

Rest Assured
with **Termidor.**
termiticide/insecticide



TERMIDOR[®]
AMERICA'S #1 TERMITE DEFENSE™





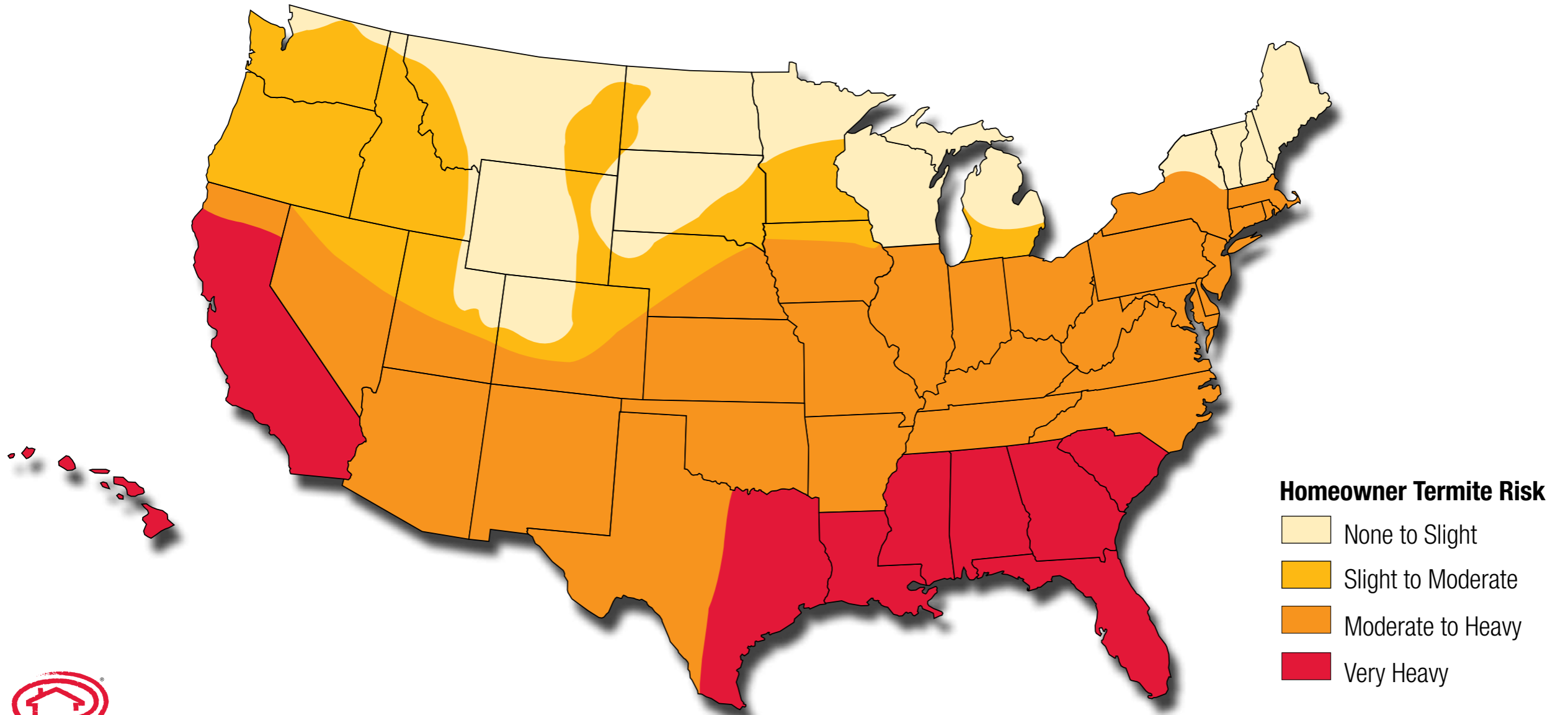
America's #1 Termite Defense.

- Works without question
- Represents the latest technology available
- Formulated with your family and the environment in mind
- Applied by experienced, knowledgeable professionals
- Manufactured by a company that cares and stands behind its product



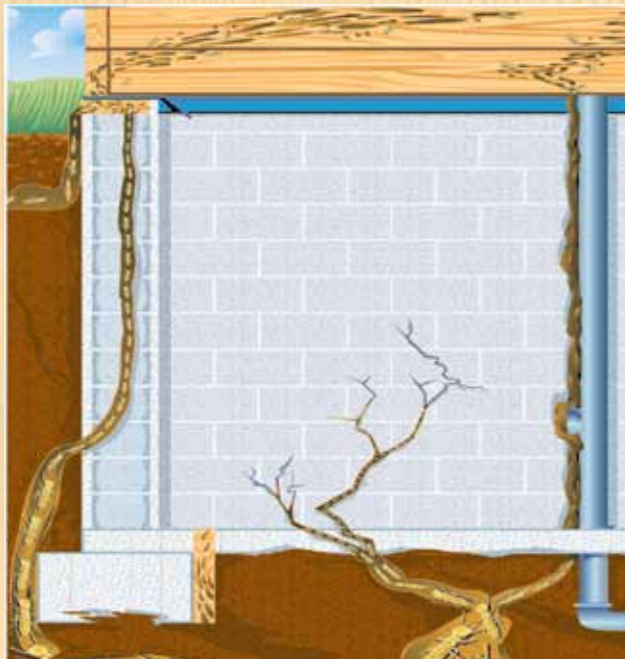
Termites. A \$5 Billion Threat.

- Formosan and Drywood Termite Trouble
- Formosan termites are especially vigorous, aggressive and destructive subterranean termites found in the southern continental US and Hawaii.
- Drywood termites do not require contact with the soil in order to live, and can seriously damage both your home and movable wooden objects like furniture. They are found in the southeast and southwest.

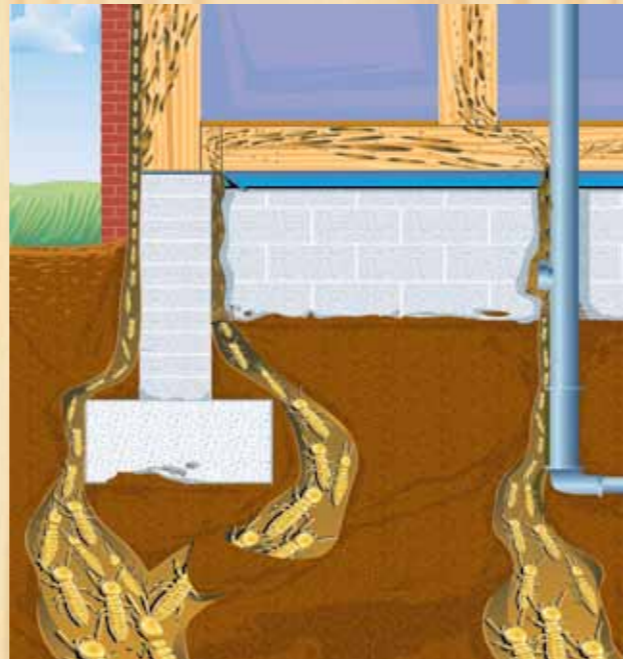


How termites get into your home

In their search for food (wood/cellulose) and moisture, termites will squeeze through cracks as narrow as $\frac{1}{32}$ of an inch to enter your home!



Basement



Crawl Space



Slab

Look Who's Coming to Dinner

- A termite colony is like a vast, dynamic city, focused on growth and expansion. The colony has a sophisticated caste system and can contain millions of termites.



King and Queen

The pair of reproductive termites that successfully establishes a new colony is called the king and queen. The queen's sole purpose is to reproduce, laying thousands of eggs every year. Some live for as long as 30 years.



Workers

These blind, wingless termites make up the largest caste and are the most likely to be found in infested wood. They build, repair, forage for food, and care for other termites. Workers can molt into nymphs or soldiers.



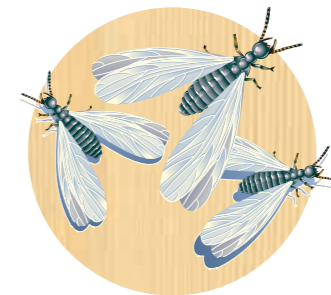
Nymphs

Nymphs are newly hatched termites that have not yet assumed a colony. They can molt into different castes: workers, primary reproductives, or supplementary reproductives.



Soldiers

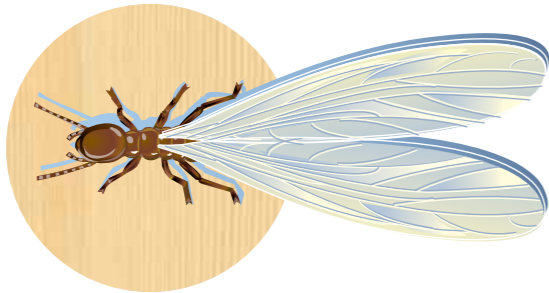
Soldiers are sterile, wingless, and blind. Their sole function is to defend the colony.



Winged Reproductives

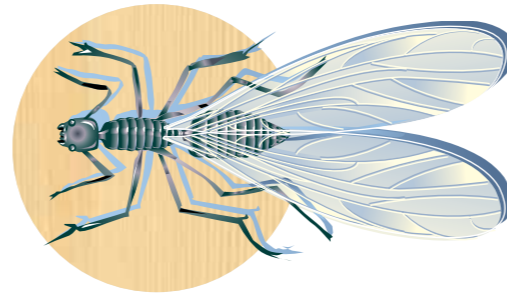
These termites can leave the colony and swarm to a new location, where they shed their wings and pair up to start new colonies.

Those “Ants” Might be Termites



Termites

- Both pairs of wings are the same shape and size
- Short, beaded antennae
- Gradual constriction in their bodies



Ants

- Two pairs of wings with the front pair larger than the hind pair
- Elbowed antennae
- Distinct constriction between body regions



3 Steps to Effective Termite Defense

Termites have been an important part of the earth's ecological system for many millions of years. They infest dead and dying trees and speed up the natural cycle of deterioration—allowing for new growth to begin. Unfortunately, they can't distinguish between the wood in your home and the wood in a forest. That's why it's vital to take steps to make sure your home doesn't become their home.

STEP 1

Get professional help.

STEP 2

Employ the best defense: Termidor® termiticide/insecticide.

STEP 3

Schedule regular professional check-ups.



America's #1 Termite Defense is the best defense for *your home*.

- In numerous trials across the US and around the world, **Termidor** has consistently proven to be extremely effective at eliminating termites in structures and preventing future infestations and damage.
- Pest professionals have successfully protected more than 4.5 million U.S. homes with **Termidor** since it was introduced in 2000.



How Termidor Works

Termidor “Transfer Effect”



1st individual “carrier” termites



Secondary carriers



Termites remaining to be affected

- Termites can't avoid what they can't detect.
 - Termites cannot see, smell, taste, or avoid **Termidor**.
 - They contact, ingest, and share **Termidor**, completely unaware that doing so will inevitably kill them.
- **Termidor** kills termites in several ways.
 - When termites eat **Termidor**-treated material, they will die.
 - **Termidor** kills termites by contact as well.
 - Since the termites can't detect **Termidor**, they ingest it and contact other termites as they go about their routines.
- **Termidor** “Transfer Effect™”
 - Whenever a termite ingests or touches **Termidor**, it can become a “carrier,” transferring **Termidor** to other termites it contacts.
 - These termites in turn can become secondary carriers, behaving normally while they transfer **Termidor** to other termites they contact.
 - **Termidor** is formulated to provide individual termites ample time to transfer it to others in the population before they die.
 - **Termidor** spreads through the colony.

Why Termidor Is Better

Termidor:

- is non-repellent, so termites don't avoid its treatment zone, nor find a way around it.
- has a long history of proven success. It has been used to protect millions of homes for more than a decade.
- binds tightly to the soil to stay put and stay effective, minimizing the chance for leaching or off-site movement.
- is virtually odor free and won't cause any disruption to your family's normal routines.
- is effective on common subterranean termites as well as regional termites like Formosan termites and drywood termites.



America's #1 Termite Defense is Now Better Than Ever



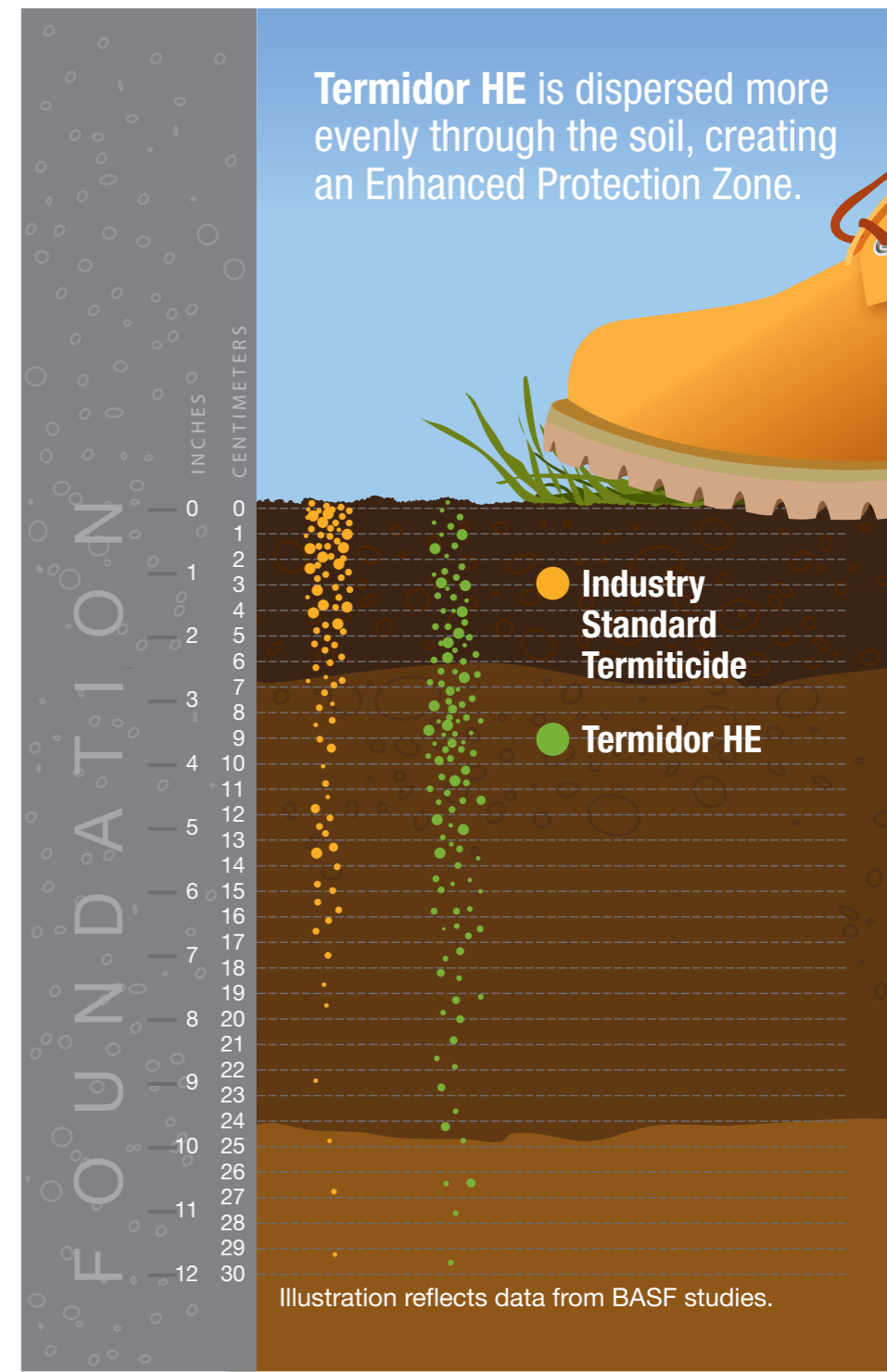
TERMIDOR[®] H·E

HIGH-EFFICIENCY TERMITICIDE COPACK
WITH TERMIDOR[®] HE TECHNOLOGY

- **Termidor HE Copack** takes everything that has made Termidor America's #1 Termite Defense and makes it even better.
- No other termiticide in existence is approved for application using as little water, trenching and drilling as **Termidor HE Copack**.
- Advanced Molecular Technology
 - Ensures a more precise application of **Termidor HE Copack** around your home.
 - Disperses more evenly through the soil to create an Enhanced Protection Zone.
 - The active ingredient "locks" to the underground soil in this zone, where it stays put and stays effective.



TERMIDOR[®]



50% of the water. 100% Termidor.

Termidor HE Copack

- Less disruption.
 - 77% smaller trenches
 - 33% fewer drill holes
- Smaller environmental footprint.
 - Less water
 - Reduced fuel, equipment, and vehicle use.



Checkups are Required

- Regular follow-up inspections and monitoring are the keys to maintain your **Termidor** protection over time.
- Your pest management professional may place monitoring devices around your home to look out for potential new termite threats.
- Inspections will keep you aware of any new conditions that may be inviting termites.
- Renewing your termite contract each year is an excellent way to make sure your home inspections are always on schedule and your **Termidor** protection stays intact.



TERMIDOR®

The Assurance of a Termidor Certified Professional



TERMIDOR®

HIGH-EFFICIENCY

PROFESSIONAL

A **Termidor** Certified Professional company is a pest control company that has completed the official **Termidor** training program, and been certified by **Termidor's** manufacturer, BASF Corporation, to use and apply **Termidor**.

A **Termidor High-Efficiency** Professional company is certified to use the very most advanced **Termidor** formulation and application methods.



Termidor Cares

- The manufacturer of **Termidor**, BASF, is the steward of America's #1 termite defense product.
- BASF is dedicated to improving the communities we serve with civic support, community giving, and sustainable, intelligent termite control solutions.
- With the help of pest management professional partner, BASF has donated and supplied materials and services to help protect and preserve historical buildings, churches, museums, homes, and more throughout the U.S.



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 **BASF**
The Chemical Company