

HIGH LOADING

Without compromise



Ellias[®]

300^{EC}

Superior quality delivered at a superior price

- Fast acting non-selective, broad spectrum insecticide
- Moderate to long term residual properties
- High loading formulation (reduced handling & packaging)
- Emulsion solubilised in solvent that once diluted, maximises spread on target surfaces
- Long term stability as an emulsion concentrate



IMTRADE
CropScience
Agriculture Reimagined

www.imtrade.com.au

Ellias[®]

300EC

MODE OF ACTION

Imtrade **Ellias**[®] 300EC is a group 3A insecticide that provides broad spectrum control of insect pests in Canola, Linseed, Linola, Sunflowers, pastures and winter cereals. Its active, Alpha-Cypermethrin (300 g/L) is a Sodium Channel Modulator which causes damage to the nervous system of target pests. It works by binding to sodium channels that occur along the length of nerve cells which keeps the channels open. This disrupts the normal function of the sodium channels resulting in hyperexcitation of the nerve cell, meaning multiple nerve impulses occur where only a single one was expected. This consequently leads to a loss of function of the nerve cell and on a larger scale the shutdown of the nervous system and resulting death of the pest⁽¹⁾⁽²⁾.

WHY **Ellias**[®] 300EC

When used as directed, Imtrade **Ellias**[®] 300EC provides quick and effective knockdown control of a broad range of pests. It can also be used as a preventative treatment when applied at regular intervals.

Long Term Stability - Imtrade **Ellias**[®] 300EC is a high loading emulsifiable concentrate (EC) formulation with excellent stability characteristics. EC formulations can be stored for long periods without the risk of the active falling out of suspension, which can be the case with some comparative SC formulations.

High Loading Active - Imtrade **Ellias**[®] 300EC is the highest loading (concentration) of Alpha-Cypermethrin available on the market, consisting of 30% Alpha-Cypermethrin and a customised surfactant and solvent blend. This translates to reduced handling, packaging and transport.

Broad Spectrum Control - Imtrade **Ellias**[®] 300EC provides effective knockdown and preventative control for a broad range of pests including major crop pests such as phids and Red-Legged earth mites. It can be used in oilseed and winter cereal crops as well as pastures.

Fast Acting - Insecticide MOA's which target either the nerves or muscles of insects, such as Imtrade **Ellias**[®] 300EC, are fast acting providing an effective and rapid knockdown option⁽³⁾.

Residual Action - Imtrade **Ellias**[®] 300EC has low water solubility and is not easily lost to the environment. Therefore a single application will provide valuable residual control of up to 4 weeks depending on the crop and target, potentially treating multiple generations of the target pest. **Ellias**[®] 300EC is a contact insecticide and therefore thorough coverage is needed to ensure adequate residual control.

USING **Ellias**[®] 300EC

Read The Label - Always read the label when considering Imtrade **Ellias**[®] 300EC for your preventative and knockdown insecticide needs. Take due consideration to the PPE and OH&S requirements for its use.

Monitor The Crop - Application timing is critical to maximise control. Imtrade **Ellias**[®] 300EC should be applied when target pests are reaching threshold levels. Effectiveness is maximised when sprayed at egg hatch and during the cooler parts of the day or night. Imtrade **Ellias**[®] 300EC is dangerous to bees and should be applied when bees are not foraging.

Resistance Management - Where possible, always consider rotating through multiple modes of action when routinely spraying crops for target pests. A well considered plan will aid in the management of insect resistance into the future and ensure insecticidal chemistries are efficacious for years to come.

(1) Insecticide Resistance Action Committee, April 2016, "IRAC Mode of Action Classification Scheme", Ver. 8.1, PP. 5-18.

(2) Queensland Government, Department of Primary Industries and Fisheries, 2005, "Agricultural Chemical Users Manual- guidelines and principles for responsible agricultural chemical use", PP. 114-121.

(3) Insecticide Resistance Action Committee, April 2016, "IRAC Mode of Action Classification Scheme", Ver. 8.1, PP. 16-18.

