



# *Optiroll* blue

Integrated solutions that deliver results



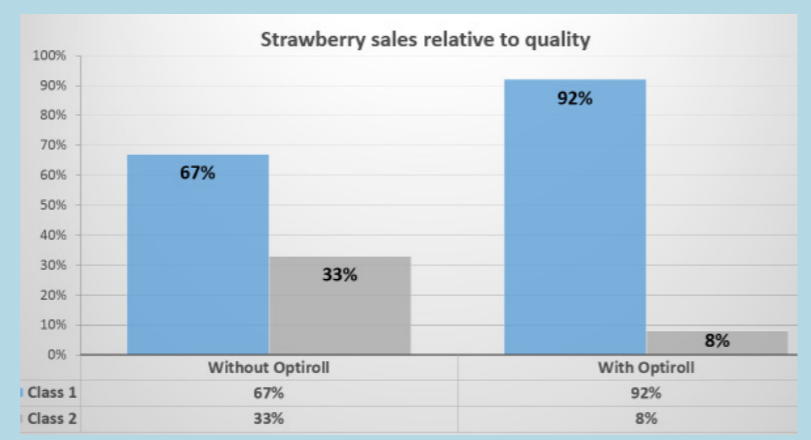
“The cost of the programme is less than one weeks’ loss of production”



# INTEGRATED THRIPS SOLUTION THAT DELIVERS RESULTS

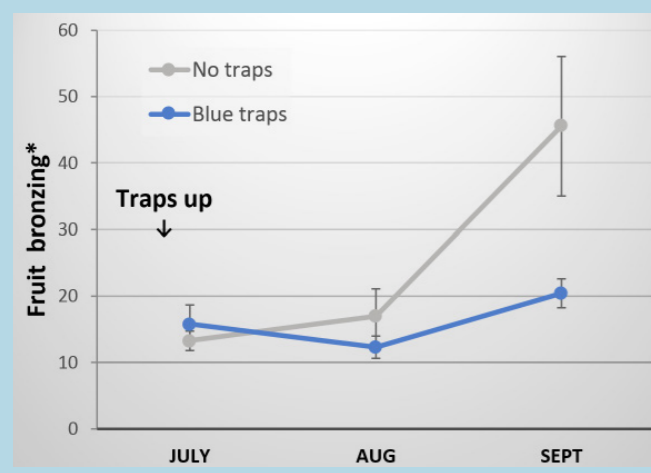
## Combining Predatory Mites & Optiroll Special Blue Sticky Traps

Four years of large scale trials combining the application of natural enemies (mainly the predatory mite *Neoseiulus cucumeris*) and Optiroll special Blue sticky rolls have proved highly effective in bringing Western Flower Thrips under control.



The integration of Optiroll Blue into an existing management programme increased the marketed Class 1 strawberry from 67% to 92% while reducing Class 2 from 33% to 8%.<sup>(1)</sup>

The combined use provides a robust control system, consistently giving better thrips control than either method alone. The predatory mites feed on thrips larvae, while the traps catch adult thrips, giving growers a holistic solution that is proven to deliver results and increase financial return with the added benefit of reducing pesticide use.

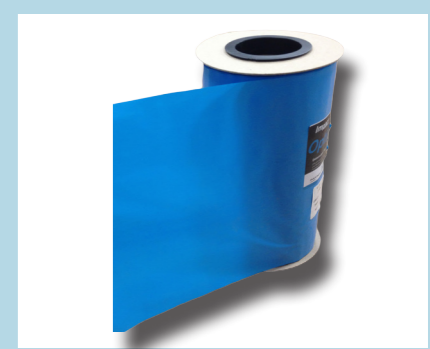


Strawberry fruit bronzing (numbers of seeds surrounded by bronzing\*) in plots with and without Russell IPM blue Optiroll traps.<sup>(1)</sup>

### What do the growers say?

“Combining predators with traps has been very successful in controlling thrips. We have had no crop loss due to thrips in newly planted fields and minimal loss at the end of the season on a replanted 2nd year field. The cost of the programme is less than one weeks’ loss of production”.

“After taking part in farm trials testing the blue Optiroll from Russell IPM in 2012, I have used the traps routinely on everbearer strawberries. Using the rolls, in conjunction with programmed applications of *N. cucumeris* throughout the season, has resulted in no fruit being lost to WFT damage.”



**Farmers were pleased to find that the Optiroll blue traps, which are selectively attractive to western flower thrips, integrated well with the natural enemies being released in strawberries and that bumblebee pollination was not affected by the traps.**

(1) Reference: Sampson C, Kirk WDJ (2013) PLOS ONE 8(11): 80787. Figures and statements are based on the application of Optiroll blue, between all tunnels from first flowering, in integration with programmed releases of predatory mites in strawberry grown in semi-protected tunnels and careful selection of a pesticide programme that was compatible with the predatory mites.

The Optiroll product family is the subject of further research and development projects in the Knowledge Transfer Partnership, engaging Dr Clare Sampson and Dr William Kirk of Keele University. The project aims to further improve the performance of the sticky traps through the incorporation of visual stimulants and semiochemicals.



### Optiroll Blue

PCT-OPTIROLL-B	30cm x 100 m	Thrips
PCT-DEMIROLL-B	15 cm x 100 m	Thrips

### Optiroll Yellow

PCT-OPTIROLL-Y	30cm x 100 m	Whitefly & Aphids
PCT-DEMIROLL-Y	15 cm x 100 m	Whitefly & Aphids

### Optiroll Super Blue

PCT-OPTI-S30-B	30cm x 100 m	Thrips
PCT-OPTI-S15-B	15 cm x 100 m	Thrips

### Optiroll Super Yellow

PCT-OPTI-S30-Y	30cm x 100 m	Whitefly & Aphids
PCT-OPTI-S15-Y	15 cm x 100 m	Whitefly & Aphids

### Optiroll Super Plus Blue

PCT-OPTI-SPT30-B	30cm x 100 m	Thrips
PCT-OPTI-SPT15-B	15 cm x 100 m	Thrips

### Optiroll Super Plus Yellow

PCT-OPTI-SPT30-Y	30cm x 100 m	Whitefly & Aphids
PCT-OPTI-SPT15-Y	15 cm x 100 m	Whitefly & Aphids

### Optiroll Super Plus White

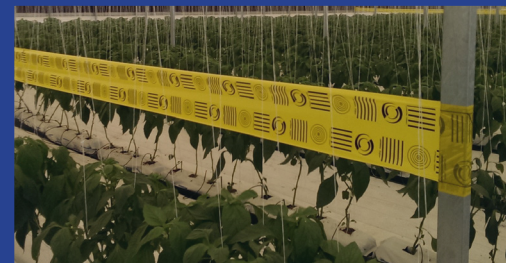
PCT-OPTI-SPT30-W	30cm x 100 m	Whitefly, Aphids & Thrips
PCT-OPTI-SPT15-W	15 cm x 100 m	Whitefly, Aphids & Thrips

### Impact Blue

PCT-BGB-1024-2	10cm x 25 cm	Thrips
PCT-BGB-2024-2	20 cm x 25 cm	Thrips
PCT-BGB-4024-2	40 cm x 25 cm	Thrips

### Impact Yellow

PCT-YGB-1024-2	10cm x 25 cm	Whitefly & Aphids
PCT-YGB-2024-2	20 cm x 25 cm	Whitefly & Aphids
PCT-YGB-4024-2	40 cm x 25 cm	Whitefly & Aphids



Russell IPM is a leading manufacturer of insect monitoring and control systems in the UK. The company's key expertise lies within insect behaviour-modifying systems and biorational pest management. With a core focus on R&D, Russell IPM is able to develop the most promising technology for growers across the globe. Through collaborations with various academic and commercial institutions, we are able to develop a smarter and more environmentally sensitive way of managing pests in key agricultural sectors.

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