

FILED

March 5, 2025

1:32PM

**U.S. EPA REGION 7
HEARING CLERK**

**U. S. ENVIRONMENTAL PROTECTION AGENCY
REGION 7
11201 RENNER BOULEVARD
LENEXA, KANSAS 66219
BEFORE THE ADMINISTRATOR**

In the Matter of

**Promex Ltd.,
Omaha, Nebraska**

Respondent.

)
)
)
)
)
)

Docket No. FIFRA-07-2024-0110

CONSENT AGREEMENT AND FINAL ORDER

Preliminary Statement

The U.S. Environmental Protection Agency, Region 7 (EPA or Complainant), and Promex Ltd. ("Respondent" or "Promex") have agreed to a settlement of this action before the filing of a Complaint, and thus this action is simultaneously commenced and concluded pursuant to Rules 22.13(b) and 22.18(b)(2) of the Consolidated Rules of Practice Governing the Administrative Assessment of Civil Penalties and the Revocation/Termination or Suspension of Permits, 40 C.F.R. §§ 22.13(b) and 22.18(b)(2).

Jurisdiction

1. This proceeding is an administrative action for the assessment of civil penalties initiated pursuant to Section 14 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), 7 U.S.C. § 136f and in accordance with the Consolidated Rules of Practice.

Parties

2. Complainant, by delegation from the Administrator of EPA and the Regional Administrator of EPA Region 7 is the Director of the Enforcement and Compliance Assurance Division of EPA Region 7.

3. The Respondent is Promex Ltd., an LLC formed and in good standing under the laws of the state of Nebraska.

Statutory and Regulatory Background

4. Congress enacted FIFRA in 1947 and amended it in 1972 and in 1996. The general purpose of FIFRA is to provide the basis for regulation, sale, distribution and use of pesticides in the United States. 7 U.S.C. 136 *et. seq.*

5. Section 12(a)(1)(A) of FIFRA, 7 U.S.C. § 136j(a)(1)(A), states that it shall be unlawful for any person in any state to distribute or sell to any person any pesticide that is not registered under Section 3 of FIFRA, 7 U.S.C. § 136a, or whose registration has been cancelled or suspended.

6. Section 12(a)(1)(E) of FIFRA, 7 U.S.C. § 136j(a)(1)(E), states it shall be unlawful for any person in any state to distribute or sell to any person any pesticide which is adulterated or misbranded.

7. Section 2(t) of FIFRA, 7 U.S.C. § 136(t), defines “pest” to mean (1) any insect, rodent, nematode, fungus, weed, or (2) any other form of terrestrial or aquatic plant or animal life or virus, bacteria, or other micro-organism (except viruses, bacteria, or other micro-organism on or in living man or other living animals) which the Administrator declares to be a pest under Section 25(c)(1).

8. Section 2(u) of FIFRA, 7 U.S.C. § 136(u), defines “pesticide” to mean any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any pest.

9. Section 2(s) of FIFRA, 7 U.S.C. § 136(s), defines “person” to mean any individual, partnership, association, corporation, or any organized group of persons whether incorporated or not.

10. Section 2(gg) of FIFRA, 7 U.S.C. § 136(gg), defines “to distribute or sell” to mean to distribute, sell, offer for sale, hold for distribution, hold for sale, hold for shipment, ship, deliver for shipment, release for shipment, or receive and (having so received) deliver or offer to deliver.

11. Section 2(w) of FIFRA, 7 U.S.C. § 136(w) defines “produce” to mean to manufacture, prepare, compound, propagate, or process any pesticide or device or active ingredient used in producing a pesticide. 40 C.F.R. § 167.3 further defines “produce” to mean to package, repack, label, relabel, or otherwise change the container of any pesticide or device.

12. Section 2(w) of FIFRA, 7 U.S.C. § 136(w) defines “producer” to mean any person who manufactures, prepares, compounds, propagates, or processes any pesticide or device or active ingredient used in producing a pesticide. 40 C.F.R. § 167.3 further defines “producer” to mean any person who packages, repackages, labels, or relabels any pesticide, active ingredient, or device.

13. Section 14(a)(1) of FIFRA, 7 U.S.C. § 136l(a)(1), authorizes a civil penalty of not

more than \$5,000 for each offense. The Federal Civil Penalties Inflation Adjustment Act Improvements Act of 2015, 28 U.S.C. § 2461, and implementing regulations at 40 C.F.R. Part 19, increased these statutory maximum penalties \$24,255, for violations that occur after November 2, 2015, and for which penalties are assessed on or after December 27, 2023.

General Factual Allegations

14. Respondent is, and at all times referred to herein was, a “person” within the meaning of FIFRA.

15. On May 22, 2024, EPA conducted an inspection of Respondent’s facility located at 5001 S. 36th Street, Omaha, Nebraska 68107 (the “Facility”).

16. During the Inspection, EPA personnel discovered the following products in Respondent’s facility:

- a. Fabuloso Ultra Frescura Antibacterial Y Antiviral 1 – Fresca Lavanda
- b. Fabuloso Ultra Frescura Antibacterial Y Antiviral 1 – Mar Fresco
- c. Fabuloso Ultra Frescura Antibacterial Y Antiviral 1 – Energia Naranja
- d. Fabuloso Ultra Frescura Antibacterial Y Antiviral 1 – Pasion de Frutas

17. Per 7 U.S.C. §§ 136(u) and (t), each of the Fabuloso Ultra Frescura Antibacterial Y Antiviral 1 products (hereinafter the “Fabuloso Pesticide Products”) listed in paragraph 16 were “pesticides” as they were intended to destroy, mitigate, or repel bacteria and viruses.

18. The Fabuloso Pesticidal Products found during the Inspection are manufactured in Mexico and are not intended for distribution in the United States.

19. The Fabuloso Pesticidal Products contain the active ingredient glutaraldehyde.

20. EPA has not approved glutaraldehyde for use in household cleaning products.

21. EPA has determined that glutaraldehyde is toxic if ingested orally and may be highly irritating to the eyes and skin.

22. The Fabuloso Pesticidal Products found during the Inspection had been manufactured with labels that were entirely in Spanish.

23. On August 8, 2024, EPA issued a Stop Sale, Use, or Removal Order (“SSURO”) to Promex.

24. Based upon the Inspection and sales records provided by Promex during and after the Inspection, EPA personnel determined that Promex had distributed and sold units of the Fabuloso Pesticidal Products.

Allegations of Violations

25. The Complainant hereby states and alleges that Respondent has violated FIFRA and federal regulations promulgated thereunder, as follows:

Count 1

26. The facts stated in Paragraphs 1 through 25 above are herein incorporated.

27. Section 2(a)(1)(A) of FIFRA, 7 U.S.C. § 136(a)(1)(A), states that it shall be unlawful for any person to distribute or sell any pesticide that is not registered under Section 3 of FIFRA, 7 U.S.C. § 136a, or whose registration has been cancelled or suspended.

28. Pursuant to 40 C.F.R. § 152.15, no person may distribute or sell any pesticide product that is not registered under FIFRA. A substance is considered to be intended for pesticidal purpose, and thus to be a pesticide requiring registration, if the person who distributes or sells the substance claims, states, or implies (by labeling or otherwise) that the substance (either by itself or in combination with any other substance) can or should be used as a pesticide.

29. The Inspection, in conjunction with documents provided by Respondent during and thereafter, revealed that Respondent had sold and distributed the Fabuloso Products, which were not registered under Section 3 of FIFRA.

30. Respondent violated Section 2(a)(1)(A) of FIFRA, 7 U.S.C. § 136(a)(1)(A), and 40 C.F.R. § 152.15 by selling and distributing pesticide products that were not registered under Section 3 of FIFRA.

Count 2

31. The facts stated in Paragraphs 1 through 25 above are herein incorporated.

32. Section 12(a)(1)(E), 7 U.S.C. § 136j(a)(1)(E), prohibits the distribution or sale of a pesticide that is misbranded.

33. Pursuant to 40 C.F.R. §§ 156.10(a)(1)(iv) and (v), the label of a pesticide must clearly and prominently show the product's registration and producing establishment's numbers.

34. Section 2(q)(1)(E), 7 U.S.C. § 136(q)(1)(E), states, in pertinent part, a pesticide is misbranded if any word, statement, or other information required by or under the authority of the subchapter to appear on the label or labeling is not prominently placed thereon in such terms as to render it likely to be read and understood by the ordinary individual under customary conditions of purchase and use.

35. Pursuant to 40 C.F.R. § 156.10(a)(3), all label or labeling text required to appear on a pesticide shall appear in the English language.

36. The Inspection, in conjunction with documents provided by Respondent during and thereafter, revealed that Respondent had sold and distributed the Fabuloso Products, which did not contain registration and producing establishment numbers and which bore labels entirely

in the Spanish language.

37. Respondent violated Section 2(q)(1)(E) of FIFRA, 7 U.S.C. § 136(q)(1)(E), and 40 C.F.R. § 156.10(a)(3) by selling and distributing pesticide products with labels that did not contain required information and which were not in the English language.

Count 3

38. The facts stated in Paragraphs 1 through 25 above are herein incorporated.

39. On August 8, 2024, EPA issued a SSURO to Respondent under the authority of Section 13 of FIFRA, 7 U.S.C. § 136k.

40. Pursuant to Paragraph 35 of the SSURO, the SSURO was effective upon receipt by the Respondent.

41. Paragraph 18 of the SSURO identified the Fabuloso Pesticidal Products found during the Inspection.

42. Paragraph 26 of the SSURO stated that the SSURO applied to all quantities and container types and sizes of all of the Fabuloso Pesticidal Products owned, controlled, or in the custody of Respondent.

43. Paragraph 28 of the SSURO stated that “Respondent shall not sell, use, or remove the pesticide or device described herein for any reason, unless approved by EPA in writing.”

44. Section 12(a)(2)(I), 7 U.S.C. § 136j(a)(2)(I), provides that it shall be unlawful for any person to violate any order issued under 7 U.S.C. § 136k.

45. Documents provided by Respondent established that: 1) Respondent had sold and distributed products falling within the scope of Paragraph 18 of the SSURO after receipt of the SSURO; and 2) disposed of the Fabuloso Pesticidal Products without seeking prior approval of EPA.

46. Respondents’ failures to follow the terms of the SSURO are violations of Sections 12(a)(2)(I) and 13 of FIFRA, 7 U.S.C. §§ 136j(a)(2)(I) and 136k.

CONSENT AGREEMENT

47. For the purpose of this proceeding, as required by 40 C.F.R. § 22.18(b)(2), Respondent:

- (a) admits the jurisdictional allegations set forth herein;
- (b) neither admits nor denies the specific factual allegations stated herein;
- (c) consents to the assessment of a civil penalty, as stated herein;

- (d) consents to the issuance of any specified compliance or corrective action order;
- (e) consents to any conditions specified herein;
- (f) consents to any stated Permit Action;
- (g) waives any right to contest the allegations set forth herein; and
- (h) waives its rights to appeal the Final Order accompanying this Consent Agreement.

48. By signing this consent agreement, Respondent waives any rights or defenses that Respondent has or may have for this matter to be resolved in federal court, including but not limited to any right to a jury trial, and waives any right to challenge the lawfulness of the final order accompanying the consent agreement.

49. Respondent consents to the issuance of this Consent Agreement and Final Order and consents for the purposes of settlement to the payment of the civil penalty specified herein.

50. Respondent and EPA agree to the terms of this Consent Agreement and Final Order and Respondent agrees to comply with the terms specified herein.

51. Respondent and EPA agree to conciliate this matter without the necessity of a formal hearing and to bear their respective costs and attorneys' fees.

52. Respondent consents to receiving the filed Consent Agreement and Final Order electronically at the following e-mail address: *jmanuel.chavez@promex-ltd.com*.

Penalty Payment

53. Respondent agrees that, in settlement of the claims alleged herein, Respondent shall pay a civil penalty of Thirty Thousand One Hundred Twenty-One Dollars (\$30,121) as set forth below.

54. Respondent shall pay the penalty within thirty (30) days of the effective date of the Final Order. Such payment shall identify Respondent by name and docket number and shall be by certified or cashier's check made payable to the "United States Treasury" and sent to:

U.S. Environmental Protection Agency
Fines and Penalties
Cincinnati Finance Center
PO Box 979078
St. Louis, Missouri 63197-9000

or by alternate payment method described at <http://www.epa.gov/financial/makepayment>.

55. A copy of the check or other information confirming payment shall simultaneously be sent via email to the following:

Regional Hearing Clerk
R7_Hearing_Clerk_Filings@epa.gov

Sam Bennett, Attorney
Office of Regional Counsel
bennett.sam@epa.gov

56. Respondent understands that its failure to timely pay any portion of the civil penalty may result in the commencement of a civil action in Federal District Court to recover the full remaining balance, along with penalties and accumulated interest. In such case, interest shall begin to accrue on a civil or stipulated penalty from the date of delinquency until such civil or stipulated penalty and any accrued interest are paid in full. 31 C.F.R. § 901.9(b)(1). Interest will be assessed at a rate of the United States Treasury Tax and loan rates in accordance with 31 U.S.C. § 3717. Additionally, a charge will be assessed to cover the costs of debt collection including processing and handling costs, and a non-payment penalty charge of six (6) percent per year compounded annually will be assessed on any portion of the debt which remains delinquent more than ninety (90) days after payment is due. 31 U.S.C. § 3717(e)(2).

Effect of Settlement and Reservation of Rights

57. Full payment of the penalty proposed in this Consent Agreement shall only resolve Respondent's liability for federal civil penalties for the violations alleged herein. Complainant reserves the right to take any enforcement action with respect to any other violations of FIFRA or any other applicable law.

58. The effect of settlement described in the immediately preceding paragraph is conditioned upon the accuracy of Respondent's representations to EPA, as memorialized in the paragraph directly below.

59. Respondent certifies by the signing of this Consent Agreement that it is presently in compliance with all requirements of FIFRA and its implementing regulations.

60. Full payment of the penalty proposed in this Consent Agreement shall not in any case affect the right of the Agency or the United States to pursue appropriate injunctive or other equitable relief or criminal sanctions for any violations of law. This Consent Agreement and Final Order does not waive, extinguish or otherwise affect Respondent's obligation to comply with all applicable provisions of FIFRA and regulations promulgated thereunder.

61. Complainant reserves the right to enforce the terms and conditions of this Consent Agreement and Final Order.

62. Nothing contained in this Consent Agreement and Final Order shall alter or otherwise affect Respondent's obligation to comply with all applicable federal, state, and local environmental statutes and regulations and applicable permits.

General Provisions

63. By signing this Consent Agreement, the undersigned representative of Respondent certifies that they are fully authorized to execute and enter into the terms and conditions of this Consent Agreement and has the legal capacity to bind the party they represent to this Consent Agreement.


64. This Consent Agreement shall not dispose of the proceeding without a final order from the Regional Judicial Officer or Regional Administrator ratifying the terms of this Consent Agreement. This Consent Agreement and Final Order shall be effective upon filing by the Regional Hearing Clerk for EPA, Region 7. Unless otherwise stated, all time periods stated herein shall be calculated in calendar days from such date.

65. The penalty specified herein shall represent civil penalties assessed by EPA and shall not be deductible for purposes of Federal, State and local taxes.

66. This Consent Agreement and Final Order shall apply to and be binding upon Respondent and Respondent's agents, successors and/or assigns. Respondent shall ensure that all contractors, employees, consultants, firms, or other persons or entities acting for Respondent with respect to matters included herein comply with the terms of this Consent Agreement and Final Order.

**RESPONDENT
PROMEX LTD.**

Date: 2/21/25

By: 

Print Name

Title

COMPLAINANT
U. S. ENVIRONMENTAL PROTECTION AGENCY

Date: _____

David Cozad
Director
Enforcement and Compliance Assurance Division

Sam Bennett
Attorney
Office of Regional Counsel

FINAL ORDER

Pursuant to Section 14(a) of FIFRA, 7 U.S.C. § 136l(a), and the Consolidated Rules of Practice Governing the Administrative Assessment of Civil Penalties and the Revocation/Termination or Suspension of Permits, 40 C.F.R. Part 22, the foregoing Consent Agreement resolving this matter is hereby ratified and incorporated by reference into this Final Order.

Respondent is ORDERED to comply with all of the terms of the Consent Agreement. In accordance with 40 C.F.R. § 22.31(b), the effective date of the foregoing Consent Agreement and this Final Order is the date on which this Final Order is filed with the Regional Hearing Clerk.

IT IS SO ORDERED.

Karina Borromeo
Regional Judicial Officer

Date

CERTIFICATE OF SERVICE

I certify that a true and correct copy of the foregoing Consent Agreement and Final Order was sent this day in the following manner to the addressees:

Copy via Email to Complainant:

Sam Bennett
Office of Regional Counsel
bennett.sam@epa.gov

Kash Kruep
Enforcement and Compliance Assurance Division
kruep.kash@epa.gov

Copy via Email to Respondent:

Juan Chavez
Promex Ltd.
jmanuel.chavez@promex-ltd.com

Dated this _____ day of _____, _____.

Signed