the hazard - reduce the risk



This is to certify that

Syngenta Crop Protection AG

Insecticide Gels

Food Zone Classification: SSZ (Splash or Spill Zone)



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AND EFFECTIVELY ERADICATES INFESTATIONS

SCAN TO DISCOVER MORE



FOR LIFE UNINTERRUPTED™

WWW.SYNGENTAPPM.COM/NORDIC/S/ADVION-GELS

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USE BIOCIDES SAFELY ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE. Advion[®] Cockroach Gel contains 0.6% of fipronil. This product is approved under the Biocidal Products Regulation. Authorization number: UK-2010-0020. Advion[®], For Life Uninterrupted[™], the Alliance frame, the Purpose icon and the Syngenta logo are trademarks of a Syngenta Group Company. ©2023 Syngenta, Syngenta Crop Protection AG, Basel, Switzerland. Email: ppm.asms@syngenta.com. Web: <http://www.syngentappm.com/uk/>.

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ANY QUESTIONS?

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COM