

The most
insidious 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 \$5 billion worth of damage each year in the U.S. alone—damage not covered by most homeowner's insurance. And damage that can go undetected while it grows for years on end. It's their ability to so masterfully avoid detection that makes termites so insidiously destructive.

**Unique advantages of
Termidor® termiticide/insecticide:**

- America's #1 termite defense with over 4 million homes treated since 2000.
- Unique "Transfer Effect™" means affected termites pass **Termidor** on to their population before dying themselves.
- Starts working immediately and rids homes of termites faster than any other liquid or bait product.
- The most effective commercially available termiticide—over 15 years of test data proves unparalleled effectiveness.
- Responsible, low-dose treatment, with virtually no odor.
- Only pest management professionals, who have been **Termidor**-Certified, can apply **Termidor**.

Your pest management 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.



America's
#1
Termite
Defense



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

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 and "Transfer Effect" and the Termidor logo are trademarks of BASF. Termidor is not currently registered for termite use in NY.

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America's #1 termite defense is the best defense for you.

Determining which professional termite control product is best for your home is as simple as learning why **Termidor**® termiticide/insecticide has maintained its long-standing status as America's #1 termite defense product.

Termidor utilizes a revolutionary nonrepellent, or "undetectable," chemical technology, which termites can't see, smell, taste, or avoid. 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 at eliminating termites in and around structures. And, it is proving to be equally effective at preventing future infestations and damage. Ongoing field trials by the USDA show no signs of termite damage in covered slab tests at all study sites for more than 15 years after treatment with **Termidor**—results no other currently available termite control product can match.

Pest management professionals have successfully protected over 4 million homes with **Termidor** since it was introduced in 2000.

How Termidor works.

Whenever a termite ingests or touches **Termidor**, it can become a "carrier," transferring **Termidor** to other termites it comes in contact with. 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.

2nd group of infected termites.

Termites remaining to be infected in the colony.

Why Termidor is 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, continuous 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 remarkable 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 compatible. Real-world proven.

Termidor is virtually odor-free and is applied with time-tested application methods at low rates. It 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.

Checkups are required.

Remember, responsible termite control requires periodic inspections. Think of them the same way you think of routine medical and dental checkups, or other common household maintenance activities. Talk with your **Termidor**-Certified Professional about an appropriate inspection schedule for your home.



Does my home have termites?

Even if there's no indication of termites in your home, only a thorough termite inspection by a qualified pest management professional can determine if they are actually present.

Subterranean termites can squeeze through gaps as narrow as 1/32 of an inch to get into your home. Expansion joints, foundation cracks, tiny gaps around plumbing and electrical service entries are all potential entry points.



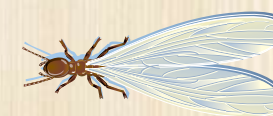
Termites often leave some evidence of their presence. Look for small holes in wood, crumbling drywall, and sagging doors or floors. Insect wings are another sign as termites shed their wings when they swarm. You might see the shelter tubes termites build to serve as their passageways, too.

Those "Ants" Might be Termites.

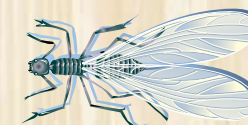
Winged termites are often mistaken for ants.

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