

America's #1
Termite Defense.



TERMIDOR®

Trust America's #1 termite defense to keep your home termite free.

There are lots of termite control products available today. But determining which one is best for your home is as simple as learning why **Termidor**[®] termiticide/insecticide has maintained its status as the #1 termite defense product in the United States for years.

Termidor utilizes a unique *nonrepellent*, or "undetectable," chemical technology, which termites can't see, smell, taste, or *avoid*. This technology gives **Termidor** a level of efficacy no other termite control system of any type has ever achieved. Simply put, there is no better choice for termite defense than **Termidor**.

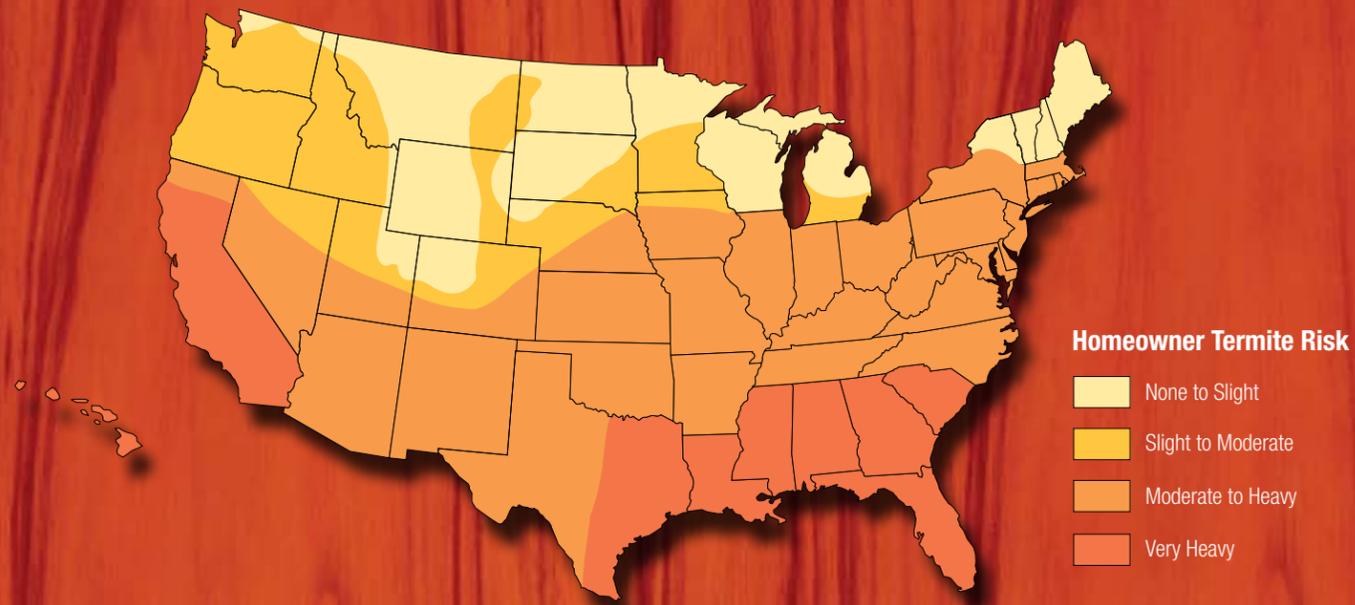
Termidor is applied in low doses and is virtually odorless, so you won't even know it's there. You will, however, have no doubt that it works.



TERMIDOR[®]

Termites. A \$5 Billion Threat.

Subterranean termites are the type most likely to attack your home. Although species vary throughout the United States, all subterranean termites are social insects that nest in underground colonies. There can be millions of termites in a colony, but you may never see any evidence of them—until a pest management 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.



Eastern subterranean

- Found throughout the eastern U.S. and as far west as Montana.
- Colonies are typically located underground but can also exist above ground, usually due to excess moisture resulting from a roof or plumbing leak.

Desert subterranean

- Thrive in the dry lower deserts of southern California and Arizona.
- Swarms occur in the summer and fall.
- Can build free-hanging mud tubes from ceilings and overhangs as long as 12 inches.

Western subterranean

- Found from Canada south to Mexico and east as far as Idaho and Nevada.
- Like Eastern subterraneans, they colonize under or above ground.

Formosan subterranean

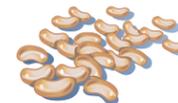
- Found in the southern part of the continental U.S. and Hawaii.
- They are particularly vigorous, aggressive, and destructive.
- Very large colonies (often in the millions) that can severely damage a structure in as little as three months.
- Build hard nests called "cartons" within walls, in which thousands of termites can live indefinitely without soil contact.

Look Who's Coming to Dinner



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. Some live for as long as 30 years.



Eggs

Queens can lay thousands of eggs every year. Eggs hatch into larvae which can molt into workers.



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 soldiers or nymphs.



Nymphs

Nymphs 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.

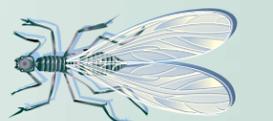
Those "Ants" Might be Termites.

Winged termites are often mistaken for ants. Here's how to tell them apart:

- Winged ants have two pairs of wings and the front pair is larger than the hind pair; both pairs of termite wings will be 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 do have a place in the environment and have been an important part of the earth's ecological system for many millions of years. Termites 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. There are three key steps you can take to make sure your



Step 1: Get professional help.

Small holes in wood, crumbling drywall, sagging doors or floors, insect wings, and small mud tubes are some of the more obvious potential signs of termites. But, even if you don't notice any of these signs, that doesn't necessarily mean termites, or the conditions that invite them, aren't there. 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 management professional are the best way to help ensure your home truly is, and remains, free from termites and the damage they can cause.

Qualified pest management professionals have training in termite biology and behavior to identify, prevent, or responsibly treat termite problems, before they get out of control. And they use the most advanced and effective termite defense products to help prevent problems and damage over the long term.

The first thing your pest professional will do is perform a thorough initial inspection of your home. The purpose of the inspection is to determine if, where, and how termites are getting in. In order to find food (wood/cellulose) and moisture, they will squeeze through cracks as narrow as 1/32 of an inch! Expansion joints, foundation cracks, tiny gaps around plumbing, and electrical service entries are all potential entry points.

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. For example:

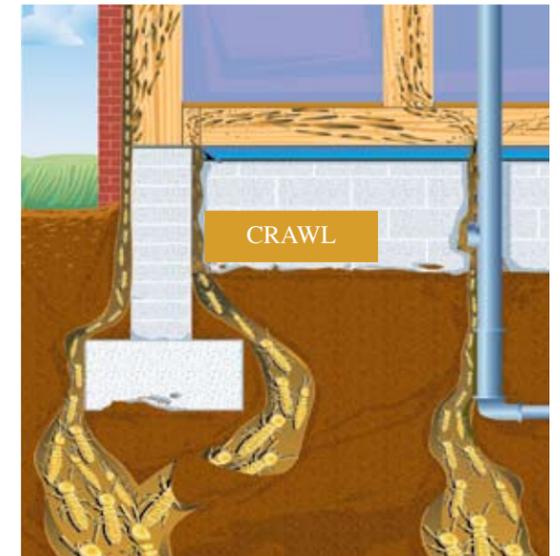
- Don't affix wooden trellises to exterior walls.
- Keep wood debris, scrap lumber, sawdust, and firewood away from your home.
- Don't bury wood debris near your home.
- Remove infested trees and stumps.
- Repair leaking faucets and water lines, both indoors and outdoors.
- Fix leaky roofs and gutters.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

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 recommend **Termidor**, America's #1 Termite Defense Product.

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.



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

Termidor® is a revolutionary nonrepellent, or “undetectable,” chemical technology. In numerous trials across the United States and around the world, **Termidor** has consistently proven itself to be one of the fastest and most effective termite control products at eliminating termites in structures. And, **Termidor** is proving 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 covered slab field test plots treated with **Termidor WG** at labeled rates for more than 15 years after treatment—results no other currently available termite control product can match.

Pest management 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 protects your peace of mind, 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 inevitably will 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 many 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—and so on within the colony. Because **Termidor** is slow-acting, individual termites have ample time to transfer it to others in the population. This unique, spiraling process is called the “Transfer Effect,” and it helps **Termidor** deliver devastating results to termites in order to maximize protection of your structure.

Termidor “Transfer Effect”™



-  1st individual “carrier” termites
-  Secondary carriers
-  Termites remaining to be affected

Why it's Better

Like many other termite control products, **Termidor** 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.

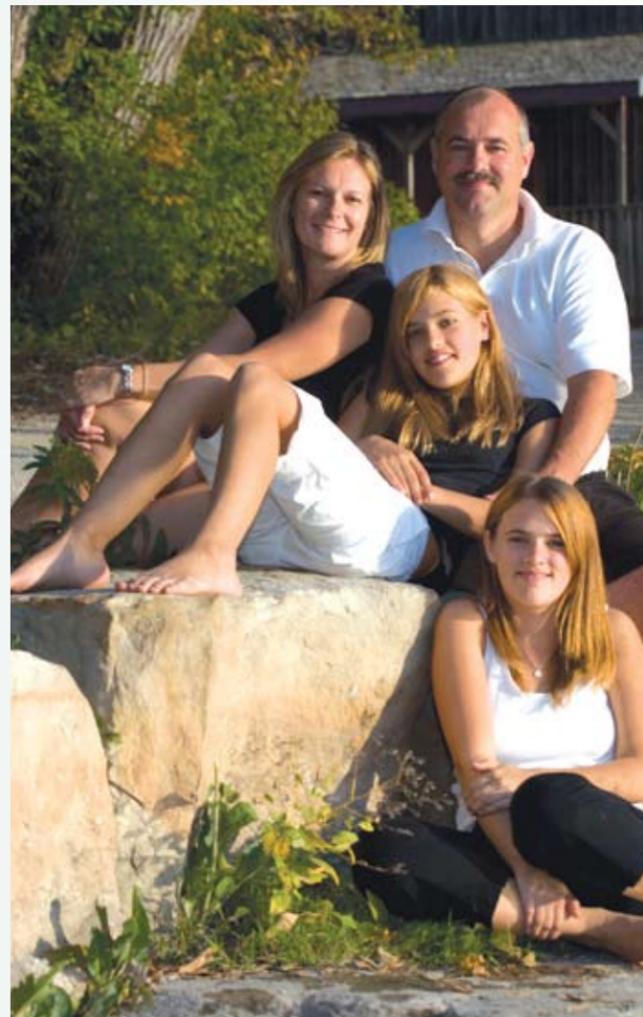
Even other nonrepellent liquids can't match the unprecedented performance or success rate of **Termidor**. Some claim to be “nearly,” “virtually,” or “almost” as effective, but the difference between “almost as good as **Termidor**” and **Termidor** itself can make all the difference in the world when it comes to ensuring your home is termite free.

Real-world proven.

Termidor is applied with time-tested application methods at very low rates. **Termidor** also binds tightly to the soil in which it is applied. This maintains the **Termidor** protective treatment zone through rainfall and irrigation and also minimizes the chance for leaching or other off-site movement.

Odor free.

Some pest control products have a strong chemical odor that is not only repellent to pests, but quite unpleasant to you and your family as well. **Termidor**, on the other hand, has virtually no odor, which means you and your family should not notice a thing after your home has been protected.



Checkups are Required

After a professional **Termidor**® termiticide/insecticide 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.

Remember, only a pest management professional can keep your home termite-free with **Termidor**. With a pest management professional 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 **Termidor** “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 pest professionals, who have been **Termidor**-certified, can apply **Termidor**.

Your pest professional can provide you with additional information about **Termidor** and how it can be used to protect your home. You can also visit TermidorHome.com for more information.

A Smarter Approach to Professional Pest Control



Since 1865, BASF, manufacturer of **Termidor**[®] termiticide/insecticide, has been pioneering effective and innovative product applications and techniques that incorporate the judicious use of chemicals—while retaining product efficacy. If you're wondering why we were so responsible before it became trendy, the answer is simple: because it's Smart.

It's also the right thing to do. At BASF, we pride ourselves on a Smart approach to pest control. In fact, our environmental impact is at the heart of our corporate vision. But don't think for a second that Smart pest control is just a company motto. On the contrary, it's something we focus on every single day.

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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