

PRODUCT SUMMARY

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... improving world health.
SINCE 2003

InsulRepel® Rodent Repellent

INSULREPEL®

The rodent management technology that is proactive in preventing rodent damage

The InsulRepel® Technology

- The Wilpak Group has developed a Patented technology that increases the protection of valuable produce from rodents (animals and birds) while in transport or storage.
- InsulRepel® is an innovative technology that is added to our traditional range of thermal management and protective product materials, proactively repelling rodents and preventing damage.
- InsulRepel® is a natural product that is scientifically proven to be odourless and non-toxic, being safe to humans, animals and our environment, yet effectively unpleasant to rodents.



THE KNOWN RODENT PROBLEM

Extracts from the **Australian Pest Animal Strategy** published by The Australian Government, Department of the Environment and Energy 2007 state that:

“A pest animal is defined as any animal that has, or has the potential to have, an adverse economic, environmental or social/cultural impact”



“Methods used to control pest animals must be effective against species that adapt well to changing conditions ... should also pose few risks to non-target animals or other assets, cause minimal contamination of soil, crops and waterways, and satisfy animal welfare criteria.”

“The most useful pest animal control methods are: killing or removal (e.g. baiting, trapping or mustering); exclusion (e.g. fencing or netting); ...”

Past estimates rate the economic cost of rat damage in the US at \$19 billion/year; being many times greater than any other invasive animal species. (Pimentel, D., Lach, L., Zuniga, R. and Morrison, D. 2000. *Environmental and Economic Costs of Non-indigenous Species in the United States. BioScience 50:53-65.*)

A model considering rodent damage in the UK estimates the cost to the economy as being between £61.9m to £209m per year. (Battersby, S. 2004. *Public health policy – can there be an economic imperative? An examination of one such issue. Journal of Environmental Health Research, Vol:3, Iss:1*)

The Commercial and Domestic Risks Rodents Present

- Common rodents such as rats and mice carry and spread diseases to people and animals across the world, through direct bites and contaminating food and water with the faeces, urine and hair that they distribute when in contact with resources and environment.



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InsulRepel® Rodent Repellent

- Rodents are known for being persistent in living in storage areas, aggressive in gnawing through packaging and food containers, as well as damaging building infrastructure.
- Globally, rodents are the root cause of millions of dollars of damage and resource loss in the agriculture and food industries, also being the source of much common domestic sickness.

The Traditional Management of Rodents

- Traditional rodent exclusion mechanisms are often ineffective, as these physical barriers simply slow rodents down without deterring rodents from their continued efforts to attack food product.
- Traditional rodent baits are chemical based, composed from toxic poisons or rodenticides, which are harmful to other animals and humans, remaining in the environment post application.
- Unfortunately, even when baits are effective in eventually killing rodents, there is typically damage to food stocks and infrastructure prior to the removal of rodents being achieved.

WHY CONSIDER OUR NEW INSULREPEL® SOLUTION?

The Features and Benefits of InsulRepel®

- The InsulRepel® technology within our products engages the sensory response of rodents, smelling foul to rodents from a distance and tasting bitter if the rodent attempts to bite the material.
 - *InsulRepel® proactively deters rodents by making it unpleasant to be in the close vicinity.*
- The InsulRepel® technology is based on all-natural ingredients, making it non-poisonous, non-hazardous and non-toxic to animals and humans, with no environmental impact.
 - *InsulRepel® is safe for people, animals and our environment.*
- The InsulRepel® technology within our products has been scientifically proven to not transfer taste or odour to foods when used as protective packaging, being odourless and tasteless to humans (CSIRO case study, Report No. 2014072782)
 - *InsulRepel® packaging does not affect the taste or smell of food products that it protects.*

Websites of interest

Domestic

- [Government of South Australia, SA Health - Rats and mice - prevention and control](#)
- [Government of Western Australia, Department of Health - Protect your health – keep rats under control](#)

Commercial

- [The Australian Government, Department of the Environment and Energy - Australian Pest Animal Strategy](#)
- [The Australian Government, Australian Centre for International Agricultural Research - Rats, mice and people: rodent biology and management](#)

