

# News Release



## Alpine WSG Water Soluble Granule Insecticide Now Approved for Use in Food-Handling Areas

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Expanded labeling combined with new container size option gives PMPs greater flexibility for controlling pests

RESEARCH TRIANGLE PARK, N.C., April 29, 2015 — Cockroaches beware -- pest management professionals (PMPs) can now use the **Alpine WSG** Water Soluble Granule Insecticide to control difficult pests in food-handling areas, such as commercial kitchens.

With new expanded labeling for food-handling areas, **Alpine WSG** insecticide can now be applied in most common indoor or outdoor settings to control insect pests, such as ants, bed bugs, fleas and house flies. The expanded labeling also gives PMPs greater flexibility to control German cockroaches, the primary insect pest in commercial kitchens.

"This is great news for the many PMPs who have already adopted **Alpine WSG** insecticide for residential ant control" said Brian Mann, Marketing Manager. "PMPs can now expand their use of Alpine WSG to restaurants and food processing areas with confidence."

Undetectable to cockroaches, **Alpine WSG** insecticide doesn't displace or repel them from their harborage, allowing for cockroaches to cross or rest directly on treated surfaces. **Alpine WSG** insecticide does not interfere with baiting treatments, which enables more effective cockroach control.

BASF is also now making the **Alpine WSG** insecticide available in a new 200-gram bottle. For PMPs who use 500 gram bottles, a supplemental label is available in all states except California. The additional container size gives PMPs a more affordable and convenient option to meet a wider range of business needs.

For more information about BASF pest-related products and services, visit [www.pestcontrol.basf.us](http://www.pestcontrol.basf.us) or contact your BASF Sales Specialist.

An **Alpine WSG** Water Soluble Granule Insecticide application can only be performed by a licensed pest control professional.

**Alpine** is a registered trademark of BASF.

### About BASF's Crop Protection division

With sales of more than €5.4 billion in 2014, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as innovations to manage nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF Crop Protection is a leading innovator that partners with growers to protect and enhance crop yields, enabling them to produce high quality food more efficiently. By delivering new technologies and know-how, BASF Crop Protection supports

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growers to make a better life for themselves, their families and communities. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or on our social media channels.

## **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 17,000 employees in North America, and had sales of \$20.6 billion in 2014. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

Always read and follow label directions.

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