

smart**solutions** | 



profiting from termite prevention

BASF Pest Control Solutions
The Evolution of Better Pest Control

 **BASF**

The Chemical Company

Termites:

a pest businesses are built on

Termites hold a unique position in the world of professional pest control. Every year, they cause over \$5 billion worth of property damage in the United States. Without the efforts of pest management professionals (PMPs), of course, that number would be much higher. Given these stakes, termites give virtually every homeowner a compelling reason to use professional pest control services, either curatively or preventively.

Many pest control businesses across the country have been built on meeting this need. But as termite swarms decline, the economy tightens, and homeowners become more discriminating, growing your termite business is tougher than ever.

BASF Pest Control Solutions developed its SmartSolution for Termites to help you profit from termite prevention with virtually any homeowner, construction type, and termite situation you encounter. This SmartSolutions guide, dedicated to building profit through prevention, will introduce you to the products, application methods, and strategies that will help you continue to succeed and grow your termite business for many years to come.



TERMIDOR®
TERMITICIDE / INSECTICIDE

The Profit Potential of Prevention

It's ironic that so many companies in the business of termite control find their businesses controlled by termites. When termites swarm, business booms. When they don't, business suffers.

The BASF SmartSolution for Termites liberates your business from dependence on seasonal termite swarms and curative termite treatments. It gives you the products, resources, and support you need to make selling termite *prevention* easier and more profitable than ever before.

More and more homeowners are recognizing the need to take proactive steps to prevent termite damage, rather than react once they have an active infestation. This not only dramatically expands the population of potential termite customers, but it also gives PMPs a much more stable and reliable termite revenue stream. Even in a down economy, taking preventative action to avoid termite damage is a more financially responsible option for homeowners than paying to repair costly, unnecessary termite damage.

A Solution for Any Scenario

With **Termidor®** termiticide/insecticide and its patented Perimeter**PLUS™** application method and the option to use active-ingredient-free **Advance®** termite stations for monitoring, you never need to walk away from termite business because you don't have the right solution for a particular situation.

Termidor Perimeter**PLUS** Application Method

Effective, less invasive, fast, and more profitable than ever, a preventative **Termidor** treatment with the patented Perimeter**PLUS** application method is the perfect way to offer homeowners lasting peace of mind with minimal disruption.

Use Termite Stations for Monitoring

Some of your general pest control customers and new prospects may not feel they need a preventative **Termidor** Perimeter**PLUS** treatment and simply prefer monitoring. Now, you can sell the simple alternative of using active-ingredient-free **Advance** termite stations for standalone monitoring. Positioned to homeowners in new BASF marketing materials as **Advance** Termite Monitoring, it lays the groundwork for either a Termidor curative treatment or a full **Advance** Termite Bait System installation once a monitor reveals termites.



Termidor: the foundation of a Smart prevention strategy

Unprecedented, Unparalleled Performance

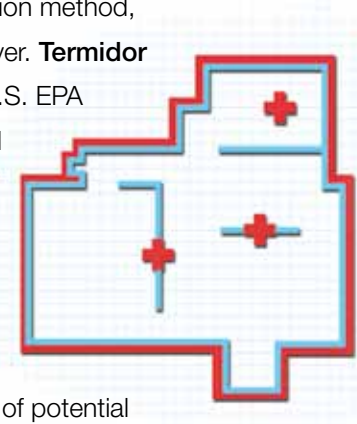
The foundation of a profitable termite prevention program is a termite product that delivers proven results you can depend on day in and day out. Nothing fits that bill like **Termidor**[®] termiticide/insecticide. No other termite product eliminates subterranean termite infestations in and around structures and prevents future infestations more effectively. This performance is backed up by solid, independent test results, research, and real-world performance.

No other currently registered termiticide has matched the effectiveness of **Termidor** in USDA Concrete Slab Tests and the more demanding Ground Board Tests. In EUP field tests, **Termidor** demonstrated 100 percent control on 140 structures of various sizes, construction types, climate, soil types, and termite species. To this day, it continues to demonstrate superior efficacy in ongoing USDA-FS tests.

And in the “real world,” PMPs have relied on **Termidor** to treat more than 4,000,000 homes in the last decade.

Patented PerimeterPLUS™

With its patented PerimeterPLUS application method, **Termidor** gives you more flexibility than ever. **Termidor** was the first liquid termiticide to receive U.S. EPA registration for exterior perimeter/localized interior (EP/LI) directions-for-use. It makes a **Termidor** preventative treatment an easy and affordable option for most homeowners. In short, PerimeterPLUS gives you the ability to appeal to and accommodate a much broader spectrum of potential customers and reap the rewards of reduced labor, time, and material costs.



Concrete Slab Tests

USDA-Forest Service Data EPA Guideline

Chemical and Labeled Rate (% AI)	Applied	Years at 100% Control			
		AZ	FL	MS	SC
Fipronil 0.0625% (WG) (lowest labeled rate)	1994	14+	14+	14+	14+
Fipronil 0.125% (WG)	1994	14+	14+	14+	14+
Fipronil 0.0625% (SC)	1999	9+	8.5+	8	8
Fipronil 0.0625% (SC)	1999	9+	8.5+	8	9+
Imidacloprid 0.05% (lowest labeled rate)	1992	15+	6	2	10
Imidacloprid 0.1% (highest labeled rate)	1992	15+	15+	2	5
Bifenthrin 0.062% (lowest labeled rate)	1986	16	22+	7	10
Bifenthrin 0.125% (highest labeled rate)	1986	10	9	2	22+
Cypermethrin 0.25% (lowest labeled rate)	1982	4	10.5	3	4
Cypermethrin 0.5% (highest labeled rate)	1982	4	4.5	7	12
Permethrin 0.5% (lowest labeled rate)	1980	11	6	3	1.5
Permethrin 1.0% (highest labeled rate)	1980	19	25+	3	6.5

Ground Board Tests

USDA-Forest Service Data EPA Guideline

Chemical and Labeled Rate (% AI)	Applied	Years at 100% Control			
		AZ	FL	MS	SC
Fipronil 0.0625% (WG) (lowest labeled rate)	1996	9+	9+	9+	9+
Fipronil 0.125% (WG)	1996	9+	9+	9+	9+
Fipronil 0.0625% (SC)	1999	9+	8.5+	9+	5
Fipronil 0.125% (SC)	1999	9+	8.5+	8	9+
Chlorpyrifos 0.5% (lowest labeled rate)	1971	3	3	2	6
Permethrin 0.5% (highest labeled rate)	1986	4	4	1	1.5
Imidacloprid 0.1% (lowest labeled rate)	1992	3	2	1	2
Cypermethrin 1.0%	1971	3	4.5	5	5

Less Chemical

A patented PerimeterPLUS application not only requires less labor than a “full” conventional termite treatment, but significantly less chemical as well. Needless to say, that translates to significantly reduced chemical cost for you.

More Jobs in Less Time

A PerimeterPLUS application provides true **Termidor** effectiveness, but involves only an exterior perimeter and, if needed, localized interior treatments—which requires significantly less labor than a “full” conventional termite treatment. That means your technicians can complete more jobs in less time than ever before.

Less Equipment Wear and Tear

When your jobs require less labor and less chemical, naturally they’re going to cause less wear and tear to your equipment as well. Less money spent every year on the expense of equipment replacement, adds up to more money you can invest in helping to grow and improve your business.

The Termidor 10-Year Pledge



As long as **Termidor** is applied properly by trained operators and post-treatment inspections are provided on at least an annual basis, we promise it will provide 100% termite control for at least 10 years.

If termites return within that time frame, we’ll pay for the materials and labor to retreat the infestation.*

*Structure must be registered within 60 days of application using the Structure Registration process on PestControl.basf.us.



Using Advance® Termite Stations for Monitoring

Even though homeowners are realizing that ignoring the threat of termites can be a very costly mistake, inevitably there will be situations in which you can't sell a preventative termite treatment. In these instances, using active-ingredient-free **Advance** termite stations (marketed to homeowners as **Advance** Termite Monitoring) is a smart alternative.

Using **Advance** termite stations for monitoring, means you can give your customers the assurance that it will be extremely difficult for termites to invade their homes undetected. At the same time, you will have established an additional revenue stream and a strong foothold for future termite business.

Advance termite stations feature the **Puri-Cell®** monitoring matrix and clear-view inspection cartridges, which make termite activity easy to recognize. And homeowners will especially appreciate the stations' unobtrusive, low-profile design.

You use **Advance** termite stations for monitoring to offer:

- A cross-sell service to current general pest control customers who desire an early-warning termite detection monitor in addition to their regular general pest services.
- A standalone monitoring system for homeowners who don't choose a **Termidor®** termiticide/insecticide PerimeterPLUS™ preventative treatment.

ADVANCE®
Termite Monitoring



The Curative Choice is Yours

When monitoring with **Advance** termite stations reveals termites, the SmartSolution for Termites gives you the flexibility to choose the treatment option that makes the most sense for your business and your customers.

1 | Termidor

Because of its unsurpassed efficacy and reliability, **Termidor** should be your first choice in curative termite situations. A **Termidor** PerimeterPLUS application eliminates termites just as effectively as a “full” conventional **Termidor** treatment with significantly less technician labor and homeowner disruption.

If a homeowner wants the added peace of mind of seeing a visible monitoring station after treatment, you can leave the active-ingredient-free **Advance** termite stations in the ground. Regular station inspections give you “face time” with your customers that can be used to cross-sell other services, increase the likelihood of renewal and provide an early warning system to detect new termite pressure on the property.

2 | Advance Termite Bait system

ADVANCE®
Termite Bait System

When a **Termidor** application is not an option, or a customer simply prefers a bait system, the **Advance** Termite Bait System is effective, unobtrusive, and easy to service. It offers a unique combination of patented advantages in killing power, technician serviceability, and business enhancements that maximizes performance and profit potential. A highly flexible purchase plan, with no reporting requirements, keeps you in charge of your customer base and renewals. Annual “recharging” of the stations will help maintain effectiveness and reinforce the value of your service.



Smart Prevention Support

The BASF SmartSolution for Termites not only brings you unparalleled termite control and prevention products, but unparalleled termite-prevention-related support as well. The industry's strongest guarantee, matchless training and education tools, and some of the most experienced and dedicated sales, technical, and customer service professionals all help ensure your termite prevention and control success.

Termidor PerimeterPLUS™ and Advance® Training

Technical bulletins, online training, SmartSolution seminars, and other training aids provide you and your employees with the know-how to make termite prevention work for your business and your customers alike. They also help ensure BASF products are always used as efficiently and responsibly as possible.

Building Homeowner Demand

Prevention-focused **Termidor®** termiticide/insecticide homeowner literature, Web sites, television and online advertising, door hangers, and more, help make selling termite prevention to your customers easy. They educate homeowners on the importance of professional termite prevention and encourage them to seek out your services.

Get Smarter

The SmartSolution for Termites is just one of the SmartSolutions from BASF Pest Control Solutions, addressing the pest control challenges and issues that have the greatest impact on our industry and the success of your business. Discover additional SmartSolutions at PestControl.basf.us/getsarter.

