



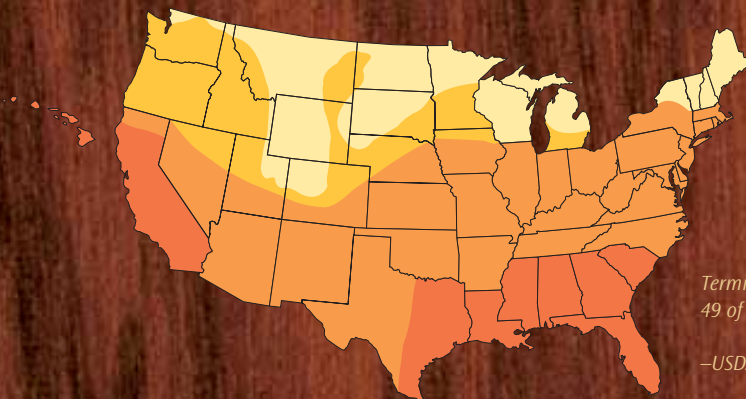
IF YOU'RE NOT ASKING FOR TERMIDOR, YOU'RE ASKING FOR TROUBLE.



TERMIDOR[®]
TERMITE CONTROL

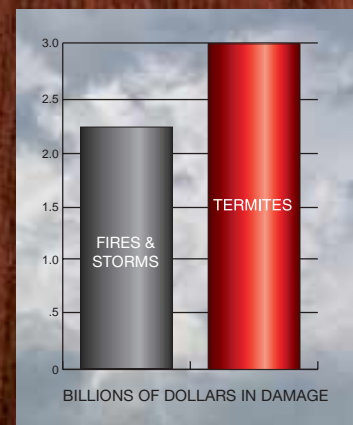
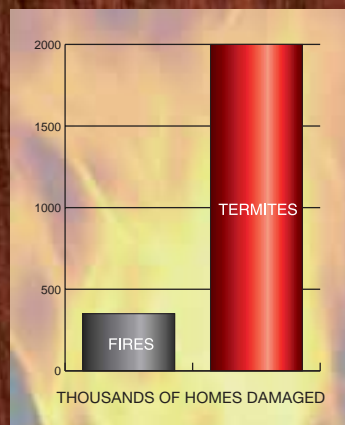
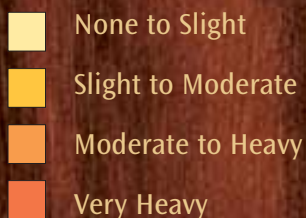
THE MOST SERIOUS THREAT YOUR HOME MAY FACE.

No matter how your home is constructed, where it's located, or how old it is, it could be attacked by subterranean termites. They are a threat across 70 percent of the world and in every part of the United States except Alaska. They cause \$2–3 billion worth of damage each year in the U.S. alone – damage that is not covered by most homeowner's insurance. They are, in fact, the most serious threat your home may face.



Termites are a concern for homeowners in 49 of the 50 states.

—USDA-FS Home & Garden Bulletin 64.



In any given year, termites damage more homes than fires. The cost of termite damage is about twice that of storm damage.

THE SUBTERRANEAN TERMITE COLONY.

The termites most likely to attack your home are subterranean termites. All are social insects that live in large, underground colonies. Although they could number in the millions, you might never see them or any evidence of them — until you discover that they've done serious damage to your home.



King and Queen

At least one king and queen are at the center of every termite colony. The queen's sole purpose is to reproduce. Some live for as long as 30 years.



Eggs

Queens can lay thousands of eggs every year. Eggs hatch into nymphs.



Nymphs

While in the nymph state, termites diverge into different castes: workers, soldiers, reproductives, and supplementary reproductives.



Workers

Workers are blind, wingless termites that maintain the colony, build and repair the nest and tubes, forage for food, and care for the other termites. They are the most numerous caste and the most likely to be found in infested wood.



Soldiers

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



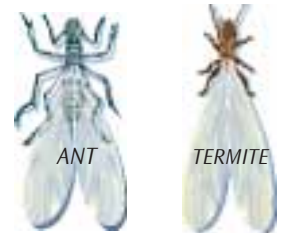
Winged Reproductives

These termites will eventually leave the colony as adult Swarmers. After swarming, they shed their wings and pair up. Each male-female pair attempts to start a new colony.



Supplementary Reproductives

These termites help increase the population of established colonies and can serve as replacements for the king or queen if they should die.



THOSE “ANTS” MIGHT BE TERMITES.

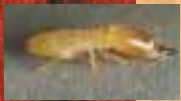
Like ants, subterranean termites live in the ground and often move in single file, but there are differences, and it's important to know them.

Both ants and termites have two pairs of wings, but ants' wings are different sizes while the termites' wings are all the same size. Ants have elbowed antennae while termites have short, straight antennae that resemble strings of beads. Don't be fooled by color or size. Ants can vary in size, and winged termites can be brown or black.

WHO'S COMING TO DINNER IN YOUR NECK OF THE WOODS?

There are several common species of subterranean termites in the United States. Which one you're most likely to encounter depends largely on where you live. Here are the four most common species of termites and where they're usually found.

Formosan Subterranean



Southern half of continental U.S. and Hawaii; originally from mainland China.

- *More vigorous, aggressive and successful than other termites called the "super termite".*
- *Maintain very large colonies (often in the millions) and can severely damage a structure in as little as three months.*
- *Most damaging during the least visible phase of their life cycle.*
- *Build hard nests called "cartons" within walls, which allow the thousands of termites inside to live indefinitely without soil contact.*
- *Can also attack and destroy healthy trees, and non-wood materials like plaster, plastic, asphalt, and even thin sheets of metal.*

Desert Subterranean



Dry or arid regions; lower deserts of northwestern Mexico, southern California and southern Arizona.

- *Because of their small size and ability to forage under dry conditions, Desert Subs occupy niche not exploited by more common subterranean termites like Formosans and Eastern Subterraneans.*
- *Preliminary research suggests an extended resistance to baiting systems.*
- *Apt to penetrate especially small cracks in concrete and masonry.*
- *Uniquely light-colored, narrow, circular foraging tubes, which may hang from ceilings, shelves and overhangs.*

Eastern Subterranean

Most common termite in North America; throughout Eastern U.S. and as far west as Montana.

- *Mature colony can contain from 20,000 to 5 million workers, averaging around 300,000. Queen will add 5,000 to 10,000 eggs annually.*
- *Single structure can often contain multiple colonies.*
- *Telltale signs include dirt-colored mud tubes and translucent wings shed by kings and queens.*
- *Average colony can consume 5 grams of wood per day.*
- *Can enter buildings through cracks less than 1/16" wide.*
- *Secondary colonies can exist above ground.*
- *Feed on cellulose materials including wood, paper, and cotton; occasionally even roots of shrubs and trees.*



Western Subterranean

Most common termite in western half of North America; throughout West coast and as far east as Idaho and Nevada.

- *Research indicates populations are higher in urban areas.*
- *Workers may live from 3-5 years.*
- *Damage most often caused in basements and at ground level.*
- *Telltale signs include dirt-colored mud tubes and large numbers of winged termites during swarming.*
- *Can enter buildings through cracks less than 1/16" wide.*
- *Secondary colonies can exist above ground.*



ARE YOU INVITING TERMITES?

Termites do have a place in the environment and have been an important part of our ecological systems since the beginning of time. Termites infest dying trees and speed up the natural cycle of deterioration—allowing for new growth to begin.

How termites get in.

Once termites have discovered your house, they will search it for food — wood fiber. They will squeeze through cracks as narrow as the thickness of a sheet of paper. Expansion joints, foundation cracks, tiny gaps around plumbing, and electrical service entries are all opportunities for termites to enter your home. In homes with basements, they can enter where the floor and walls meet, and through small openings in the walls themselves.

Make them unwelcome.

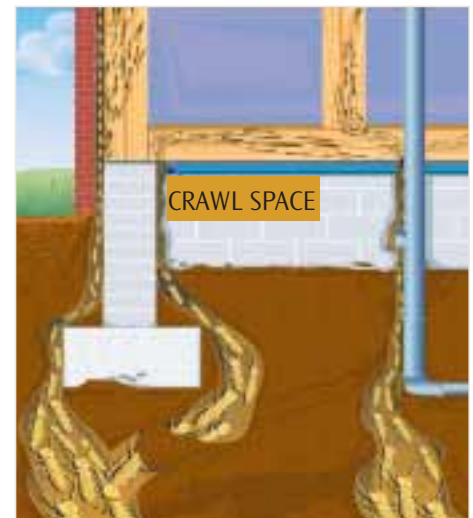
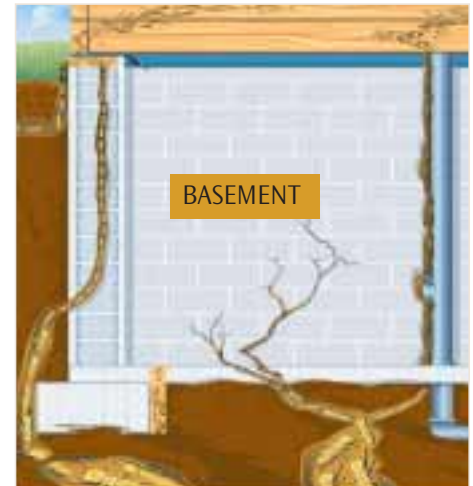
The first thing to do is to make your home a poor candidate for infestation. In general, the goal is to reduce moisture and organic matter around your home, and to prevent wood fiber from making contact with the ground.

- Don't affix wooden trellises to exterior walls.
- Keep mulch, wood debris, scrap lumber, sawdust, and firewood away from buildings.
- Don't bury wood debris near your home.
- Remove infested trees and stumps.
- Repair leaking faucets and water lines, both indoors and outdoors.
- Fix leaky roofs and gutters
- Don't allow leaves to accumulate in gutters or drains.
- Grade soil so that water (including air conditioning condensate) runs away from foundations.
- Ventilate crawl spaces and attics to reduce humidity.
- Cover at least 90% of the soil in crawl spaces with plastic sheeting.
- Make sure wood siding, stucco, and foam board are at least six inches away from the ground.

Look for signs.

Termites often leave some evidence of their presence. Look for small holes in wood, crumbling drywall, or sagging doors or floors. Insect wings are another sign, as termites shed their wings when they swarm. Look, too, for the shelter tubes termites build to serve as their passageways across masonry or along pipes.

Keep in mind, though, just because you don't see any termites or termite damage, that doesn't necessarily mean they're not there. That's why it's important to have a professional inspection of your home to ensure it's termite-free.



CALL ON AN EXPERIENCED

PEST CONTROL

PROFESSIONAL — THE

TERMIDOR® CERTIFIED

PROFESSIONAL.

Only a licenced Pest Control Professional can perform a thorough termite inspection, the first step toward termite control. A Termidor Certified Professional is your best choice.

The purpose of the inspection is to determine where and how termites are entering your home. Every accessible inch of the house that comes into contact with the ground must be examined. Also, the entire structure must be inspected for signs of damaged wood and termite shelter tubes.

If the inspection reveals that you have termites, your Termidor Certified Professional will recommend a treatment plan that will get rid of them and keep them from returning.



AMERICA'S #1 TERMITE

SOLUTION IS THE BEST

SOLUTION FOR YOU TOO.

There are lots of termite control products available today. But determining which one is the best solution for your termite problem is as simple as learning why Termidor has rapidly become the #1 termite solution in the United States.

Termidor is made from a revolutionary new nonrepellent or “undetectable” chemical technology. In numerous trials across the United States and around the world, Termidor has consistently proven itself to be 100% effective in eradicating termites in three months or less, a level of efficacy that **no other termite control system of any type has ever achieved.** And, Termidor is proving to be equally effective in keeping termites from coming back. Ongoing field trials by the U.S. Department of Agriculture show no signs of reinfestation at all study sites more than nine years after treatment with Termidor—results no other termite control product can match.

Since Termidor went on the market in March 2000, Termidor Certified Professionals have treated more than 1 million U.S. homes infested with termites and been rewarded with remarkable results for their customers and their businesses.



TERMIDOR IS UNIQUE—AND UNIQUELY EFFECTIVE.

Termidor is not merely an effective termite control solution. It is truly in a class by itself. No other termite control product available today works the same way—and no other termite control product works as well. Here's why:

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

Termites are smart enough to stay well away from anything as deadly to them as Termidor—if only they knew it was there. But Termidor is a new technology liquid called nonrepellent or “undetectable.” 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 alone sets Termidor apart from other termite control products. But Termidor's unique “Transfer Effect™” elevates its effectiveness to a whole new level.

Better than other undetectable liquids.

Whenever a termite ingests or touches Termidor, it, in effect, becomes a “carrier,” transferring Termidor to every other termite it comes in contact with. These termites in turn become secondary carriers, transferring Termidor to every termite they



contact—and so on throughout the colony. Because Termidor is intentionally engineered to be slow-acting, termites have ample time to spread it throughout their entire population. This unique, spiraling process is called the “Transfer Effect” and it helps Termidor deliver devastating results that are unmatched by any other product, including other undetectables—100% control in 3 months or less.

Better than older liquids, too.

Like many other termite control products, Termidor is a liquid—but that's where the similarities end. Many older liquid termite controls 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 find and easily fit through, it is virtually impossible to maintain a secure chemical repellent barrier around your home. Since Termidor is undetectable, Termites neither avoid it nor try to find a way around it—which is what puts Termidor in a far more effective league of its own among liquid termiticides.



—— 1st individual “carrier” termites

—— Secondary carriers

—— Termites remaining to be affected



BETTER THAN BAIT...WITHOUT THE WAIT

Baits can take from many months to several years to control a colony. That's because many bait systems work by "recruitment," in which termites must first discover a bait station and then recruit sufficient colony members to it as well. Only then is the termite control product added to the station. Plus, there's no guarantee termites heading for or already in your home will find the bait stations at all. Termidor starts working immediately and provides 100% control in three months or less.

TERMIDOR AND ITS "TRANSFER EFFECT" 100% CONTROL IN THREE MONTHS OR LESS



Termidor is applied using traditional, time-tested techniques that Pest Control Professionals are very knowledgeable and familiar with. The Termidor in the treated zone begins working immediately.



Termidor is undetectable so termites can't smell, see, or feel it as they forage freely in the treated zone.



Termidor allows the termites to continue their routine and remain active long enough to transfer Termidor through mere contact with each other before they die.

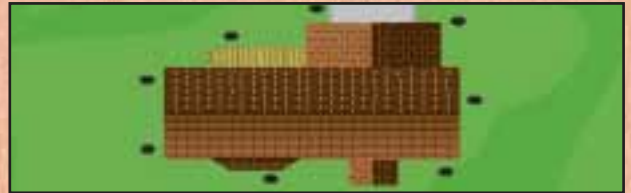


The transfer of Termidor continues to secondary and tertiary termites (and their colonies) that have not been exposed to the Termidor-treated zone.



Success. The termite populations have been controlled in 3 months or less with Termidor.

BAIT SYSTEMS AND "RECRUITING" MONTHS TO YEARS TO CONTROL A COLONY



Bait Stations – with no termite control product – are placed in the soil around the home at regular intervals. Termite control product will not be added to the station until termites are found in the stations.



The station is still waiting for foraging termites. No activity is observed in the station, so no termite control product is added.



During monitoring, there's no transfer of termite control product from one termite to another. Baits are effective only through ingestion, which can't begin until termite activity is found and the termite control is added.



A few worker termites are present in the monitoring station, but not enough to add the termite control just yet.



Finally, there are enough termites for the termite control product to be added. Eventually the termites will eat the bait and recruit other termites to eat it.

IS IT ENVIRONMENTALLY RESPONSIBLE?

DOES IT SMELL?

Termidor is applied at very low rates. Typically, the active ingredient (fipronil) is just 0.06% of the solution, a concentration much lower than that of older liquids and less than most insecticides. For an average home treatment, only about 8 ounces of the active ingredient is actually used. Keep in mind, too, that since 1995, fipronil has been used around the world for flea and tick control on household pets and on agricultural crops to protect food supplies. And Termidor has virtually no odor, which means you and your family won't notice a thing.

No better choice for termite control.

Termidor is the only termite control that combines a unique mode of action, 100% control, a long residual, and the ability to manage colonies faster than a baiting system all in a low-dose, low-odor formulation that meets the stringent standards of the Food Quality Protection Act. There simply is no better choice for termite control.

Your Termidor Certified Professional can provide you with additional information about Termidor and how it can be used to protect your home. You can also visit our website at www.TermidorHome.com.



TERMIDOR®
TERMITE CONTROL

IF YOU'RE NOT ASKING FOR TERMIDOR,
YOU'RE ASKING FOR TROUBLE.



CHECKUPS ARE REQUIRED.

Remember that responsible termite control requires periodic inspections by your licensed Termidor Certified Professional. Talk with him or her about an appropriate inspection schedule for your home.

Termidor's unique advantages:

- America's #1 termite control with over 1 million homes treated since 2000.
- 100% control. No excuses. No exceptions.
- Kills by ingestion, contact, and the "Transfer Effect," meaning affected insects help spread Termidor throughout the colony before dying themselves.
- Manages colonies in 3 months or less, up to 6 times faster than bait systems.
- The world's most effective termiticide — over 9 years of test data proves 100% effectiveness.
- Responsible, low-dose treatment, with no odor.
- Only trained, Termidor Certified Professionals can apply the product.



1-877-TERMIDOR • www.TermidorHome.com • Termidor is a registered trademark and the Termidor logo and "Transfer Effect" are trademarks of BASF. 100% control in three months or less assumes a full application following label directions. Termidor is not labeled for use in N.Y. ©2004 BASF Corporation. All rights reserved.
Always read and follow label directions.

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