

# News Release



## **BASF Pest Control Solutions joins blogger community with new BASF Pest Talk**

For more information contact:  
Tom Hill  
BASF Corporation  
Tel: (919) 547-2829  
E-mail: [tom.hill@basf.com](mailto:tom.hill@basf.com)

Blog targets the professional pest management community and consumers facing pest control issues

ST. LOUIS, MO, October 17, 2011 – BASF Pest Control Solutions today launched its first blog, BASF Pest Talk ([www.pest-talk.basf.us](http://www.pest-talk.basf.us)), developed to provide an online forum on industry issues, trends and regional happenings for BASF and the pest community it serves.

“Over the past few years, our customers’ online demand for information and feedback has increased greatly,” said Dan Carrothers, Business Unit Manager, BASF Pest Control Solutions. “We’re hopeful the blog facilitates peer-to-peer discussions about industry challenges and opportunities, and helps address pest management professionals’ latest issues and successes.”

Pest management professionals (PMPs) can now visit BASF Pest Talk to react to pest problems, keep up on trends and industry insight, and access tools and resources to help them solve challenges they face today and those that will shape the future. **BASF Pest Talk** will also feature technical expertise to help ease issues relating to pest management. PMPs interested in pest control tips, insect identification and bug frequently asked questions can also visit BASF Pest Talk to learn more. Regular content will cover industry news, events, people and solutions.

For more information on BASF products and solutions visit [www.pestcontrol.basf.us](http://www.pestcontrol.basf.us). Follow BASF **Termidor® termiticide/insecticide** on Facebook at [www.Facebook.com/BASFTermidorPestControl](http://www.Facebook.com/BASFTermidorPestControl).

### **About the Crop Protection division**

With sales of €4.0 billion in 2010, BASF’s Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF’s Crop Protection division is to be the world’s leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or follow us on twitter: [www.twitter.com/basfagro](http://www.twitter.com/basfagro)

### **BASF – The Chemical Company**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,400 employees in North America, and had sales of \$17.7 billion in 2010. For more information about BASF’s North American operations, visit [www.basf.us](http://www.basf.us).

BASF Corporation  
26 Davis Drive  
Research Triangle Park, NC 27709  
<http://agproducts.basf.com>

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, and agricultural products to oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com) or in the Social Media Newsroom at [newsroom.basf.com](http://newsroom.basf.com).

Users must always read and follow label directions

A Termidor® termiticide/insecticide application can only be performed by a licensed pest control professional.

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