

About Termidor for Termite Control in Australia and USA

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.



BASF Corporation
Mount Olive, NJ, USA

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.

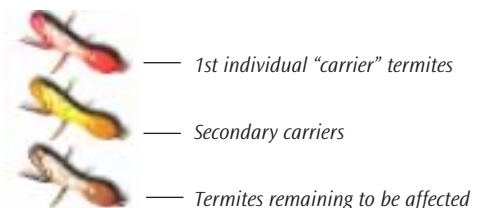
Whenever a termite ingests or touches Termidor, it, in effect, becomes a “carrier,” transferring Termidor to every other termite it comes in contact with. These termites in turn become secondary carriers, transferring Termidor to every termite they



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.



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.