



## Take termite control to the next level

### Termidor<sup>®</sup> HE High-Efficiency Termiticide

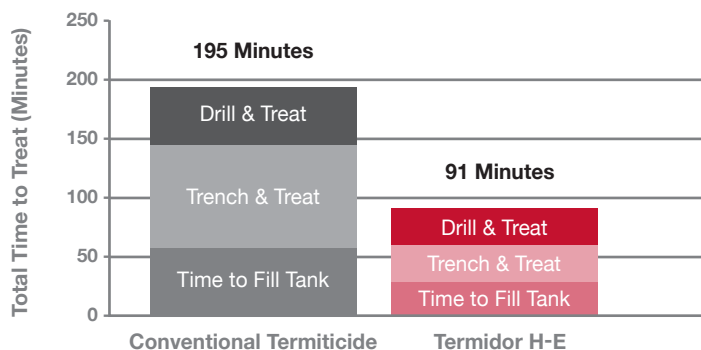
However challenging the job, **Termidor<sup>®</sup> HE** termiticide cuts time and labor to make your work easier. Its breakthrough molecular technology allows for 1/2 the water, 50% shallower treatment depths, 33% fewer drill holes, and 77% smaller trenches.

With more than 20 years of research and 16 years of market performance, **Termidor** termiticide is the most trusted name in termite control. Through genuine Transfer Effect technology, termites transfer **Termidor** termiticide to other termites via social interaction. The result is 100% control in 3 months or less.

Maximize your productivity with **Termidor HE** termiticide. It's the next level of control.

- **More efficient:** Reduce time and labor by 50% or more on every treatment. Achieve additional savings on deep-footed structures.
- **Genuine Transfer Effect technology:** Termites transfer **Termidor** termiticide to other termites, leading to 100% control in three months or less.
- **100% Termidor termiticide:** Every treatment is protected by the strength of **Termidor** termiticide, trusted for years of proven performance.

## Termidor® HE termiticide treatments are at least 50% more time-efficient than conventional treatments



- Regardless of construction type, reduced application volume provides time savings in all treatments.
- Shallower minimum treatment depths provide additional time and chemical savings on structures with deep footers.
- Less drilling and trenching saves time and reduces disruption around the home.

*Time and Motion Study, Arizona, 2014. Results based on a 200 linear-foot home (160 LF trench & treat, 40 LF drill & treat)*

## Termidor termiticide features genuine Transfer Effect technology

- **Termidor** termiticide is non-repellent, so termites can't detect its presence.
- As a result, termites cross through treatment areas and are exposed to **Termidor** termiticide.
- These first individual "carrier" termites transfer the insecticide to other termites in the colony through social interaction.
- 100% control is achieved in 3 months or less.



First individual "carrier" termites



Secondary carriers



Termites remaining to be affected



## Protect every customer's home with the full strength of Termidor termiticide

**Termidor HE** termiticide, one of the newest formulations from the **Termidor** line, saves you time and labor on every job. With its genuine Transfer Effect technology, it creates a wall of protection around each home, *providing 100% control in 3 months or less*. It's termite protection your customers can count on.

To learn more, visit [pestcontrol.basf.us](http://pestcontrol.basf.us) or contact your local BASF sales representative.