

Slug and Snail

Description:

- Slug and Snail killers come as pellets:

- Pellets: Blitzem Snail & Slug Pellets 500g & 1kg,
 15g/kg Metaldehyde
 Cereal based
 Mould resistant
 Biodegradable
 Bitter taste to deter pets

- Baysol 250g & 450g,
 20g/kg Methiocarb
 Biodegradable
 Blue colour to repel birds
 Can use in wet conditions
 1 Pellet can kill up to 30 snails

Uses:

- Apply when slugs and snails are most prevalent – cool moist conditions
- Apply to new plantings of flower and vege seedlings
- Apply around bulbs and perennials as new growth appears
- Apply around plants such as Hostas and Arthropodiums
- Apply sparingly, about every 7-10 days
- Do not heap up – this attracts pets
- Baysol is not affected by rain and will remain effective in wet conditions
- Blitzem will need repeat applications after rain.

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Requirements:

- Apply small amounts often
- Effectiveness is reduced after heavy rain or watering
- Repeat applications regularly

Season of availability:

- All year round
- Main demand and period of use is spring / summer and again in autumn

Suppliers: (List your preferred suppliers here)

Yates Australia Ltd	

Merchandising:

- In the Pest Control area
- On shelves multi-faced and vertically blocked
- In dump bins in Hot spots and high traffic areas in season

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Point of sale signs:

<p>Slug Repellent</p> <ul style="list-style-type: none"> ➤ Easy to use ➤ Easy to store ➤ Safe around kids and pets <p>5.95</p>	<p>No More Snails!</p> <p>Slug Killer</p> <ul style="list-style-type: none"> ➤ Effective ➤ Easy to use ➤ Economical <p>5.95</p>	<p>No More Slugs And Snails!</p>
		<p>I'm death To Slugs & Snails</p>

Features	Benefits
Pellet	Easy to use and see where it has been applied
Ready to use	Easy to apply
Shaker pack	No need to touch the product
Bitter taste	Unattractive to pets
Baysol can be used in wet	Affective and economical

Link sales products:

- This product itself is a link sell for most plants.

Promotion:

- Choose the right time – peak planting time and when slugs and snail are prevalent
- Have a significant quantity of stock
- Merchandise it in a very prominent place – ‘hot spot’
- Have at least two A4 signs all double sided on each location.

Advertising Key Points:

- When advertising (communicating) it is desirable to use an ‘End Use’ as much as possible.
- Ideally the Slug Killer promotion should have a deal (Hot Price offer) of some sort, perhaps on one size of one popular type
- Keep advertisements clear and simple. Do not use nursery jargon or names and terms customers do not understand.