

# Threat or Opportunity for the Insecticide Business?

## European Biocidal Products Directive 98/8/EC

Many aerosol companies in Europe produce insecticides for Household Use, against mosquitoes, houseflies, cockroaches, and other flying and crawling insects. The European Community wanted to control as much as possible the use of Active Ingredients and the placing on the market of these

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actives. Consequently the European Biocidal Products Directive 98/8/EC came into force several years ago. Most companies look at this Directive with great concern, but with the support of the manufacturers it can be considered as an opportunity. An opportunity for companies to develop efficient, more environmental friendly formulations, which are attractive for consumers.

One of the consequences of the Directive is that the number of insecticides will be reduced. Various actives are not defended, and will therefore be banned from the European market. This means that in future companies will have a limited choice between active ingredients. Therefore, aerosol companies should keep in mind that their today's choice of actives is important in the long term future strategy of their company.

All the current active ingredients are divided into 23 different product types. Product Type 18, Insecticides, is by far the most important product category for the Aerosol Household Insecticide business. A selection of the most common insecticides is discussed in more detail below.

Knock-down agents like Bio-Allethrin and Esbiol, effective against mosquitoes, will be banned out of the market in Europe during 2008. d-Trans Allethrin 75/25, which is supported for Biocidal Products Directive 98/8/EC, is a good replacement in most aerosols. Other supported Pyrethroids like Prallethrin, d-Phenothrin, Tetramethrin and d-Allethrin are known as being very effective against different flying and crawling insects, depending on usage and formulation. If companies are looking for a more natural product, they can choose for Pyrethrum Pale Extract, which is made out of Chrysanthemum Flowers. This is a well-known and very effective active against crawling and flying insects, with both knock-down and killing effect.

Permethrin is defended by the Biocidal Products Directive 98/8/EC and will become a very important compound in the future. Known for its long lasting and strong killing effect, it is very effective against crawling and flying insects. Therefore it is widely used

in aerosols and as well in ant powders. Furthermore, it is less toxic and less irritant than Cypermethrin.

Piperonyl Butoxide is a well-known synergist, traditionally produced from Sassafras Oil extracted from the wood of the Sassafras tree. Due to environmental concerns, the cutting of these trees is banned by most countries. Therefore, Endura Spa (Italy) developed an innovative process that allows the production of Piperonyl Butoxide starting from a chemical compound. Piperonyl Butoxide, when used together with the above mentioned active ingredients, can increase both knock-down and killing effect of the product. Piperonyl Butoxide has good solvency properties, which facilitates the preparation of insecticide formulations.

The introduction of the Biocidal Products Directive 98/8/EC is a challenge for manufacturers of the active ingredients to get the dossiers completed and approved, as well as for the aerosol producers in choosing the right actives for the future.

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