

**New** from the experts who brought you PHEROCON<sup>®</sup> Insect Monitoring Products:

# An **Intelligently** *Simple Idea.*





# Intelligent Protection.

*At Trécé®, we understand pheromone-based Codling Moth management.*

*Now, we are proud to bring you our latest scientific innovation, the NEW CIDETRAK® CM, an intelligently simple high performance dispenser for Codling Moth mating disruption. Designed to deliver long-lasting performance with remarkably fast application, it's the brightest new thinking in timely protection.*

**CIDETRAK® CM**  
MATING DISRUPTANT



CIDETRAK® CM dispenser in use

## The Science Behind the Success.

*The result of five years of lab and field research, the CIDETRAK® CM High Performance Dispenser puts powerful Codling Moth mating disruptant protection in the palm of your hand. Its small, simple design is easy to install, damage resistant and keeps your orchards looking great. And the best piece of the puzzle? The CIDETRAK® CM is the only pheromone formulation designed from the molecular level up for semiochemical applications. **The result is long-lasting protection – and peace of mind.***

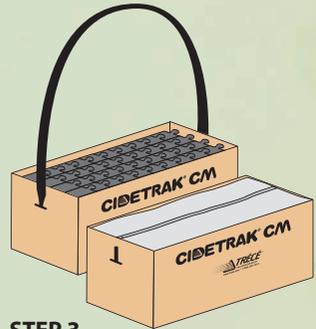
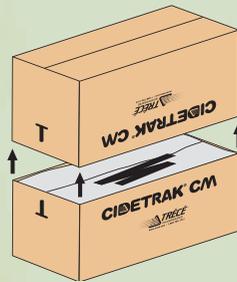
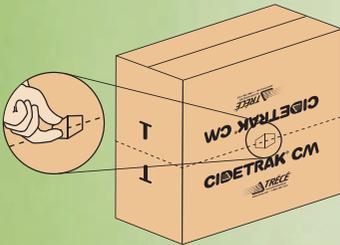
## Protected From the Molecular Level Up.

New **CIDETRAK® MD** Dispenser Technology provides two-way protection from the forces of decomposition.

- **Internal:** Novel, dual physical/chemical shell.
- **Surface:** "Free Radical Zone" Elimination.
- **Smaller "foot print":** Smaller target for the elements.
- **Novel Formulation:** Long-life performance.
- **Unique Package:** Outstanding protection from O<sup>2</sup>, UV Light and Heat.

## Efficient Application Is A Snap.

- **Ready-to-use package, ready-to-hang dispenser.**
- **Fast-hanging design = Fast application.**
- **Snaps easily and securely onto branches.**
- **Eliminates lateral branch scarring.**
- **New Carrier Package: Strap it on and go!**
- **Reduces application and inventory issues.**



Fruitful Growing Seasons Start with

**CIDETRAK® CM**  
MATING DISRUPTANT

If you're ready for intelligent protection for your orchards, think fast.

Think **CIDETRAK® CM** High Performance Dispensers for Codling Moth mating disruption.

For more information contact your consultant or your Ag Chem supplier.

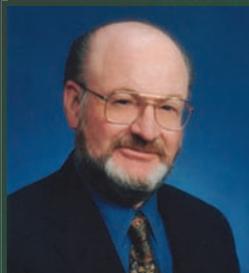
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INSECT PHEROMONE & KAIROMONE SYSTEMS

**Your Edge – And Ours – Is Knowledge.**

## **“From Someone Who Knows”**



*“Protection of pheromones from decomposition is the key to effective insect mating disruption”. So we have invented a novel pheromone dispenser that utilizes a unique internal protection method. And... most important, we introduce a method to protect pheromone molecules from oxidation at or near the dispenser surface. This eliminates the “greasy” appearing **Free Radical Zones (FRZs)** seen on industry standards. Most molecules passing through these visible or invisible FRZs are decomposed to useless oxidation compounds via these free radicals (FRs). **And it gets worse!** Once initiated, the generated peroxides and **Free Radicals** accelerate the decomposition process by a chain reaction as FRs fragments speed around the zone. This is analogous to a nuclear chain reaction! Pheromone protection at or near the surface is critical, since pheromone molecules are relatively stable once they fully emerge into the atmosphere. “CIDETRAK® Dispensers were developed specifically for measured release and protection of pheromones and kairomones, with knowledge of the issues and metrics of decomposition clearly in mind”.*

### **Dr. Clive Henrick,**

*Vice President of Chemical Research, Trece Incorporated*

### **Dr. Henrick knows pheromones!**

*Formerly Director of Chemical Research at Zoecon® Corporation, he introduced the first large scale synthesis of orchard insect pheromones, invented the first commercial IGRs and many advanced Synthetic Pyrethroids. Dr. Henrick was instrumental in aiding Zoecon in the first global commercialization of pheromones for insect monitoring and control.*



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