



2024 Range Presenter

goodnature[®]

Certified

Corporation


NEW ZEALAND.COM
Licence No.100901

Goodnature was born in the New Zealand forest almost two decades ago. Since then we've killed over 22 million pests in forests, farms and backyards around the world.

2005

The very first prototype of the Goodnature A24 trap is deployed into the the New Zealand bush, targeting stoats and rats.



2018

A18 Grey Squirrel trap released in the UK, giving landowners and farmers a toxin-free alternative for invasive grey squirrel control



2019

The Goodnature A24 trap gets an intelligent upgrade with the Goodnature app and Smart Cap, goes backyard-friendly with our new Trap Stand.



2023

Professional Trap Kit launched for pest control operators wanting to control rats and mice in high-risk and high-traffic locations, without toxins.



2024

Our new Mouse Trap, designed for indoor domestic use, is launched to the world.



Two decades later, we're just as committed to our four pest control principles. We call them the good in Goodnature and they make our traps a game-changer for pests, people and the planet.



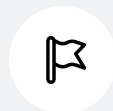
Zero Toxins

We've designed our traps to be just as set-and-forget as a box of bait - without the nasty side effects on pets, kids or mother nature.



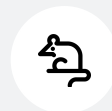
Low Maintenance

No snapped fingers here. Our traps reset themselves, killing the one pest you've seen, then resetting to take care of the rest.



Built To Last

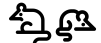
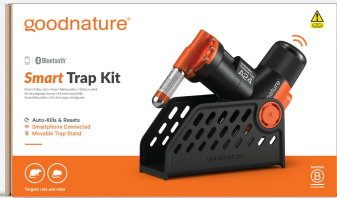
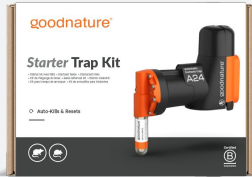
Every Goodnature trap is made from high-quality materials in New Zealand, and designed to be a pleasure to use - and deadly to pests - for years to come.



Totally Humane

All of our traps come with an A-Class Humane rating from NAWAC, one of the world's toughest animal welfare advisors.

Revolutionary rat, mouse & squirrel traps for farm, forest, backyard and home.



Kills Rats & Mice

24

Kills per charge



Not Bluetooth
Connected



Outdoor Use Only



Kills Rats & Mice

24

Kills per charge



Bluetooth
Connected



Indoor & Outdoor Use



Kills Rats & Mice

24

Kills per charge



Bluetooth
Connected



Indoor & Outdoor Use



Kills Grey Squirrels

18

Kills per charge



Not Bluetooth
Connected



Outdoor Use Only



Kills Mice

100

Kills per charge



Bluetooth
Connected



Indoor Use Only



“Easy And Effective. Simple, easy to setup and effective. Worth every penny.”

– Adrian T. VIC, Australia



“A18 is a hit in our neighborhood. the Squirrels would torment the dogs to no end. Within 2 weeks we took care of 10 and 4 rats [bonus]”

– Lynn J. Heffelfinger, United States



“It Took Time But It Works!”

– Anthony D. NSW, Australia



“6 in 4 Days and counting! This things works great. I installed this on a Tuesday at 5:45pm. When I got home the next day after work, BAM I had 2 bodies laid out under the tree. I relocated them for the wildlife to feast (and they did). [...] When I came home from work on Friday, BAM I had 3 bodies under my tree. I relocated the bodies and baited again. Saturday I went out to my yard around noon and found another one.”

– Marcelle Bournes, United States



“21 kills over the three [units] with a kill streak of six in one night over two traps. Found the unit with Bluetooth useful in our ceiling space due to limited access, I only need to clear it when a kill is notified”

– Victoria H. AUK, New Zealand



“OMG they work. So far 2 adults and lost count of youngsters. I am buying 2 more one for barn one for house. Lots more bait and canisters.”

– Amazon customer, United States



“A Better Way To Eliminate Rodents. Happy to not be using poison and glad for a very humane way of getting rid of pesty rodents. Pretty easy to set up and gotten good results. Got rid of three the first time I used it!!”

– Jill P NSW, Australia

goodnature[®]
**Rat & Mouse
Starter Trap**



This bang-for-buck rodent trap has everything you need to kill rats and mice outdoors for years, without any extra bells and whistles.



Rat & Mouse Trap



Trap Mount



2 x Co2 Canisters



Trap Cap



Lure Basket



Kills Rats
& Mice

100%

Toxin
Free



Outdoor
Use Only

24

Kills
per charge



Not Bluetooth
Connected

0

Months Lure
Included

goodnature® Rat & Mouse Smart Trap



This deploy-anywhere rodent trap will let you know when it's killed a rat or mouse, then keep resetting and refilling itself to kill the rest.



Rat & Mouse Trap



Trap Stand & Mount



1 x Co2 Canister



Automatic Paste Pump



Smart Cap



Kills Rats
& Mice

100%

Toxin
Free



Indoor &
Outdoor Use

24

Kills
per charge



Bluetooth
Connected

6

Months Lure
Included

goodnature[®] Rat & Mouse Professional Trap



This lockable rodent trap kills rats and mice for years, resetting and refilling itself while keeping everything out of reach and out of sight.



Rat & Mouse Trap



Trap Mount



Lockable Trap Box



2 x Co2 Canisters



2 x Automatic Paste Pumps



Smart Cap & Lure Basket



Kills Rats
& Mice

100%

Toxin
Free



Indoor &
Outdoor Use

24

Kills
per charge



Bluetooth
Connected

12

Months Lure
Included

goodnature® Grey Squirrel Trap



This grey squirrel trap resets itself and counts the kills, keeping farms, forests and backyards squirrel-free, without any nasty toxins.



Grey Squirrel Trap



Trap Mount



2 x Co2 Canisters



Trap Cap



Lure Basket



Strike Counter



Kills Grey
Squirrels

100%

Toxin
Free



Outdoor
Use Only

18

Kills
per charge



Not Bluetooth
Connected

0

Months Lure
Included

goodnature[®] Mouse Trap



This indoor mouse trap is made to outsmart and outlast every mouse it meets, keeping a home mouse-free for years.



Mouse Trap



Smartphone App



Charging Cable



2 x PB&J Donuts



Kills
Mice

100%

Toxin
Free



Indoor
Use Only

100

Kills
per charge



Bluetooth
Connected

6

Months Lure
Included

Supplies that take the **high-maintenance** out of trapping.



Automatic Paste Pumps

These beauties self-dispense 100% toxin-free lure for months

All three flavours of our rodent paste - Chocolate, Nut Butter and Meat Lovers - have been trialled and tested with pests in both backyard and bushland environments, with excellent results.

**For all Goodnature
Co2-powered traps**



Co2 Gas Canister

Early on, we discovered that not all gas canisters are made equal.

We tested dozens from around the world before choosing the highest possible quality made of recyclable steel.

**For all Goodnature
Co2-powered traps**



Pre-Feed Pouches

Every successful trapper has a pouch of pre-feed in their trapping toolkit.

It gets rats and mice used to the smell and taste of our paste, and once the pre-feed is gone, they'll follow their noses into the trap for more.

**For all Goodnature
Co2-powered traps**



PB&J Donuts

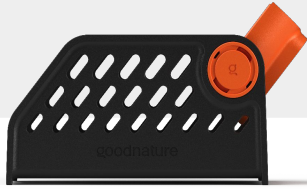
Our long-life Peanut Butter & Jelly Donuts are 100% toxin-free, and made in New Zealand from Forty Thieves Peanut Butter.

Pop a fresh one every three months to keep your Mouse Trap smelling delicious.

**For Goodnature
Mouse Trap**

Mounting accessories that take our traps wherever pests go.

Compatible with all Co2-powered Rat & Mouse Traps.



Trap Stand

For tricky places, or when trappers need the flexibility to move their trap.



Trap Mount

Designed to fix a trap to a tree, wall or post for secure outdoor trapping.



Trap Box

Locks to keep trap extra safe, and contained to keep kills out of sight.

Upgrade accessories for a smarter trapping experience.

Compatible with all Co2-powered Traps.



Digital Strike Counter

For a low-fi tracking of kills. Records every strike from the first one up to 99.



Smart Upgrade Pack

Tracks kills, sends reminders on when to top up gas levels and Automatic Paste Pump levels via Goodnature App.



Lure Basket

Designed to give people the flexibility to choose their own lure.

goodnature

Smart Trap Kit

Training Guide





What's in the box?

- 1 **A24 Rat and Mouse Trap** - with self-resetting striker
 - 2 **Smart Cap** - sends kill notifications and refill reminders to the App
 - 3 **Goodnature App** - sends kill notifications and refill reminders
 - 4 **Trap Mount** - attaches trap to tree or post outdoors
 - 5 **Trap Stand** - move your trap easily between indoor and outdoor spots
 - 6 **Trap Location Cards** - find the best spot for your trap
 - 7 **Automatic Paste Pump** - dispenses non-toxic rodent paste for six months
 - 8 **Co2 Canister** - powering 24 auto-kills and resets
- + **Quick Start Guide** - gets you set up in minutes

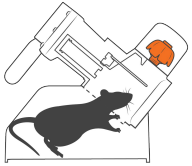
How Goodnature compares.

	Rodent Bait 	Snap Trap 	Goodnature Smart Trap Kit 
Kill Speed 	Slow Within 2 - 4 Weeks	Unpredictable Depends on position of rodent	Fast Within seconds
Maintenance 	High Refill 12 times a year	Very High Refill and reset 52 times a year	Low Refill twice a year
Humane 	Cruel Not Humane	Somewhat Humane As spring ages it becomes inhumane	A-Class Humane A-Class NAWAC Humane & STAO approved
Safety 	X Risk of Secondary Poisoning	X Risk of Injury	✓
No. of Kills 	~ Varies on rodents' bait resistance	1 Per reset	24 Per gas canister
Smarts 	X No smarts	X No smarts	Bluetooth connected

How the Smart Trap Kit works

1. Sniff

Non-toxic paste attracts rodents into the trap.



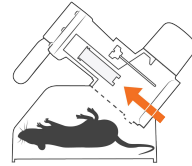
2. Kapow!

Rodent moves the trigger to get to the paste, firing the trap.



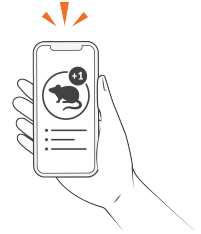
3. Self-reset

The trap clears and resets immediately after an A-Class humane kill.

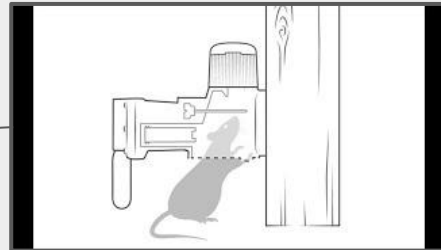


4. Ding!

Receive a bluetooth notification straight to your smartphone.



Watch our A24 in action
on Trap Mount



Two mounting options included, a third one available as an accessory.



Trap Mount

Perfect for customers using the trap outdoors in rural and conservation areas.

The trap mount can be easily attached to a tree, post or building using two included screws. The new design of the trap mount now makes it compatible with the new Trap Stand.

Included in all kits.
Available as a standalone accessory.

New design!



Trap Stand

Perfect for customers looking for flexibility indoors or outdoors.

Gives customers the flexibility to use the trap across their property year-round, moving the trap as rodents migrate, or easily trial multiple locations during the onboarding process.

Included in the Smart Trap Kit.
Available as a standalone accessory.



Trap Box

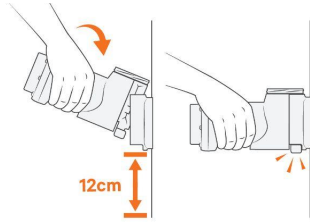
Perfect for customers looking for extra security indoors or outdoors.

For extra peace of mind, or to keep rodent control out of sight, our trap box can be used in most indoor and outdoor environments, and be fixed to the ground to prevent theft.

Included in the Professional Trap Kit.
Available as a standalone accessory.

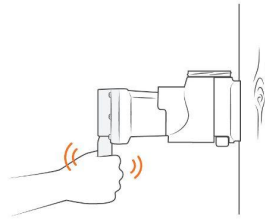
Trap Mount Installation

The Goodnature Trap Mount allows you to use and secure your trap outdoors in rural and conservation areas by attaching it to a tree, post or building using two included screws. Having an extra Trap Mount up your sleeve will make it easier for you to move your A24 trap between different locations.



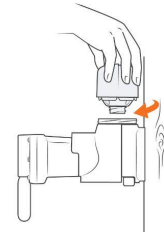
Attach the Trap Mount

Screw the Trap Mount 12 cm (about a hand's width) above ground or at 1.2m if you have weka in the area.



Power up the trap

Screw in the Gas Canister to power your trap for up to 6 months. **The Trap is now live!**

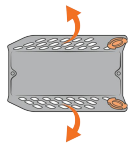


Make it attractive

Activate & push the Automatic Paste Pump into the cap, remove the lid and screw onto the Trap. **Pre-feed to increase your chances!**

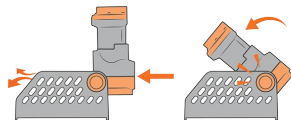
Trap Stand Installation

The Goodnature Trap Stand gives you the flexibility to move your trap around without having to de-gas it every time. You can set it up indoor or outdoor, in hard-to-reach places and where there is no tree or post handy.



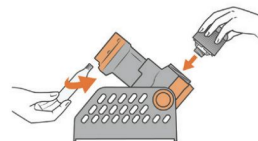
Slide Trap on Trap Stand

Use a hand to push the walls of your Trap Stand outward and slide your Trap onto the Trap Stand.



Click and rotate Trap into place

Click the two wings on your Trap Mount into the matching slots on your Trap Stand & rotate your trap counter-clockwise until you hear it click firmly in place.



Install APP & Gas Canister

Keep your trap powered and attractive for up to 6 months of peace of mind & constant control.



Easy to follow rodent activity

Safely move to another spot indoor or outdoor, or place in hard-to-reach locations without having to de-gas.

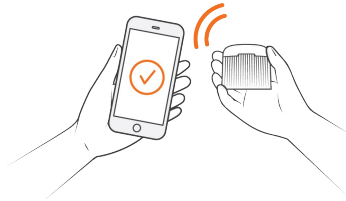
Smart Cap & Goodnature App included

The Smart Cap sits in the top of the A24 Trap and can be installed to upgrade any existing A24 trap. It collects data 24/7 and sends it to the Goodnature App when within the Bluetooth™ range. The App is where all your data is stored and easily accessed. Get help with installation, track the number of kills, date, time and temperature for each trap, get reminded when it's time to top up your paste & gas, and share your success with friends & family!



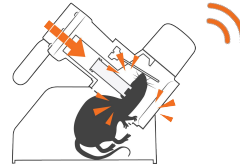
Download the Goodnature App

Download the Goodnature App on your Smartphone, create an account and follow the instructions to set up your trap.



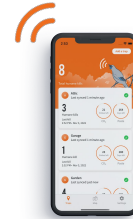
Activate your Smart Cap

Shake the Smart Cap 3 times to connect it to your Goodnature App. Make sure you pair at your trap site to set the location.



Track your trap activity 24/7

Your Smart Cap does all the monitoring for you and sends data to the Goodnature App when within Bluetooth™ range.



All your data in one place

Let your Smart Trap do its job while you monitor your success from the comfort of your home and save time for what matters most.

goodnature

Smart Trap Kit

Customer Success Tips



Success Tip #1

Assess (don't guess) with our Trap Location Cards

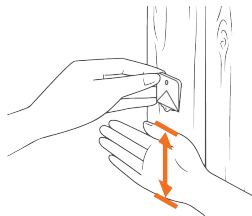
Rodents are naturally cautious, so once you've identified the spots they feel safe enough to eat, the chances of them putting their heads up into a Goodnature trap shoot way up.

Simply pin the trap location cards in the three most rodent-friendly places on your property - hidden spots along walls and fences. Wait a night or two to see which ones get nibbled, move them around if you don't get any nibbles, then once you've got nibbles that's the place to put your trap.



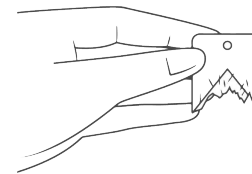
Fold cards in half

A small amount of paste should squeeze out the middle, making them even more attractive to rodents.



Place in 3 locations

Pin the cards 12 cm from the ground with the orange triangle facing up, in hidden places along walls and fences.

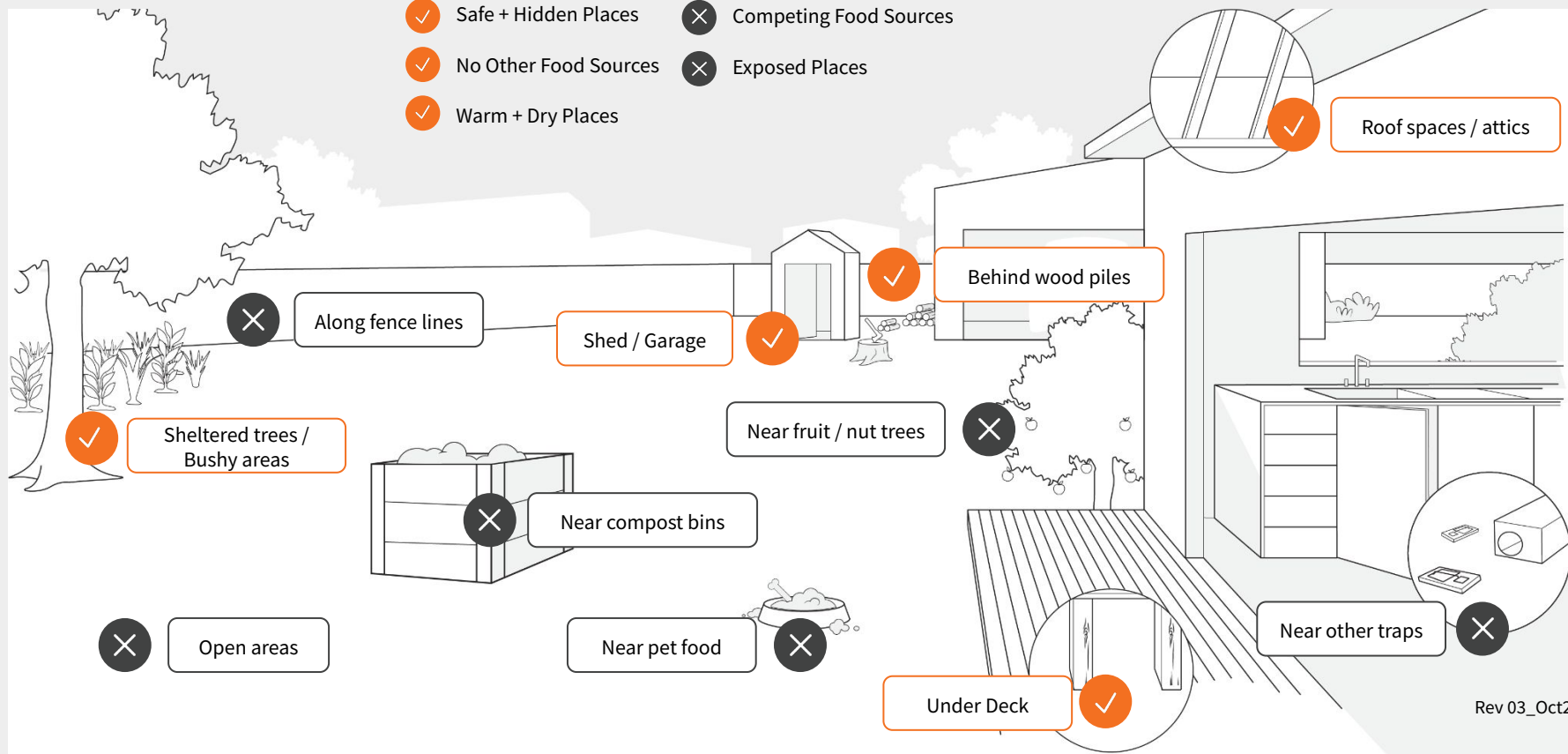


Leave out overnight

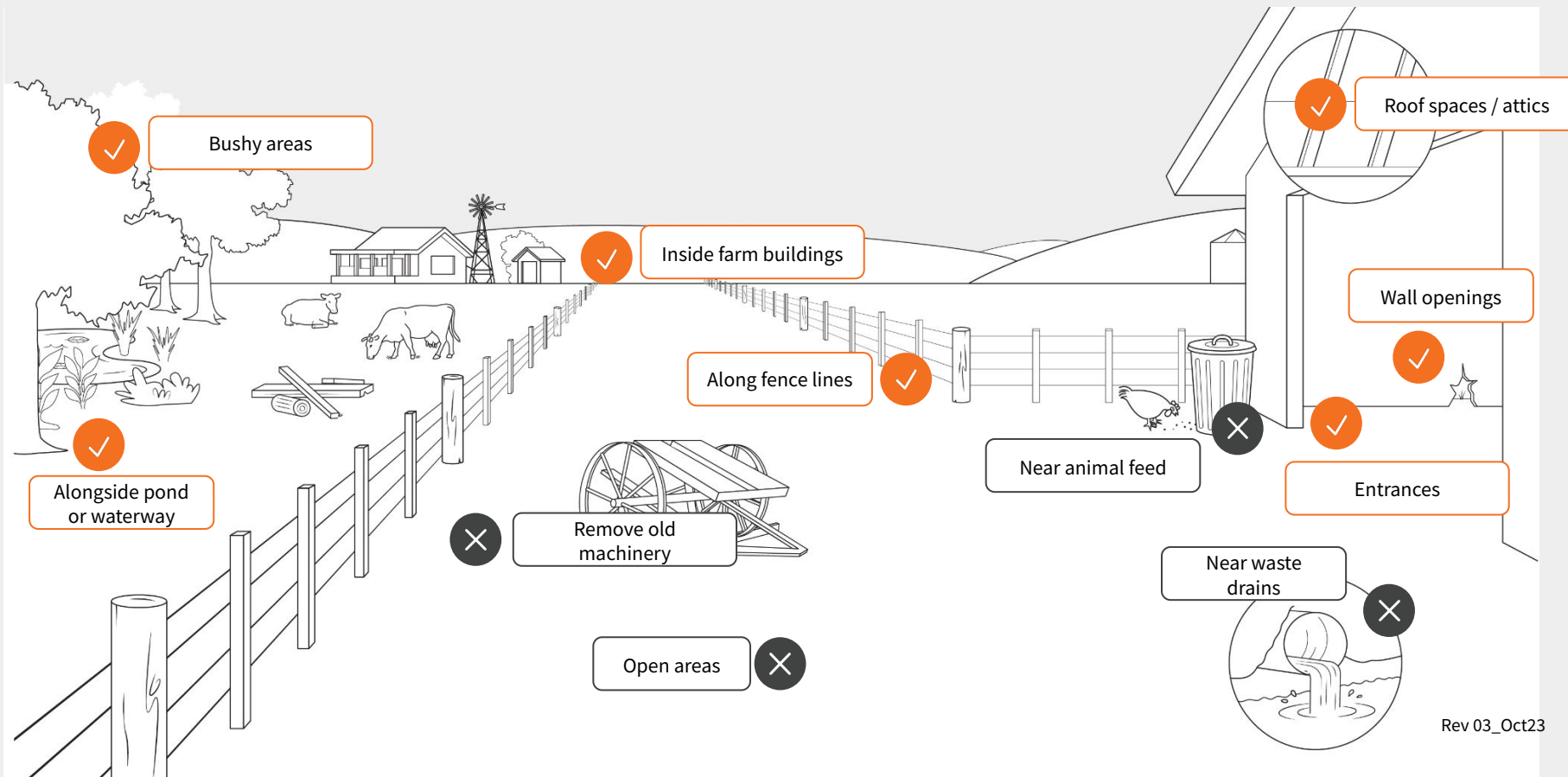
Check for bite marks in the morning. If yes, put your trap there - if no, pin in another location.

Trap Locations at home

- ✓ Safe + Hidden Places
- ✗ Competing Food Sources
- ✓ No Other Food Sources
- ✗ Exposed Places
- ✓ Warm + Dry Places



Trap Locations on a farm



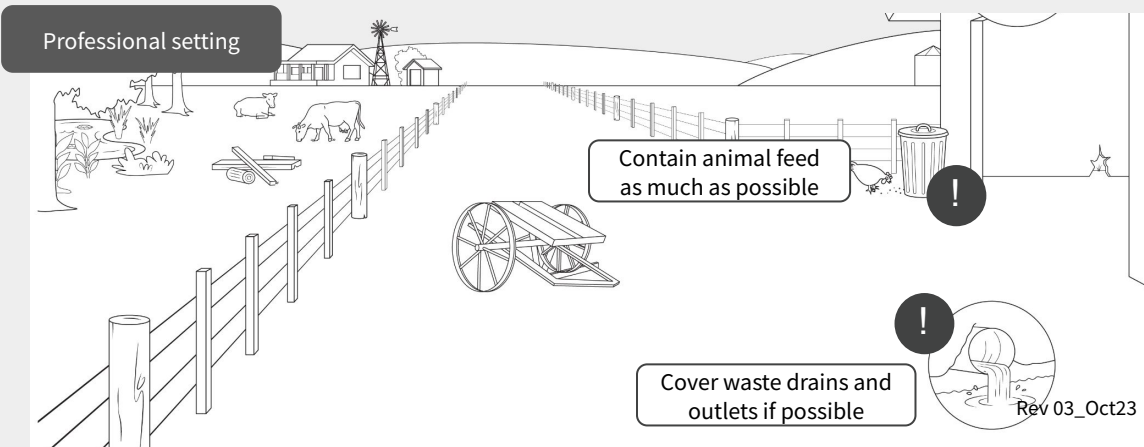
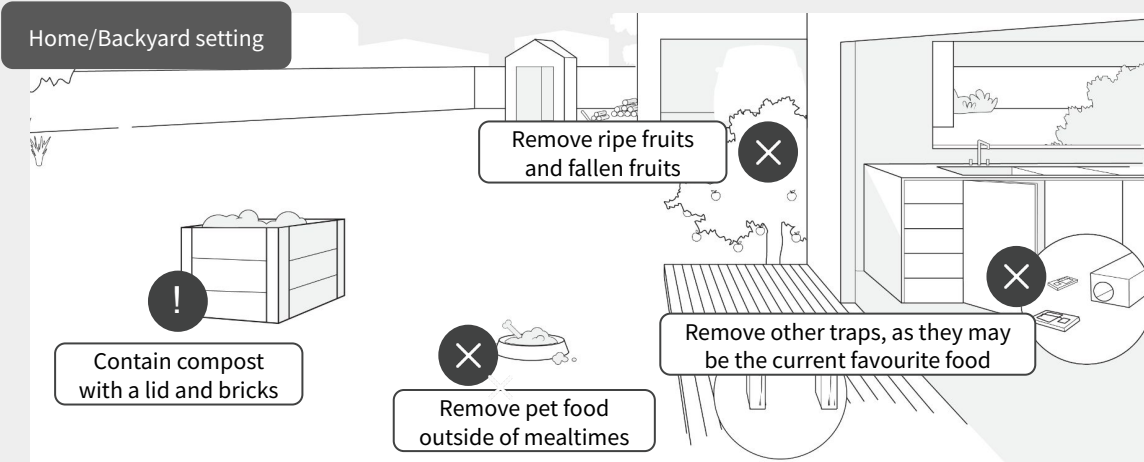
Success Tip #2

Remove other food sources

Rodents don't tend to move in unless there's a safe reliable food source, like a compost bin or animal food.

And because they're afraid of new things once they've got a safe reliable food source, they tend to ignore others - including new traps.

We encourage people to contain competing food sources, even just for that first week or two, so rodents have a reason to take a risk and go in search of a new food source, up inside the trap.



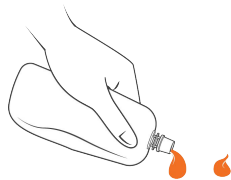


Success Tip #3

Pre-feed your trap

Rodents hate taking risks, it's what makes them so hard to catch! Pre-feeding is just a fancy word for putting a bit of rodent paste on and around your trap for the first week or two. It gives rats and mice a low-risk sniff and taste of the rodent paste, teaching them that it's safe to eat.

Once they get a taste for it they'll go looking for more - up inside the trap!



1. Pre-feed your trap

Squeeze small amounts of the rodent paste onto the trap and around it, either using the automatic paste pump, or a 200g pre-feeding pouch.



2. Stop pre-feeding

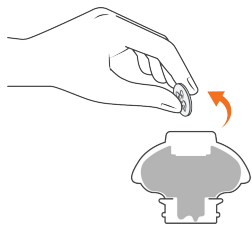
After 1-2 weeks stop pre-feeding. Once you stop pre-feeding rodents will go in search of the rodent paste up inside your trap.

Smart Trap Kit

Additional information

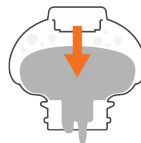
How the Automatic Paste Pump works

The Automatic Paste Pump is a small silver pouch filled with formulated, **toxin-free & pet safe** rodent paste. Once activated it continuously feeds your trap with fresh paste, keeping your A24 attractive to rats and mice for up to 6 months. It's made from two chambers, one filled with rodent paste and the other empty. Once activated, gas is generated, filling the empty chamber and forcing the rodent paste out the lower chamber.



Day 01.

Activate by removing the 10c coin.



Day 90.

The top chamber slowly inflates, pushing fresh rodent paste out.



Day 180.

Goodnature App sends you refill reminder, so you can replace your Automatic Paste Pump with a fresh one.

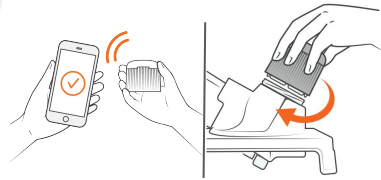
Trap Box Installation (sold separately)

The Goodnature Trap Box is available as a standalone accessory and keeps your trap out of sight for added security indoors or out, and for customers looking for round-the-clock rodent protection that blends in with any décor. Our Trap Box can be used in most indoor and outdoor environments, and can be fixed to the ground to prevent theft. You can either track your success using the Digital Counter or the Smart Cap.



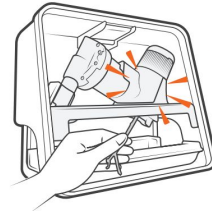
Prepare the trap Box

Choose the location, open the Box door, remove the trap and parts and set aside. Secure the Box in an upright position and fix securely to the wall if needed.



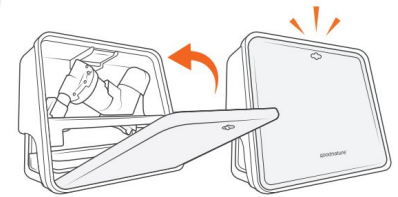
Activate your Smart Cap

Shake the Smart Cap 3 times to connect it to your Goodnature App before screwing the Smart Cap on the trap and putting it in the Trap Box.



Power & Test fire your trap

Screw on the gas canister to power your trap up to 6 months. Be careful, the trap is now live! Then test the fire from below using a stick.



Secure your trap in the Trap Box

Load the trap in the Box then install the Disposal Tray underneath the trap. Keep the key then close the door. A loud click will tell you that the door is locked and secure.

Goodnature App and Smart Cap Technical information

For the full list of FAQ's and more information on the Smart Cap, visit – help.goodnature.co.nz

Set up basics

To reduce the amount of packaging material, and so you always have your instructions handy, all the instructions are in the Goodnature App.

1. Download the app and set your account. The Goodnature app is free to download on Google Play or the App Store.
2. Remove the battery tab in a dry location, replace with the positive side facing upwards and click back together.
3. Activate the Smart Cap using the Goodnature App at your trapping site to record your trap's GPS location.

Bluetooth must be on to set up and collect data.

Collecting data from the Smart Cap

Ensure your Bluetooth is on and the Goodnature App is open.

If your App hasn't received a notification, remove the Smart Cap and turn upside down, then replace the cap back onto A24 – This action will push data stored in the Smart Cap to your app.

If your trap has no activity to report, the "Last Synced" field will update in the activity log.

The Smart Cap uses Bluetooth to send data to the Goodnature App on your smartphone.

Bluetooth™

Bluetooth enables the collection of your A24's stored data in off the grid locations, so it doesn't rely on cellphone coverage or wifi. Using Bluetooth means that your Smart Trap works, no matter how remote your trap is located.

The Smart Cap will not appear in your phone's "my device" list.

Sharing your traps

You can share your collected data with anyone else who has the Goodnature App installed.

They can see where your trap is located, the number of kills and they have the ability to replace and update your trap.

Open the trap you'd like to share, head to the 'details' page and 'share trap' from there.

GPS location

The Smart Cap used your phone's GPS location at the time of activation for the Goodnature app to mark your trap's location.

You can update your trap's location within the app.

Battery life

Battery type: CR2477 T 3V lithium battery.

The battery will last 2 - 5 years depending on your trap's activity, the temperature and other environmental factors.

The Smart Cap's communication lights

The Smart Cap lights up when it's trying to say something:

1. A red light flashing means it's awake and has information ready to send to your app.
2. A yellow light flashing means the Smart Cap has sent this information to your app.
3. If both lights are on but not flashing, this means it's a battery test.

Test-firing safely

After it's been moved, the Smart Cap won't detect a strike for 2 minutes.

Use the Test-fire Rat included with every Smart Trap Kit and follow the instructions to safely test-fire your trap.

Trap Safety

Never put your hand into the trap. The A24 Trap requires a deliberate action to trigger them, this can't be done accidentally.

Always treat the trap as live. Although the gas canister has been removed, the trap may still be live with one charge remaining in its chamber. Test-fire the trap after you remove the gas canister, if the trap doesn't fire when triggered, it's safe to move.

Do not test-fire the trap while holding a trap in your hand. Ensure that the trap is either on the Trap Mount or on a Trap Stand.

Unscrewing the gas canister may cause it to freeze rapidly, use a cloth when removing the gas canister to protect your hands.

Always check with your Local/Regional Council for guidance on native species that may be protected in your area and their trapping rules and regulations.

goodnature™

Mouse Trap

Product Trainer



goodnature®

Mouse Trap

The Clever Killer



Made to outsmart and outlast every mouse it meets,
it'll keep a home mouse-free for years.

What's in the box?

We give customers everything they need to keep their home mouse-free for years to come.



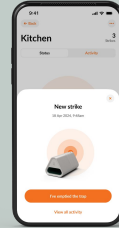
▲ **Pet & Kid Safe Cover**
Trap shroud keeps everything out of sight and out of reach, and puts trap into safe mode when removed.



▲ **Ethical Kill Tech**
A-Class Humane kill sensors and striker get the job done swiftly and cleanly, making clean-up a breeze.



▲ **Rechargeable Battery**
Keeps the trap self-resetting for months, so it's always ready for the next one.

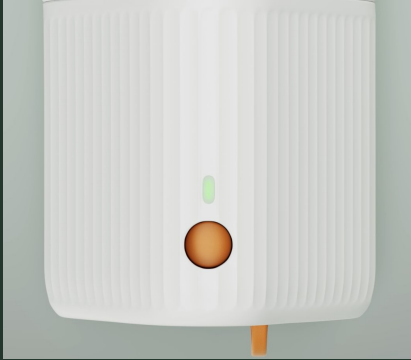


▲ **Set & Forget**
Goodnature Trap App
Goodnature App lets the customer know when it's clean up, recharge or refill time.



▲ **Six months of yum included**
2 x Long-Life Peanut Butter & Jelly Donuts keep the trap irresistible to mice for months.

Set Up



▲ Power On

Hold power button until green light starts flashing and you hear striker winding into position. The trap is now live and ready to strike mice.



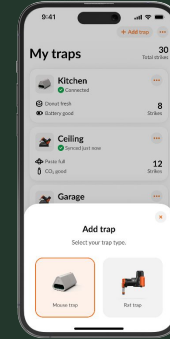
▲ Donut In

Remove Donut from wrapper and pop into Lure Loader at the back of the trap. The trap is now irresistible to mice.



▲ Connect App

Download Goodnature App and follow set-up instructions to pair Trap to App and test fire Trap. The trap is now connected to phone.



How It Works



How It Works



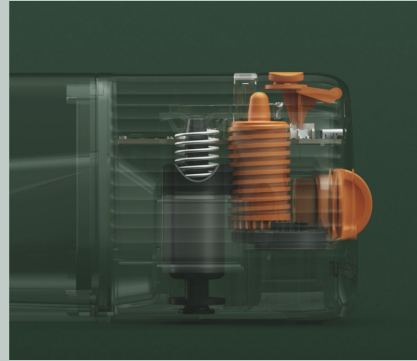
▲ Sniff

The smell of the Peanut Butter & Jelly Donut attracts the mouse through the trap entrance and into the strike chamber.



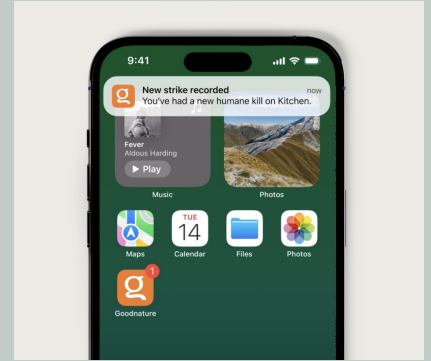
▲ Strike

The trap's infrared sensors detect the mouse, triggering the striker the moment the mouse enters the trap's strike chamber.



▲ Reset

The striker automatically resets and the mouse slides backwards out of the strike chamber into the trap, ready for disposal.



▲ Notify

Once in Bluetooth range, the trap sends a strike notification to the customer's phone, letting them know it's time to clear their trap.

Appendix

FAQ, Technical Overview & Spec Sheets

FAQs

How many strikes per charge?

Up to 100, though we don't expect anyone will kill that many mice!

How long does the donut last?

The donut should smell irresistible to mice for 3 months once removed from the wrapper

How many dead mice can the trap hold?

The trap can hold up to three dead mice, but we would recommend clearing the trap after every kill.

How long does the battery last?

A fully charged battery should power the trap for 6 months.

Is the trap waterproof?

The trap is not waterproof, submersion in water will damage the electronic parts and void the warranty.

Can you use your own lure?

People can use their own lure - we'd suggest a solid lure like dried fruit, pet kibble, nuts, cereal or meat jerky to avoid damaging the electronic components in the trap.

Do you need app to use it?

The trap can function without the app, but we wouldn't recommend it as kill notifications, recharge alerts and lure replacement reminders are all done through the app.

Can the trap be cleaned?

Yes! Clean the trap shroud using hot soapy water and a firm brush. Once clean, make sure it's completely dry before reassembly. Clean the trap hub with a damp cloth, **DO NOT IMMERSER IN WATER.**

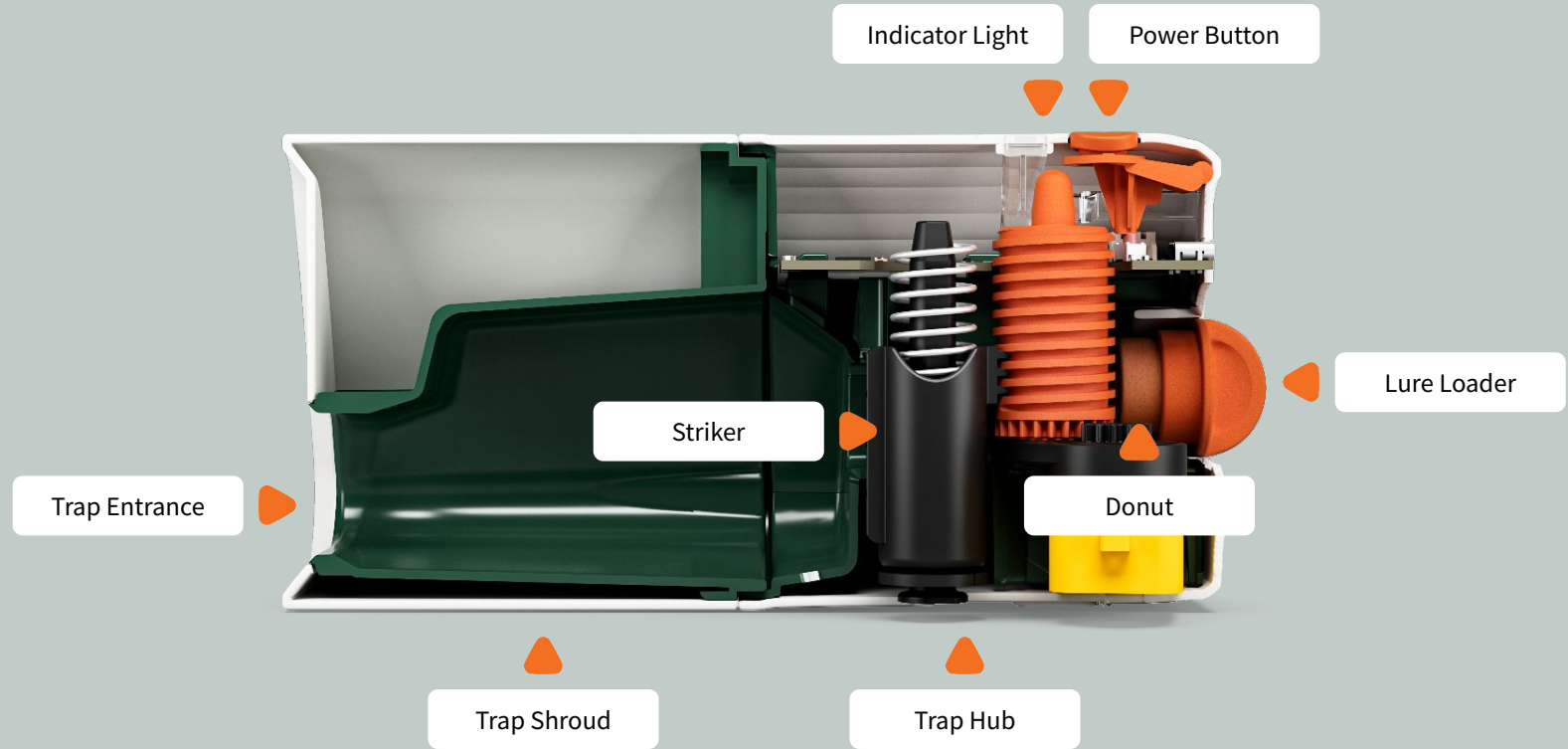
How do I clear a dead mouse out of my trap?

Simply tip the trap up so the entrance is facing down and the mouse should fall out. Empty into a rubbish bin, your garden or leave the dead mouse where another animal will find it and eat it.

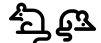
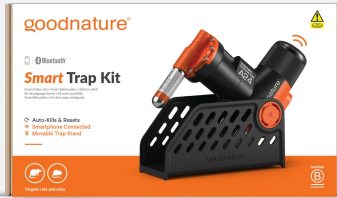
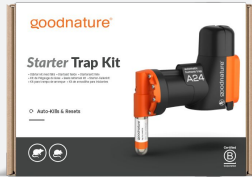
Technical Overview



Technical Overview



Revolutionary rat, mouse & squirrel traps for farm, forest, backyard and home.



Kills Rats & Mice

24

Kills per charge



Not Bluetooth
Connected



Outdoor Use Only



Kills Rats & Mice

24

Kills per charge



Bluetooth
Connected



Indoor & Outdoor Use



Kills Rats & Mice

24

Kills per charge



Bluetooth
Connected



Indoor & Outdoor Use



Kills Grey Squirrels

18

Kills per charge



Not Bluetooth
Connected



Outdoor Use Only



Kills Mice

100

Kills per charge



Bluetooth
Connected



Indoor Use Only

Thank you

Any questions?

We're here to help

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