

# BioKill®



## Marketing aspects

by

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Marketing Support

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**BioKill® - THE NEW GENERATION OF INSECTICIDES**

- ✓ Absolutely safe for humans, plants and domestic animals
- ✓ Effective against all insects.
- ✓ Very broad spectrum of application
- ✓ Long lasting residual effect (up to 4 weeks)
- ✓ Environmentally sound and inherently biodegradable
- ✓ Water based and far more economic insecticide than propellants
- ✓ Non-staining, Non-flammable, Odourless

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## PRODUCT FEATURES AND ADVANTAGES

- |                                      |   |   |
|--------------------------------------|---|---|
| Unique formulation                   | ✓ | Universal application areas and broad range insecticide   |
| Long lasting                         | ✓ | up to 4 weeks, therefore economical in use.   |
| Quick biodegradation                 | ✓ | No bioaccumulation.   |
| Repellency effect                    | ✓ | Area stays protected.   |
| Broad spectrum insecticidal activity | ✓ | Effective against nearly all insects.   |
| Safety                               | ✓ | Safe to its users, children, pets, and plants, no odour and due to its water based formulation non flammable and does not stain |
|                                      | ✓ | Applicable in all usage areas (e.g. Slaughterhouse, Factories and Bakeries etc., .etc.,.  |
|                                      | ✓ | No skin and eye irritation, so no protection measures needed before application.  |

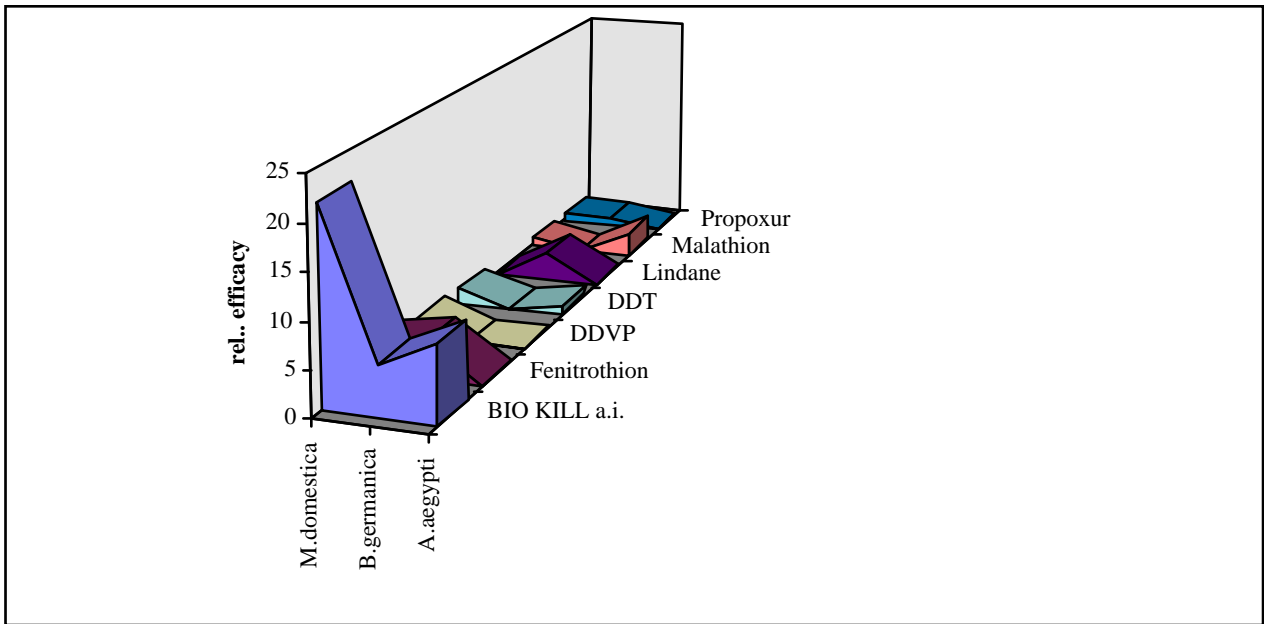
**USE of BIO KILL®**

HOUSEHOLD	ON PLANTS (WHERE ALLOWED)
<ul style="list-style-type: none"> <li>☞ Perfect for treatment of children rooms and close to food.</li> <li>☞ Against flying insects, best applied on curtains.</li> <li>☞ Can be applied in living and sleeping rooms, even on wallpaper; BIO KILL will not stain or smell.</li> <li>☞ Designed for maximum safety, BIO KILL can be applied close to pets to treat flea infestations.</li> <li>☞ May also be applied into corners, gaps and cavities or directly on the insects.</li> </ul>	<ul style="list-style-type: none"> <li>☞ A slightly altered formulation gives a shimmering cover to the leaves.</li> <li>☞ On plants effective against most insects, even in greenhouses.</li> <li>☞ Due to the non measurable skin toxicity, there is no danger for children touching the treated plants.</li> <li>☞ Treating the plants dripping will saturate the soil as well and grant protection for a month at least.</li> <li>☞ The long term effect on porous surfaces provides long lasting insect protection outdoors.</li> </ul>
AROUND PETS	INSTITUTIONAL USE
<ul style="list-style-type: none"> <li>☞ Apply on and around beddings and canals.</li> <li>☞ BIO KILL does not stain the fur nor smells mouldy.</li> <li>☞ Protects against ticks and fleas</li> <li>☞ Excellent results even for treating bird cages</li> </ul>	<ul style="list-style-type: none"> <li>☞ Due to the high safety margin, BIO KILL fits perfectly for advised self-treatment in Hotels, Food-Processing Industries, etc.</li> </ul>

**Bio Kill® - Efficacy**

**Comparison of active ingredients (a.i.):**

*The active ingredient of BIO KILL® shows the following relative insecticidal activity (50 % killing rate) against female house flies (Musca domestica) and German Cockroaches (Blattella germanica) and mosquitoes (Aedes aegypti). ( Relative efficacy, propoxur = 1 or DDT = 1 )*



**Residual effect of *BIO KILL®* under laboratory conditions**

**Percent kill of German cockroach**

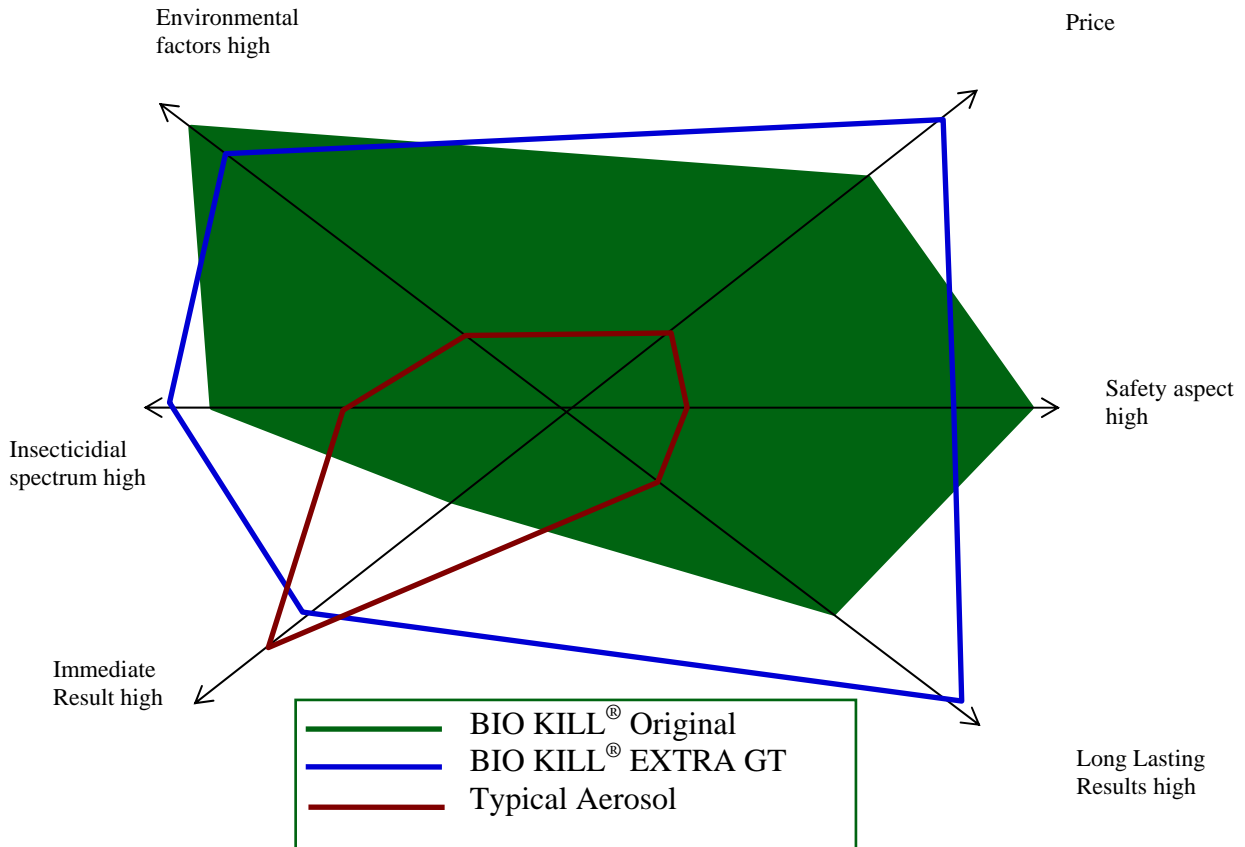
surface material	application ml/m <sup>2</sup>	rates mg/m <sup>2</sup>	time after spray application	weeks:									
				1 day	1	2	3	4	5	6	7	8	
wall tile	50	125	100	100	100	100	100	100	100	100	100	100	100
chip board	75	187,5	100	100	100	100	100	100	100	100	100	100	100
fine old plastering	100	250	100	100	100	100	100	100	100	100	100	100	100
fresh concrete	100	250	100	100	100	100	100	100	100	100	100	100	100

**Efficacy of *BIO KILL®* against plant pests**

Ornamentals	Environment	Pest	Killing rate after n days (%)		
			1	3	5
asparagus	indoors	aphids	100	100	100
roses	open air	aphids	100	100	100
chrysanthemum	green house	thrips	100	100	100
figus	indoors	thrips	100	100	100
thistle	open air	caterpilars	95,5	98,2	99,4

BIO KILL® MARKETING:

BIO KILL® Positioning Cluster



Following the areas of this cluster, there are two positioning to be done carefully

1. Position **BioKill®** against the aerosols
2. Positioning **BioKill®** against **BioKill® Extra GT**

**Different positioning in the market place**

	<b>BIO KILL® Classic</b>	<b>BIO KILL® Extra GT</b>	<b>Aerosol</b>
<b>Knockdown</b>	slow	faster, but still slower than aerosol	rather quick
<b>Efficacy outdoors – Long-lasting effect</b>	Good, but in case of application on dirty, organic, absorbing surfaces or hot conditions, high humidity or extreme climate (heavy rainfall, high sun exposure, etc.), it will be quickly degraded (within a few days)	Excellent, due to the micro capsules, active ingredients will be released over a long period of time even under extreme conditions This makes BIO KILL® Extra GT the first choice for travelling, camping, for terraces and gardens and of course for all countries, where extreme climate conditions are usual.	Limited to the initial knockdown and kill effect
<b>Efficacy - Toxicity indoors</b>	Excellent, can be used even close to food, in children rooms and close to pets. It will not stain, there will not be any bad smell. There is no danger when applying the product. However in cellars and storage rooms, where similar conditions as outdoors occur, the efficacy is (dust, humidity, temperature, etc.) it will be rather quickly degraded	BIO KILL® Extra GT works fine indoors. It should not be applied close to food, in children rooms or on pets (which is true for aerosols). It works excellent in cellars and storage rooms (up to 4 months). It will not stain, the smell level is low and acceptable.	Aerosols should be used carefully indoors, as exposure to the spray mist. They work a bit longer than outdoors. Aerosols claiming to have a long lasting effect are usually very toxic.
<b>Environment</b>	Environmentally sound	Toxicity data comparable to BIO KILL® Classic and biodegradable	usually hazardous
<b>Control of pests</b>	Due to resistance problems, there can be difficulties in controlling pests, but under normal conditions, BIO KILL® works fine	Excellent in controlling pests, BIO KILL® Extra will overcome all resistance problems and due to the long lasting effect control pests perfectly.	Aerosols are not capable of controlling pests.
<b>Intention of use</b>	Very save prevention short term protection.	Save, long lasting prevention, flexible use outside from home	Acute killing of single insects

	<b>BIO KILL® Classic</b>	<b>BIO KILL® Extra GT</b>	<b>Aerosol</b>
<b>Where to apply</b>	Perfect to be used indoors in the kitchen, bad bedrooms on cloth, curtains and on surfaces even close to food or food utensils.	Ultimate product for dirty wet and warm areas. In the cellar attics and around the house to lay barriers against ants and all other creepy crawlies trying to enter the house or apartment. Also the hobby room, garden house and balcony are perfect areas where it can be applied.	Only indoors in areas where no people are staying.
<b>Market Positioning</b>	Universal Household product	Heavy Duty professional indoors and out product	Indoors only
<b>Technology</b>	Single active ingredient unprotected	Two component insecticide applying latest and patented encapsulation technology.	

## Summary **BioKill® Classic** versus **BioKill® Extra GT**

### **BioKill® Classic** Household use

Of all effective insecticides the safest

Apply in sensitive areas as prevention and apply by the first sign of infestation

Indoor even in the baby room and kitchen, near food, plants and pets (warm-blooded only!) and clothing in cupboards.

In a clean environment

Non-toxic to humans, plants and warm blooded organisms

### **BioKill® Extra GT** (Heavy Duty)

Of all safe insecticides the most effective











Apply as prevention and by immediate or heavy infestation

Outdoors, Indoors in humid and dirty areas (e.g. garage, mechanical room and cellars, also for bad room and sewage areas

Even in dirty, wet and humid areas as well as on organic surfaces and under direct radiation by the sun.

Very low toxicity

## Possible USP's and Benefits

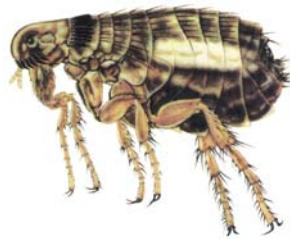
-  Lowest possible toxicity vs. best possible efficacy
-  Broad application spectrum
-  Unique formulation (does not stain, no odour)
-  Biodegradable, environmentally sound
-  Economic in use as it is long lasting
-  Preventive as well as acute applicable
-  Covers all aspects of insect prevention
-  Easy to use and apply
-  One for In One for Outdoors
-  The ecological and economical solution



## Possible - market segmentations

### Household

- 🕒 Ants
- 🕒 Moths
- 🕒 Mosquitoes
- 🕒 Flies



### Plants

- 🕒 Indoors
- 🕒 Garden
- 🕒 Greenhouse



- 🕒 General Purpose



## Household and Institutional Use



- Heavy duty use
- Outdoor areas
- Difficult areas (wet/hot)
- Professional. Pest Control
- Hotels
- Food Processing Industry



