

SMARTCAP™ TECHNOLOGY

High-performance microencapsulation options for more effective pest control.

SmartCap Technology from Whitmire Micro-Gen combines the latest in microencapsulation formulation science with proven active ingredients. SmartCap high-performance treatment options provide PMPs with greatly enhanced residual control and durability on porous surfaces, which in turn eliminates costly call backs.



The Whitmire Micro-Gen SmartCap family of products includes:

CY-KICK® CS
Controlled Release Cyfluthrin

PERMACAP® CS™
Controlled Release Permethrin

MICROCARE® 3% CS
Controlled Release Pyrethrins



THE SCIENCE BEHIND SMARTCAP TECHNOLOGY.

- The microcapsule shell is a polymer capsule that, when added to a droplet of oil containing the active ingredient, results in a powerful dose of killing power for target pests
- Millions of tiny microcapsules per ounce create a minefield of killing power for unsuspecting pests by blanketing any sprayed surface
- Once an exoskeleton of an insect contacts the microcapsule, the shell wall is designed to allow for the quick release of the active ingredient
- The size of the microcapsule was designed specifically to be less than 20 microns – the same size produced by the best ULV equipment – and allows the microcapsule to easily cling to the pest
- The polymer shell design of the microcapsule allows it to remain on top of surfaces, not binding to organic matter or being absorbed into porous surfaces

SMARTCAP TECHNOLOGY BENEFITS.

- **Extended residual control** – SmartCap Technology significantly enhances the residual life of products
- **Enhanced performance on porous and high-organic matter surfaces** – Microencapsulation effectively stands up to concrete, mulch and other surfaces as the polymer shell protects the active ingredient making it readily available to pests
- **Shortened contact time for pests** – Insects easily pick up the optimal sized SmartCap microcapsules, leading to the fast diffusion of the active ingredient into the exoskeleton of the pest
- **Lower mammalian toxicity** – The microcapsule is designed to release the active ingredient into the exoskeleton of insects – while reducing its exposure to mammals



THE WHITMIRE MICRO-GEN SMARTCAP FAMILY OF PRODUCTS.

CY-KICK® CS

Our flagship microencapsulated multi-use spray featuring cyfluthrin with broad spectrum killing power for the most demanding pest control situations.

- The multi-use insecticide that goes everywhere
- Delivers real 90-day residual control
 - Labeled for residential and commercial applications (including food handling)
- Effectively controls over 55 pests – the broadest insect spectrum of the SmartCap family of products
- **Designed for PMPs who:**
 - Need a 90-day residual for quarterly pest control
 - Need a single multi-use insecticide that goes everywhere
 - Desire a product that works equally well on all pests and all surfaces

PERMACAP CS™

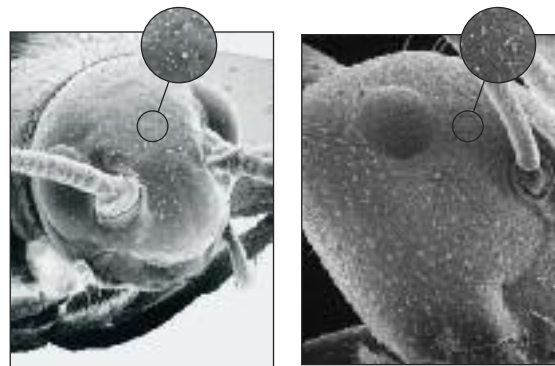
A microencapsulated, sprayable permethrin that outperforms EC and flowable permethrin and bifenthrin formulations.

- A general use permethrin spray with longer-lasting 30-60 day residual
 - Labeled for residential and commercial applications
- No food handling label
- Effectively controls 50 insects
- **Designed for PMPs who:**
 - Service monthly or bi-monthly pest accounts
 - Utilize permethrin/bifenthrin products and desire upgraded performance of microcapsules
 - Seek a great solution for effective, “cool season” insect control

MICROCARE® 3% CS

The only microencapsulated botanical-based general-use spray that extends the life of pyrethrum.

- An effective botanical product solution
- Offers 7- to 14-day residual control
 - Labeled for residential and commercial applications (including food handling)
- Effectively controls more than 50 insects
- **Designed for PMPs who:**
 - Require the low-impact benefit of pyrethrum
 - Desire a 7-14 day residual
 - Seek repellency effects of pyrethrum
 - Need the reduced plant phytotoxicity of a microcap



Electron microscope view of Cy-Kick CS microcapsules on a cricket (left) and a carpenter ant (right).

For complete details on SmartCap Technology and Whitmire Micro-Gen's complete line of pest control solutions, call 800-777-8570 or visit www.wmmg.com.