



Bayer
Crop Science Division
5000 CentreGreen Way
Suite 400
Cary, NC 27513
Tel. 919-549-2000

Innovative and Affordable Barricor[®] SP from Bayer Is Now Registered for Use in California

Barricor innovation offers superior performance on complex surfaces for similar cost per home to economy pyrethroids.

CARY, N.C. (January 7, 2021) – The [Pest Management & Public Health \(PMPH\) business of Bayer](#) announces [Barricor[™] SP](#), an affordable innovation for frequent maintenance applications on complex surfaces, is now approved for use in California.

While complex surfaces can pose significant challenges for PMPs, Barricor SP is a groundbreaking product with a functional label that has no signal word*. The innovative solid particle formulation technology enables the active ingredient to remain elevated on complex, porous surfaces, making it more bio-available to pests. This elevated performance is also affordable for cost-conscious PMPs but has a similar cost-per-home to bifenthrin-based products.

“We are so pleased that Barricor SP is now available to pest management professionals in California,” said Joern Kraegeloh, Head of Marketing for Pest Management & Public Health at Bayer. “PMPs have seen excellent results with Barricor SP since the product was first introduced in 2019 and we look forward to continued success in 2021.”

Barricor SP was developed with frequent maintenance accounts in mind. The high-performance, low-dose rate formulation product is available in a 32 oz. precise tip-and-pour package and, with a maintenance use rate of 0.25 oz. per 1,000 sq. feet, will service 128 homes at a similar cost per home to economy pyrethroid formulations.

“Bayer is known for our high-end, specialty innovations that tackle customers’ toughest pest problems, but we understand PMPs also need solutions to support the frequent and challenging service requirements like keeping the usual-suspect pests at bay during regular services,” said Joe Barile, Technical Service Lead for Bayer Pest Management & Public Health. “We’re proud of Barricor because it offers an alternative to economy sprays and enables us to deliver innovation to PMPs who might not have leveraged Bayer products in the past.”

For more information on Barricor[®] SP insecticide, visit es.bayer.us/barricor or contact your Bayer sales representative.

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Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to www.bayer.com.

Contact:

Bayer Media Hotline, 1-862-404-5118, or

Molly Machamer

Marketing Communications, Environmental Science, a business unit of Bayer Crop Science

Tel: (919) 523-5261

Email: molly.machamer.ext@bayer.com

Tom Green

Strategic Communications Manager, HLK Agency

Tel: (614) 769-4200

Email: tgreen@hlkagency.com

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