



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Registration Division (7505P)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

91879-1

Date of Issuance:

9/28/18

NOTICE OF PESTICIDE:

☒ Registration
☐ Reregistration
(under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

PIRK

Name and Address of Registrant (include ZIP Code):

Novel Textiles & Treatments LLC
825 Third Ave., 18th Floor
New York, NY 10022

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Catherine Aubee, Chief
Invertebrate-Vertebrate Branch 1, Registration Division (7505P)

Date:

9/28/18

2. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 91879-1.”
3. Submit one copy of the revised final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSF:

- Basic CSF dated 11/21/2016

If you have any questions, please contact Jennifer Gaines at 703-305-5967 or via email at gaines.jennifer@epa.gov.

Enclosure

(Note to Reviewer: [bracketed text] is optional or alternate wording; (parenthetical text) is informational.)

(MASTER LABEL)

PIRK

ACCEPTED

09/28/2018

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under
EPA Reg. No.

91879-1

(Alternate Brand Names: Personal Insect-Killer, Personal Insect Killer, Personal Insect Killer Kit, Personal Insect Ridding Kit, Portable Insect Killer, Portable Insect Killer Kit, Portable Insect Ridder Kit, Portable Insect Ridding Kit, Personal Insect Ridder and Killer, Portable Insect Ridder and Killer)

For Indoor or Portable Enclosed Structure Use Only

Active Ingredient

Transfluthrin* (w/w).....15.6%

Other Ingredients.....84.4%

TOTAL.....100.0%

*Contains 1.5 grams of Bayoethrin®, Bayer Corporation brand of Transfluthrin

KEEP OUT OF REACH OF CHILDREN

CAUTION

See [back] [other] [side] [panel] [package insert] [outer carton] [outer box] for [First Aid]
[Precautionary Statements] [and] [Directions for Use].

Manufactured [by] [for]
Novel Textiles & Treatments LLC
825 Third Avenue, 18th Floor
New York, NY 10022

EPA Reg. No. 91879-X
EPA Est. No.

Net Weight:

[Lot or Batch Code or No.:] (Note to reviewer – the lot or batch number may appear on the labeling
or stamped/printed directly on the container packaging.)

FIRST AID

(Note to reviewer – First Aid statements may be boxed or unboxed depending on container label space.)

If Inhaled:

Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center or doctor for further treatment advice.

Have the product container or label with you when calling a poison control center or doctor or going for treatment. You may also contact 1-800-222-1222 for emergency medical treatment information.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals. Caution. Harmful if inhaled. Avoid breathing vapor. Remove and wash contaminated clothing before reuse.

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

Product Information

[The PIRK] [This product] will provide continuous protection [killing action] against the target pests for up to 21 days and is most effective in closed areas measuring 8' x 11' x 12'. For larger areas to be protected, multiple devices may be required. Once the package is opened, [this product] [the PIRK] emits Transfluthrin, an insecticidal product that creates a vapor field that will kill mosquitoes, stable flies, and sand flies. After an initial 2 hour diffusion period, this device will achieve knockdown of mosquitoes and sand flies within 2 hours of exposure. Use this product in the following areas: tents, stables, recreational vehicles, campers, port-a-potties, garages, and kennels. Not for use in farm structures or buildings housing food-producing animals or poultry.

Installation Instructions

Remove [product] [PIRK] from the packaging, avoid touching the treated surface. Retain packaging for product storage between treatment locations and for product disposal. The device is ready to use! Hang from the [loop] [ceiling hook] [using self-adhesive string] [enclosed] or place on a table out of the reach of children. Use no more than one product per [8' x 11' x 12'] [30 cubic meters] [1,060 cubic feet] space. In approximately 2 hours, the active ingredient will diffuse into the treated area. Hang product approximately 5 feet above the floor. Device must be deployed continuously for maximum effectiveness.

STORAGE AND DISPOSAL

STORAGE: Store product in a cool, dry area in its original sealed packaging until needed for use.

PESTICIDE DISPOSAL: Once product is depleted, return to original packaging, re-close and place in trash.

[Warranty Statement]

[Conditions of Sale:

Novel Textiles & Treatments LLC (and seller) offer(s) this product for sale subject to, and buyer and all users are deemed to have accepted, the following conditions of sale and warranty which may only be varied by written agreement of a duly authorized representative of Novel Textiles & Treatments LLC.]

[Warranty Limitation:

Novel Textiles & Treatments LLC warrants that this product conforms to the chemical description in the directions for use on the label subject to the inherent risks referred to below. Novel Textiles & Treatments LLC makes no other express warranties. To the extent consistent with applicable law, THERE IS NO IMPLIED WARRANTY OF MERCHANTABILITY and there are no warranties which extend beyond the description of the label hereof.

Inherent Risks: The directions for use of this product are believed to be reliable and should be followed carefully. However, it is impossible to eliminate all risks associated with use. To the extent consistent with applicable law, buyer assumes all risks associated with use or application of this product contrary to label instructions.]

[Limitation of Liability:

To the extent permitted by law, Novel Textiles & Treatments LLC shall not be liable for special, indirect, or consequential damages resulting from the use or handling of this product and no claim of any kind shall be greater in amount than the purchase price of the product in respect to which such damages are claimed.]

Optional Marketing Statements and Claims

- Kills mosquitoes that may [carry] [transmit] [West Nile Virus] [Zika Virus] [Chikungunya] [Dengue Fever]
- Kills sand flies, that may carry Leishmaniasis
- Kills [sand flies] [and] [stable flies]
- Knocks down [mosquitoes], [sand flies] within 2 hours of exposure
- Knocks down sand flies, that may carry Leishmaniasis within 2 hours of exposure
- Knocks down mosquitoes that may [carry] [transmit] [West Nile Virus] [Zika Virus] [Chikungunya] [Dengue Fever]
- For use to [knockdown] and [kill] mosquitoes for up to 21 days in the following areas: tents, stables, recreational vehicles, campers, port-a-potties, garages, and kennels
- Innovative new technology kills mosquitoes for up to 21 days
- Kills mosquitoes for up to 21 days
- Kill mosquitoes that may carry the Zika virus
- Kills mosquitoes that may carry West Nile Virus
- Kills mosquitoes that may carry Dengue Fever
- Protects an [8' x 11' x 12'] [30 cubic meters] [1060 cubic feet] area from [and kills] mosquitoes, stable flies, and sand flies up to 21 days
- Unlike a spray, crème or lotion
- Kills mosquitoes, stable flies, and sand flies
- No more [burning], [smoke], [smelly sprays] and [coils] or [candles]
- Simply place PIRK in a listed area to be protected, open and hang approximately 5 feet from the floor

(Note to Reviewer: [bracketed text] is optional or alternate wording; (parenthetical text) is informational.)

- Just open and hang approximately 5 feet from the floor for protection in listed areas
- For mosquito protection in tents, stables, recreational vehicles, campers, port-a-potties, garages, and kennels
- Works automatically – no need for electricity, heat or burning
- Does not require outside heat or energy to activate
- Odorless. Operates silently.
- No spraying required
- Small and portable
- Disposable
- No open flame or heat
- No contact with skin or clothing
- Easy to use
- Takes less than a minute to set up
- Use in your tent or RV
- No energy required, great for campers
- Great for stables and kennels
- Protects stables and kennels from biting flies
- Can be used in garages, tents, and campers
- Lightweight and compact
- Packaged [or] [stored] product fits in a small bag or backpack
- Automatically emits transfluthrin vapor to knockdown and kill mosquitoes
- Easy to open and hang
- Easy to deploy
- One device protects a maximum area of 30 cubic meters/1060 cubic feet
- Provides continuous protection for a 30 cubic meter closed area from biting mosquitoes for up to 21 days
- Images of listed target pests
- Image of mosquito with line through it (for illustration purposes only)

