

Rest Assured
with **Termidor**.[®]



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 without question and uses the very latest technology available. You also want to be sure 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 who cares and stands behind its product.

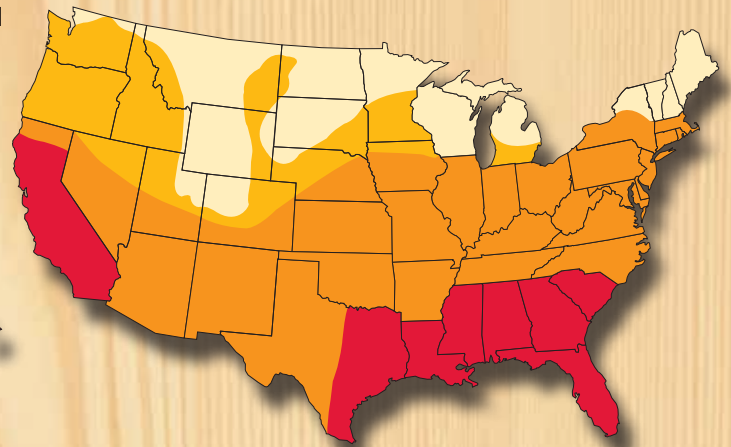
You could spend a great deal of time looking for a termite control product that meets all these criteria. Or, you could look to the one product that has already been determined to do so by millions of homeowners just like you: **Termidor**®. It's America's #1 termite defense product, and when you choose 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 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. However, 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.



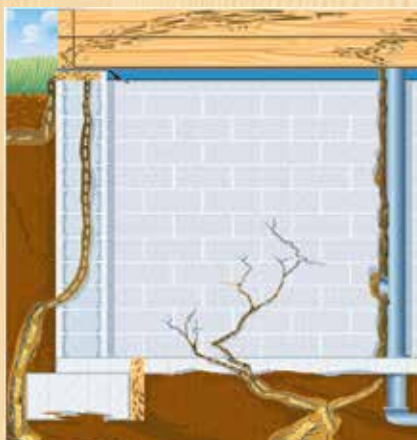
Formosan & Drywood Termite Trouble

In some areas of the United States, *Formosan* 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 U.S., 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.



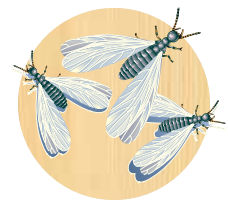
Nymphs

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

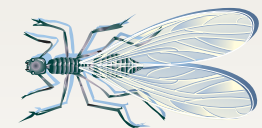
These termites can leave the colony and swarm to a new location, where they shed their wings and pair up to start new colonies.

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 and are 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 mud/shelter 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 in 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®** products.

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 following pages.)

STEP 3

Schedule regular professional checkups.

A clean bill of health from a doctor today doesn't mean it's not important for you to get regular checkups in the future. Your home after a **Termidor** treatment is no different. Regular checkups 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.*

In numerous trials across the United States and around the world, **Termidor** 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 U.S. Department of Agriculture's Forest Service show no signs of termite damage in concrete slab field test plots treated with **Termidor® 80 WG** termiticide/insecticide at labeled rates more than 15 years after treatment — results no other currently available termite control product can match. Pest professionals have successfully protected more than 5 million U.S. homes with **Termidor** since it was introduced in 2000.



How Termidor Works

Flexible application options allow your pest professional to determine which **Termidor** product 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. In turn, these termites 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 effected



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 cannot 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 zones, 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 the performance and formulation of **Termidor** and quality service from **Termidor** Certified Professionals.

Real-world proven for more than 10 years.

Termidor features the most effective termite-control technology and application methods available today. At the same time, it has a long history of proven success. 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.

There's much more to a responsible pest control product than its active ingredient. That's why uncompromising standards are maintained in terms of the formulation of **Termidor** 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 and drywood termites. 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 other wood within your home.

While other products may be ineffective or not approved for use on these regional termites, neither of these troublemakers is a match for **Termidor**.



America's #1 Termite Defense is Now Better Than Ever



TERMIDOR[®] H·E
HIGH-EFFICIENCY TERMITICIDE

It's not easy to improve upon the best. But **Termidor HE** takes everything that has made **Termidor** America's #1 Termite Defense and makes it even better.

No other termiticide in existence is approved for application using as little water, trenching and drilling as **Termidor HE**.

Advanced Molecular Technology

Advanced molecular technology ensures a more precise application of **Termidor HE** around your home. It disperses more evenly through the soil to create an Enhanced Protection Zone. The active ingredient "locks" to the underground soil in this zone, where it stays put and stays effective.

Termidor HE is dispersed more evenly through the soil, creating an Enhanced Protection Zone.

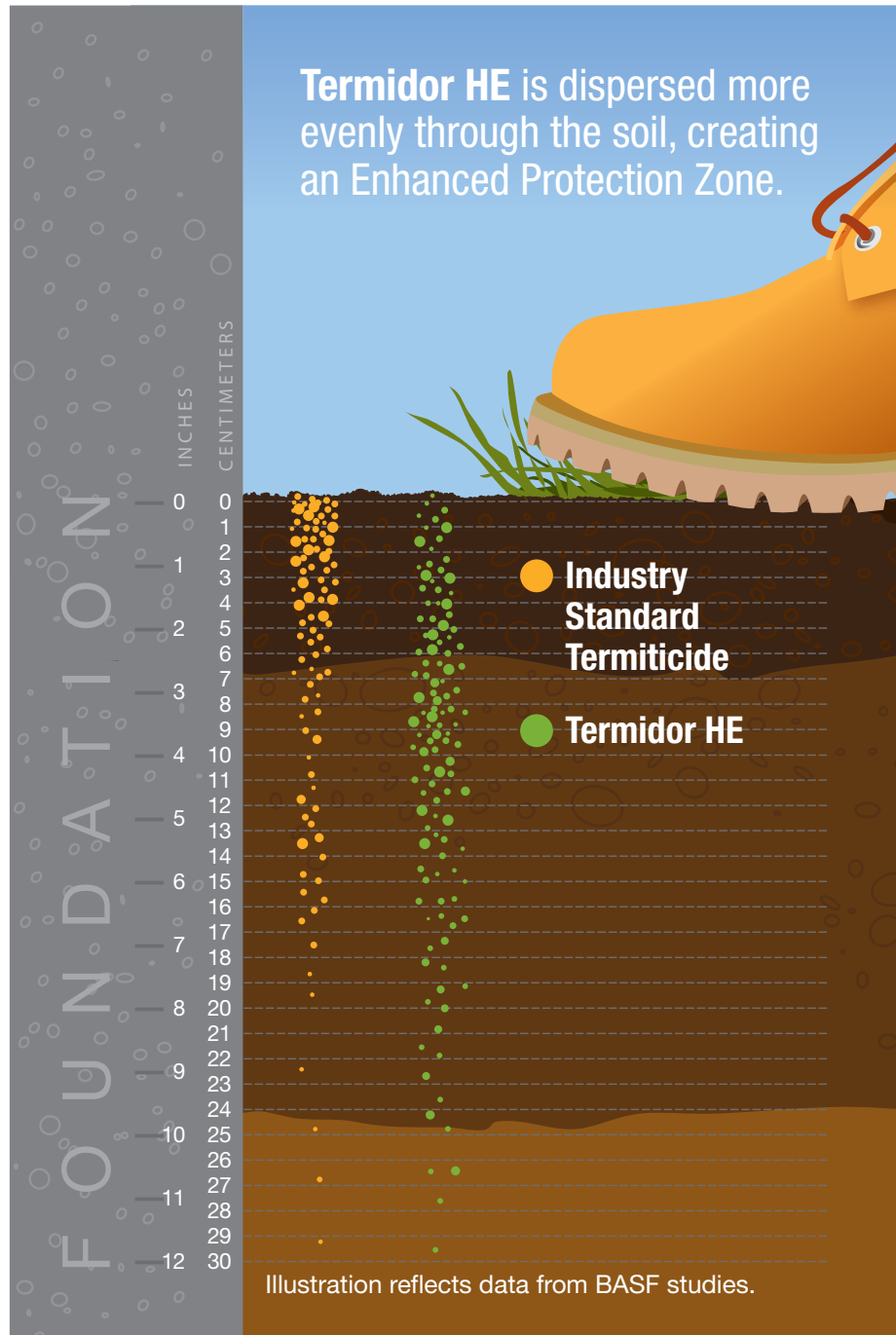


Illustration reflects data from BASF studies.

50% of the water. 100% Termidor.

All liquid termite treatments rely on water for transport into the soil — quite a bit of water, in fact. But **Termidor HE** cuts the water required by other liquid treatments in half.

This has the potential to save millions of gallons of the Earth's most precious natural resource. All without sacrificing one drop of the proven performance of **Termidor**.

Less disruption.

For a liquid termiticide to protect your home from termites, it needs to get several feet into the soil where subterranean termites travel. This requires digging, trenching and drilling around your home. But with **Termidor HE** you can expect a lot less of it.

A typical **Termidor HE** treatment entails digging 77% smaller trenches around your home and 33% less drilling.

Smaller environmental footprint.

In addition to requiring less water, a **Termidor HE** application involves reduced fuel, equipment and vehicle use. When you consider that nearly one million termite applications are performed every year, that can add up to a much smaller environmental footprint.



Less Water



Less Drilling



Less Digging

Termidor Cares

As the manufacturer of **Termidor**, BASF is the steward of America's #1 termite defense product. We are dedicated to improving the communities we serve, with civic support, community giving, and sustainable, intelligent termite control solutions like **Termidor HE**.

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.



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 or **Termidor HE** Enhanced Protection 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.

For more information about **Termidor**, visit www.TermidorHome.com.



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

www.TermidorHome.com - All products or logos denoted with ™ or ® are trademarks or registered trademarks of BASF Corporation.

Termidor® is not labeled for termite use in New York State. The Termidor® HE label may not be approved in all states.

© 2013 BASF Corporation. All rights reserved.
13-14-002-0802



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®
HIGH-EFFICIENCY
PROFESSIONAL

A **Termidor** Certified Professional company is a pest control company that has completed official **Termidor** training programs, and been certified

by **Termidor's** manufacturer, BASF Corporation, to use and apply **Termidor**.

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