

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



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



America's #1 Termite Defense.

Determining which termite control product is best for your home means considering a number of factors. Needless to say, you want a product that works, no ifs, ands, or buts. You also want to be sure that it is formulated with your family and the environment in mind, and that it is applied by experienced, knowledgeable professionals. Finally, you want to know it is manufactured by a company that cares and stands behind its product.

You could spend a great deal of time looking for a termite control product that meets all these criteria. Or, you could look to the one that has already been determined to do so by millions of homeowners just like you: **Termidor**[®] termiticide/insecticide. It's America's #1 termite defense product, and when you choose it, you can rest assured you've made the best choice possible for your home.

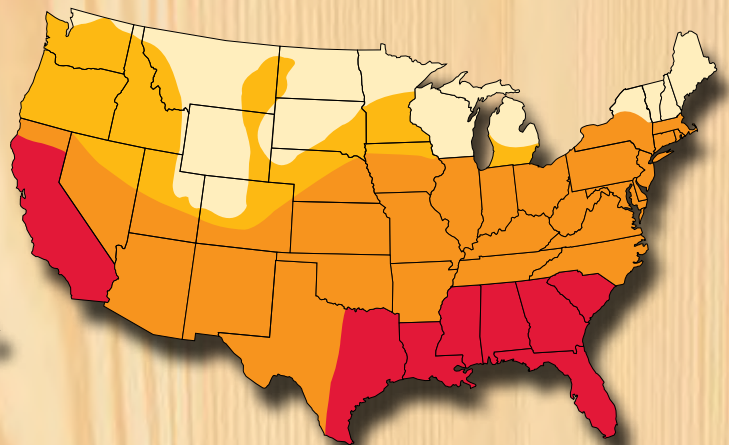


Termites.

A \$5 Billion Threat.

Although species vary throughout the United States, subterranean termites are the type most likely to attack your home. Their underground colonies can contain millions of termites and they may also colonize and travel through tubes above ground. But you may never see evidence of them... until a pest professional discovers they've seriously damaged your home. In fact, termites cause \$5 billion worth of damage each year in the U.S. alone—damage not covered by most homeowners' insurance.

In their search for food (wood/cellulose) and moisture, termites will squeeze through cracks as narrow as 1/32 of an inch to enter your home! Expansion joints, foundation cracks, tiny gaps around plumbing, and service entries are all potential entry points. And once they're in, undetected termites can mean untold damage.



Formosan & Drywood Termite Trouble

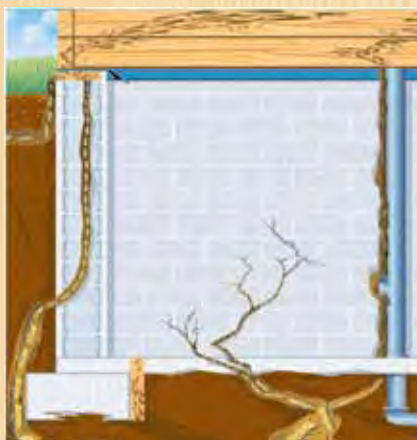
In some areas of the United States, *formosan termites* and *drywood termites* can pose unique problems.

Formosans are especially vigorous, aggressive, and destructive subterranean termites found in the southern continental U.S. and Hawaii. **Drywood** termites, found in parts of the southeast and southwest, do not require contact with the soil in order to live. In addition to damaging your home, they can seriously damage movable wooden objects like furniture as well as wood detached from your home.

Homeowner Termite Risk

- None to Slight
- Slight to Moderate
- Moderate to Heavy
- Very Heavy

How termites get into 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, all working together to turn your home into a giant buffet. Here's who you may be unwittingly inviting over to dine:



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.



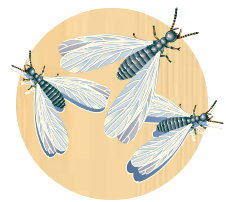
Nymphs

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

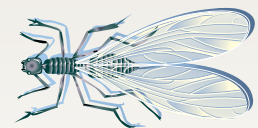
These termites can leave the colony and swarm to a new location, where they shed their wings and pair up to start new colonies.

Those "Ants" Might be Termites

- Winged ants have two pairs of wings with the front pair larger than the hind pair; both pairs of termite wings are the same shape and size.
- Ants have elbowed antennae; termites have short, straight, beaded antennae.
- Ants have a distinct constriction between body regions; termites have a gradual constriction.
- Don't be fooled by color or size: ants and termites can vary both in size and color based on species.



Termite



Ant

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.

Small holes in wood, crumbling drywall, sagging doors or floors, insect wings, and small tubes are some of the more obvious signs of termites. But the absence of these signs doesn't necessarily mean the absence of termites. That's because termites are masters at avoiding detection, remaining hidden within walls and wood while they do their worst damage. **Regular inspections by a pest professional are the best way to ensure your home truly is, and remains, free from termites.**

A thorough inspection of your home will determine if, where, and how termites are getting in. Every accessible inch of the house that comes into contact with the ground will be examined, and the rest of the structure will be inspected for signs of damaged wood and termite shelter tubes. Your pest management professional will find termite activity and can also explain how to correct any conditions in your home that invite termites.

STEP 2

Employ the best defense: **Termidor**[®] termiticide/insecticide.

If the inspection reveals termites, your pest management professional can get rid of them and keep them from returning. If your home is currently free of termites, congratulations! Now, it's time for your pest management professional to take preventative action to help ensure it stays that way. For the fastest, most effective way to address either situation, your pest management professional will use **Termidor**, America's #1 termite defense product. (Learn all about how, and how well, **Termidor** works on the next page.)

STEP 3

Schedule regular professional check-ups.

A clean bill of health from a doctor today doesn't mean it's not important for you to get regular check-ups in the future. Your home after a **Termidor** treatment is no different. Regular check-ups by your pest management professional will make sure **Termidor** continues to do its job, and that your home remains termite-free.



The Assurance of a Termidor Certified Professional

Qualified pest professionals have training in termite biology and behavior to identify, prevent, and responsibly treat termite problems. They use the most advanced and effective termite defense products to help prevent problems and damage over the long term.



TERMIDOR[®]
CERTIFIED
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**. Only a **Termidor** certified company can treat your home with **Termidor**.

Pest professionals who use **Termidor** care about their important role in protecting health and property, and about using the very best products available for your home and family. When you trust a **Termidor** Certified Professional to protect your home from termites, you can rest assured that you are dealing with a knowledgeable, well-trained BASF partner.

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

In numerous trials across the United States and around the world, **Termidor**[®] termiticide/insecticide has consistently proven to be extremely effective at eliminating termites in structures. It has also proven to be equally effective at preventing future infestations and damage. Ongoing field trials by the United States Department of Agriculture – Forest Service show no signs of termite damage in concrete slab field test plots treated with **Termidor**[®] 80 WG termiticide/insecticide at labeled rates for more than 15 years after treatment—results no other currently available termite control product can match. Pest professionals have successfully protected over 4 million U.S. homes with **Termidor** since it was introduced in 2000.



How Termidor Works

Flexible application options allow your pest professional to determine what type of **Termidor**[®] termiticide/insecticide treatment will work best for your particular situation. If there are no active termites in your home, **Termidor** will help ensure there won't be any in the future. This not only helps you rest assured your home is protected from termite damage, but adds value to your home as well.

Termites can't avoid what they can't detect.

Termidor utilizes an advanced nonrepellent, or "undetectable," liquid technology. That means termites cannot see, smell, taste, or avoid it. Instead, they contact, ingest, and share **Termidor**, completely unaware that doing so will inevitably kill them.

Termidor kills termites several ways.

When termites eat **Termidor**-treated material, they will die. But **Termidor** doesn't stop there. It kills termites by contact as well. And since termites can't detect its presence, termites directly ingest and contact **Termidor** as they go about their normal routines. This dual action sets **Termidor** apart from most other termite control products. But the unique **Termidor** "Transfer Effect"[™] elevates its effectiveness to a whole new level.

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, spreading it like a virus throughout the colony. **Termidor** is formulated to give individual termites ample time to transfer it to others in the population before they die. This unique, spiraling process is called the "Transfer Effect," and it helps deliver devastating results to termites in order to maximize protection of your home.

Termidor "Transfer Effect"



1st individual "carrier" termites

Secondary carriers

Termites remaining to be affected



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

Why It's Better

Like many other termite control products, **Termidor**[®] termiticide/insecticide is applied as a liquid, but that's where the similarities end. Many older liquid termite products are *repellents*, which termites can not only detect, but also take great pains to stay away from and circumvent. In fact, given the tiny entry gaps that termites are able to fit through, it is virtually impossible to maintain a secure chemical repellent barrier around your home. Since **Termidor** is undetectable, termites neither avoid its treatment zone, nor try to find a way around it.

Why “almost as good” isn't good enough.

Being #1 inevitably draws claims of “similar” results. But even other nonrepellent liquids can't match the unprecedented performance or success rate of **Termidor**. Some claim to be “nearly,” “practically,” or “almost” as effective, but the difference between “almost as good as **Termidor**” and **Termidor** itself can make all the difference in the world when it comes to ensuring your home is termite free.

A termite control failure can mean frustration, disruption, stress, and damage to your home. There's simply no substitute for the assurance of **Termidor's** performance, formulation, and quality service from **Termidor** Certified Professionals.

Real-world proven for over 10 years.

Although **Termidor** features the most effective termite-control technology available today, it is not a new product. On the contrary, for more than a decade, pest professionals have been using it to successfully treat and protect millions of homes from coast to coast. In those 10 years, new termite control products have come along, but not one has outperformed **Termidor**.

Formulated and applied with your family and the environment in mind.

Termidor is formulated with the same active ingredient as the #1 veterinarian-recommended flea and tick protection for dogs and cats. But, there's much more to a responsible pest control product than its active ingredient. That's why uncompromising standards are maintained in terms of **Termidor's** formulation and the methods used to apply it.

Applied with precision using time-tested application methods at very low rates, **Termidor** binds tightly to the soil. This maintains the **Termidor** protective treatment zone through rainfall and irrigation and minimizes the chance for leaching or other off-site movement.

Termidor is virtually odor free and won't cause any disruption to your family's normal routines.

Virtually Any Termite. Any Where.

Termidor is effective on common subterranean termites as well as regional termite threats like formosans termites and drywood termites. The huge colonies of the highly aggressive formosan can cause severe damage to your home in as little as three months. Drywoods pose a particular danger to furniture and wood detached from your home.

While some other products are ineffective or not approved for use on these termites, neither one of these regional troublemakers is any match for **Termidor**.



Checkups are Required

After a professional **Termidor** treatment, you can rest assured your home is protected from termites. But regular follow-up inspections and monitoring are the keys to maintaining your **Termidor** protection over time. Think of them the same way you think of routine medical and dental checkups, or other common household maintenance activities.

Your pest management professional may place monitoring devices around your home to keep a close eye on potential new termite threats. Thorough inspections will also ensure that the **Termidor** protective treatment zone hasn't been disrupted by subsequent home improvements, alterations, or landscaping. Inspections will also 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.

With a **Termidor** certified company and America's #1 termite defense working together to protect your home, termites will be the last thing on your mind.



TERMIDOR'S Unique Advantages:

America's
#1 termite defense,
with over **4 million homes treated**
since 2000.

The unique
"Transfer Effect",
means affected termites help pass
Termidor on to their population
before dying themselves.

Starts
working immediately,
and completely rids homes of termites
faster than any other liquid or
bait product.

The world's most effective termiticide—
over 15 years of test data
proves **unparalleled effectiveness**.

Low-dose treatment,
with virtually **no odor**.

Only **Termidor certified**
companies can apply **Termidor**.

Multiple application methods
to **fit your situation**.

Your pest professional can provide you with additional information about **Termidor**, the application method that's right for you, and how it can protect your home. You can also visit TermidorHome.com for more information.

A Manufacturer Who Cares

Since 1865, BASF has been pioneering effective and innovative product applications and techniques that incorporate the judicious use of chemicals, while retaining product efficacy.

We are relentlessly committed to the quality and innovation of our formulations, application methods, and practices. Smarter, less invasive application methods maximize precision and keep chemicals away from people. Cutting-edge formulations minimize exposure and environmental impact. And unparalleled product stewardship and training requirements help ensure well-trained pest professionals and judicious use of chemicals.

The Termidor Cares Initiative

We're dedicated to improving the communities we serve, with civic support, community giving, and sustainable, intelligent termite control solutions. With the help of our pest management professional partners, we've donated and supplied materials and services to help protect and preserve historical buildings, churches, museums, homes, and more throughout the United States.

As stewards of America's #1 termite defense product, we believe we have an obligation to protect our communities and neighbors from the costs, loss, and trauma of termite damage.

A Termidor® termiticide/insecticide application can only be performed by a licensed pest professional. Users must always read and follow label directions.

www.TermidorHome.com · Termidor is a registered trademark. "Transfer Effect" and the Termidor logo are trademarks of BASF.

Termidor is not labeled for termite use in New York State.

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11-21-220-003

