



## Black Flag® Brand Helps Consumers Take Back the Backyard

05/30/17

### Dual-action lawn insect killer plus fungus control takes the guesswork out of yardwork

ST. LOUIS, May 30, 2017 /PRNewswire/ -- In the battle against indoor/outdoor pests, it's every person for themselves – and do-it-yourself homeowners trust Black Flag® pest solutions to get the job done right and take no prisoners. Now Black Flag® brand is taking that down-and-dirty, no-nonsense attitude to the backyard with its new lawn insect killers plus added fungus control – powerful formulas designed to take the guesswork out of yardwork.

Your lawn has many enemies. But you only need one ally: **Black Flag® Lawn Insect Killer Plus Fungus Control** products combine the quick, decisive insect control that consumers trust from Black Flag® products with lawn fungus control to give homeowners the upper hand against brown spots in their yards. It's clear to consumers when they have lawn damage, but they often don't know the cause. Now they can stop guessing and start treating: Black Flag® Extreme Lawn Insect Killer Plus Fungus Control products are packed with a powerful punch to both make short work of harmful lawn bugs – like ants, armyworms, crickets and fleas – and prevent and control major lawn diseases as listed on the label, including brown patch, dollar spot and powdery mildew.

The new lawn insect/disease solutions are the latest in a long line of game-changing innovations from the Black Flag® brand, which has helped homeowners defend their domains against invading bugs for decades.

"The best defense against home pests is a good offense, and we're constantly looking for new ways to give consumers the upper hand," said John Pailthorp, Vice President of Marketing for the Spectrum Brands – Pet, Home & Garden Division, maker of Black Flag® products. "We can't do the lawn work for you, but our new combination products help make it quick and painless."

Black Flag® Extreme Lawn Insect Killer Plus Fungus Control products – available in granular, concentrate and ready-to-spray concentrate formulas – can be found at The Home Depot and Meijer stores.

#### **About Black Flag® Brand**

Black Flag® products don't mess around. Our indoor/outdoor pest arsenal has been arming homeowners in the battle against invading bugs for decades. With quick, decisive formulas that act fast and never back down, Black Flag insect and rodent controls get the job done and take no prisoners. Let it Fly. For more information, visit [www.blackflag.com](http://www.blackflag.com).

#### **About Spectrum Brands Holdings**

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents and auto care products. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

#### **Media Contact:**

Connie Caldwell  
Spectrum Brands – Pet, Home & Garden Division  
[connie.caldwell@spectrumbrands.com](mailto:connie.caldwell@spectrumbrands.com)  
314-683-2460

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/black-flag-brand-helps-consumers-take-back-the-backyard-300465433.html>

SOURCE Spectrum Brands - Pet, Home & Garden Division