

Switch Made Simple: Two Paths to Smarter Rodent Control

Selontra[®] Rodent Bait and Prelontra[™] Rodent Monitoring Soft Block

Making a change to your rodent management program involves more than simply swapping out the bait in a station. The first step is deciding whether you need a rodenticide for control, such as **Selontra**[®] rodent bait, or a non-toxic monitoring bait to first assess activity, such as **Prelontra**[™] rodent monitoring soft blocks. Whether the goal is to achieve faster, more effective results or to accurately measure infestation levels before and/or after control, both tools are essential components of a successful rodent management program.

Path One: The Direct Selontra[®] Switch

When to use this path:

Best when rodent activity is confirmed and immediate results are critical

Advantages:

- Unique mode of action: Cholecalciferol is effective against anticoagulant resistant rodents
- Efficient bait usage: Rodents stop feeding after a lethal dose is consumed, leaving more bait for the rest of the colony
- Faster results: Rapid control in as few as seven days
- Lower risk: Reduced secondary poisoning risk for birds and non-target mammals

Best practices:

- Remove all old bait
- Use full label rate depending on target species
- Check stations frequently
- Evaluate success by rodent signs, not just bait consumption

Path Two: The Prelontra[™] Transition

When to use this path:

Best for implementing a sustainable pest management program

Advantages:

- Smooth transition: Builds feeding confidence before deploying Selontra
- Actionable data: Shows rodent pressure and acceptance
- Flexible: Rotate back to monitoring
- Versatile: Can be used in bait stations, snap traps and live catch traps

Best practices:

- Deploy Prelontra first to confirm feeding and areas of highest rodent density
- Check stations frequently
- Switch to Selontra at full label rates once activity is confirmed
- After control, rotate back to Prelontra for continuous monitoring

Which path is best for your program?

- Choose **Direct Selontra Switch** if you need fast, effective control of active rodent infestations
- Choose **Prelontra Transition** if you prefer a measured approach, want to confirm feeding first, need help overcoming neophobia, or if you are limiting rodenticide use in sensitive accounts