

6 MORE REASONS TO
CHOOSE



CELEBRATING OVER 25 YEARS OF RODENT CONTROL MADE EASY

HOME CHOICE

ADVANCED FORMULA KILLS RATS AND MICE. WITH 50% LESS POISON.*



1

NEW HOME CHOICE BAITS

The Big Cheese Home Choice range provides proven and effective control of rats and mice* using 50% less poison than previous formulations.

Along with clearer messaging, product colour-coding and easy-to-follow directions, this highly palatable multi-feed bait provides an ideal solution for first-time bait users, families and pet owners.

Always read the label.

The Big Cheese

ULTRA POWER

LIKE THE PROFESSIONALS USE



2

GUARANTEED EFFECTIVE FOR BIG PEST PROBLEMS

The Big Cheese Ultra Power range delivers proven and effective solutions that are guaranteed effective - JUST LIKE THE PROFESSIONALS USE.

Our on-pack pledge is "satisfaction guaranteed", reassuring end-users that high-performance Ultra Power products from The Big Cheese will deliver effective results every time!

POWERFUL snap and hold rodent traps.

Fast and highly effective

SINGLE-FEED BAIT.

PERFORMANCE TESTED

Mega-Sonic multi-speaker repellers.



The Big Cheese product range is designed with home-users in mind: an approachable brand, and easy-to-use products, with an ever-growing number of satisfied customers worldwide

From unbeatable OPP consumables to top-of-range Ultra Power SKUs, The Big Cheese is the one-stop rodent control range that delivers four, easily-understood and straight forward methods of control:

Catch & Kill: Conventional spring traps, ready-baited and easy to set. Suitable for use in most areas with powerful snap and hold.

Bait & Kill: Home Choice multi-feed bait, clearly labelled and colour-coded for easy bait-type selection. The range includes chew-thru sachets and damp-proof blocks for all-weather use.

Catch Alive: Safe for use around children and pets, these traps provide a humane, welfare-friendly alternative to lethal methods.

Repel: Proven electronic pest control that works 24/7. Plus a new selection of low-cost consumables designed to help defend homes from rodent infestations. Poison-free and safe for use around children.

Anti MOUSE™

3

DISCREET NEW GENERATION ULTRASONICS



MINI & MIGHTY

4

ENGAGING SHELF FIXTURES



5

UNBEATABLE VALUE!

Opening price points in every category of The Big Cheese range, delivering unbeatable value and driving repeat purchases.



6

READY-BAITED

Catch more mice and rats with our irresistible range of Fresh 'n Tasty™ ready baited traps.

Poison-free and proven to attract rodents with an increased catch rate compared to scented pedals and other attractants.

And don't worry if your cat or dog loves it too – it's safe for use around children and pets and won't cause them any harm.

Catch & Kill

Catch Alive

Bait & Kill

Repel

Rodent Control *Made Easy*



IN-SEASON MERCHANDISERS, ORDER NOW FOR IMMEDIATE DELIVERY

Drive extra sales in peak season with a wide range of consumer-focused displays.

<p>DSD011</p> 	<p>DSD015</p> 	<p>BDU073</p> 	<p>BDU070</p> 	<p>BDU069</p> 
<p>STV828FD</p> 	<p>STV147FD</p> 	<p>HOT005</p>  <p>HOT002</p> 		

GENUINELY INNOVATIVE



NOT JUST ANOTHER COPY-CAT PEST CONTROL RANGE DRESSED IN BLACK



1ST MARKET LEADING



For more information or to order, contact your local sales representative or call STV on **01953 881580**.

