

bitter 

POWERFUL PROTECTION FROM RATS

Need for Rat Repellent

Rats are rodents, and all rodents gnaw. Their teeth continually grow, so like a cat has to continually scratch its claws, or just as you clip your fingernails, a rat gnaws in order to keep its teeth in check.

- They'll find their way in under the car hood or through the air duct
- They leave a urine trail so that they can find their way home when they leave.
- A mouse couple can create 15,000 babies, grandbabies, and great-grandbabies in one year — in your car's back seat
- Mice and rats manicuring their teeth can destroy a vehicle or entire wiring harness or computer system overnight.



Why should you use bitterR?

bitterR is one of the most non-messy application sprays which has a proven record of giving a scientific solution that inflicts a powerful TASTE to rodent mouth & prevents them from chewing.

WHERE TO USE?

Use bitterR in Cars, bikes, warehouses, AC ducts, false ceilings, data center, shops or offices, cables, wires, rubber grommets, hoses, plastic parts, rubber pipes, and molded parts.

Does not require registration as this is non-killing, non-poisonous and not an insecticide.





Need for a user friendly product for various application areas

- Vehicles – Cars, bikes, trucks & buses
- Use in homes
 - Home computers
 - Washing Machine
 - Electric wires
- Data center – computer cables
- Warehouses
- Restaurants

RATS MENACE AT FACTORIES!

Problem

Rats nest in large warehouses/data centre/factory in hard to access areas and chew wires which impact functioning of the unit and create a safety hazard.

Customer Need

A way to continuously protect critical wiring and equipment from attack of rats and save costs due to operational downtime.

Solution

Introducing *bitteR*, a non-toxic spray which can be easily applied on most surfaces to prevent from rat chewing.

PROVIDES UP TO 60 DAYS PROTECTION



RAT MENACE AT HOME

Problem

Rat enter homes through window, bathroom pipes and chew on wires of appliances apart from food.

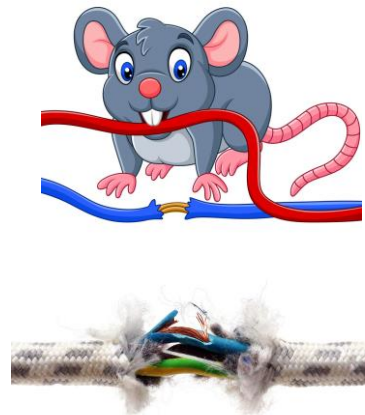
This is a regular problem as more rats keep coming again and again even if killed.



Consumer Need

A way to continuously protect home appliances and block entry point from rat who keep coming back.

Worried of harmful pesticides/poison usage at home with Kids and Pets



Solution

Introducing *bitteR*, a non-toxic spray which can be easily applied to protect appliances and entry points.

PROVIDES UP TO 60 DAYS PROTECTION



RAT MENACE IN VEHICLES!

Problem

Rat chews engine parts, electrical wires in car/bikes. This leads to a huge repair bill every time.

This is a regular problem as more rats keep coming again and again even if killed.

Consumer Need

A way to continuously protect their car and home appliances from rat attacks which keep coming back.

Worried of harmful pesticides/poison usage at home with Kids and pets

Solution

Introducing *bitteR*, a non-toxic spray which can be easily applied on most surfaces to prevent from rat chewing.

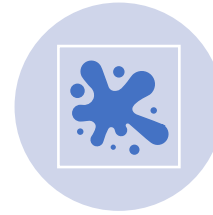
PROVIDES UP TO 60 DAYS PROTECTION



Features



XTREME BITTER



bitterR uses a proven, extreme bitter formulation, in an easy-to-spray form.



ECO FRIENDLY, SAFE & Self-Help product



bitterR does not use any organic solvents. It's an eco-safe product, completely safe for humans and repels rats without harming them

Features



EASY APPLICATION

The 360-degree spray allows easy application. The spray sticks to most surfaces, does not run and minimizes wastage with maximum advantage.



ODOURLESS & LASTING

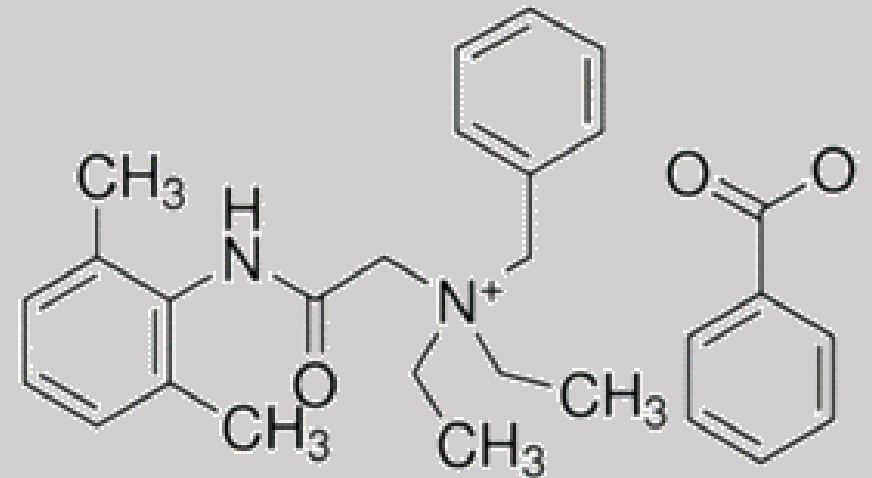
bitterR is odorless and can be applied in closed or open spaces. A double coat lasts 2 months in effectivity and potency.

ACTIVE INGREDIENT

- **Denatonium Benzoate**

CAS# 3734-33-6

- Denatonium Benzoate is rated as the world's most bitter substance. It is a Bitterant!
- The bitterness of Denatonium Benzoate is perceptible to taste buds in low concentrations.
- It is non-toxic, inert ingredient that does not affect the performance of the finished product.
- It is non-poisonous and has no effects on humans except for a bitter taste
- HS CODE:29232090



MANUFACTURING

- Dedicated plant in Vapi, Gujarat
- One of the largest manufacturing capacity for this product in India
- Plant is ISO 9001, ISO 14001:2015 & ISO 45001:2018

- Product being exported to several countries including USA & Europe
- Product is REACH registered



INGREDIENT

Denatonium Benzoate

– 1% w/v aqueous base formulation

Performance additives



bitterR – A safe & effective solution against Rats!



How it Works:

bitterR contains one of the bitterest solution in the world. Hence, when a rat attempts to chew the surface coated with *bitterR*, it gets a bitter shock in its mouth.

So, rats stay away from such areas.

How to Apply:

STEP 1 - Wear hand gloves & mask

STEP 2 - Shake the can well

STEP 3 - Spray on surface from 10 cm distance

STEP 4 – Let it dry and apply a double coat

YouTube link -

<https://www.youtube.com/watch?v=OCkA6qd9XQw>

Website –

www.bitter-rat.com

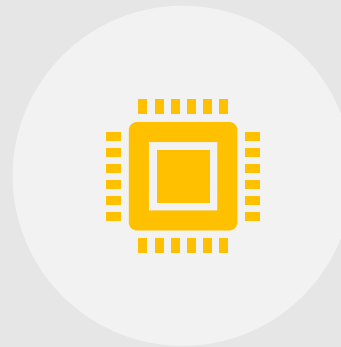
Application Scenarios



FOOD & PHARMA INDUSTRY



AVIATION INDUSTRY



SOFTWARE / IT INDUSTRY



HOSPITALITY / OFFICE /
COMMERCIAL COMPLEX / MALLS

Food & Pharma Industry: where to apply

- bitterR to be applied on **Electrical Power Cables** to prevent rats chewing it and so to avoid power failure
- Spray on the Cables originating from the generator room, Electrical Bus-Bar & Panels till it enters the plant structure.
- Spray on the cable or AC ducts in the warehouse or storage area. Make sure the AC is off while spraying and for atleast an hour after.
- Spray around the area where food garbage or waste is kept



Food & Pharma Industry: DO's and Don't

Do's

- Clean the cables with a duster cloth to remove the dust before you apply
- Clean any grease / oily deposition.
- Apply uniformly to all surfaces of the cables / wires - big or small
- Keep the panel room close for atleast 2 hr.
- Ventilate the panel room before entering the place

Don't

- While spraying bitter the generator has to be switched off
- The Electrical Panel room must be kept open before spraying to prevent any built-up of droplet suspension of the product in the enclose panel room
- Do not use it within the food / Pharma processing areas Like RM store, Production areas, FG store, PG store, Canteens.
- Do not spray while the common AC is on. Make sure to switch it off.

Aviation Industry: Where to apply

The health of electrical wires is very critical in an Aircraft.

Any damage to even the thinnest wire can be Fatal to the Aircraft in flights, incurring massive damage of crores of Rupees and hundreds of lives.



Aviation Industry : DO's and Don't

Do's

- Clean the cables with a duster cloth to remove the dust if present before you apply
- Clean any grease / oil deposition
- Apply uniformly to all surfaces of the electrical cables / wires - big or small throughout the aircraft
- Spray on the control cables of the aircraft running thru the length of the aircraft.
- Keep the cargo doors open while applying spray
- After applying bitterR to wires behind the panels in the passenger areas, aerate the aircraft well before fixing the panels
- Ventilate the aircraft for atleast 2 hrs
- Apply bitterR when aircraft is in open in the Hanger / Tarmac.

Don't

- Don't apply bitterR just before or during flight
- Don't apply bitterR when the Aircraft maintenance work is going on.
- Don't apply bitterR within the Passenger cabin and the cockpit.
- Don't apply near the food serving area or food storage area if possible.

Software / IT Industry: where to apply

- bitteR is to be applied on the Electrical power cables and Server wires to prevent power failure or IT System failure
- Spray on the cables originating from the Generation room, Electrical Bus-Bar, Panels, Server rooms and AC ducts.



Software / IT Industry : DO's and Don't

Do's

- Clean the Cables with a Duster cloth to remove the dust before you apply
- Clean any grease / Oily deposition.
- Apply Uniformly to all surfaces of the cables / Wires - Big or small
- Switch off the central A/C to prevent the Air suspension entering the Air circulation.
- Keep the Panel room / Server room closed for atleast 2 hrs
- Ventilate the Panel room / Server room before entering the place
- Spray bitterR on an off day so that all Internal wires are treated where the rodent activity is noticed.

Don't

- While spraying bitterR the generator has to be switched off.
- The Electrical panel room / Server rooms to be kept open before spraying to prevent any built-up of droplet suspension of the product in the enclose panel room
- Do not use it within the office premises on a working day

Hotels / Office Complex / Commercial Complex / Malls

- bitterR is to be applied on the Electrical power cables and server wires to prevent and power failure or IT System failure.
- bitterR can be applied in the AC ducts and AC cables running within the complex or building.
- Spray on the cables originating from the Generation room , Electrical Bus-Bar, Panels, Server rooms and AC ducts
- Spray in the garbage areas of all these buildings and also in the loading area



Hotels / Office complex / Commercial Complex / Malls

Do's

- Clean the Cables with a Duster cloth to remove the dust before you apply
- Clean any grease / Oily deposition.
- Apply Uniformly to all surfaces of the cables / Wires - Big or small
- Switch off the Central A/C to prevent the Air suspension entering the Air circulation.
- Keep the Panel room / Server room close for at least 2 hrs
- Ventilate the Panel room / Server room before entering the place
- Spray bitterR on an off day so that all Internal wires are treated where the rodent activities noticed.

Don't

- While spraying bitterR the generator has to be switched off.
- The Electrical panel room / Server rooms to be kept open before spraying to prevent any built-up of droplet suspension of the product in the enclose panel room
- Do not use it within the office / commercial premises on a working day
- Do not spray directly on any food items or food preparation area in the building.