

# ATBS Case Study

## Advance® Termite Bait System: Brown Exterminating



### Stream Running Under Building Creates Challenging Environment to Treat Termites

Streams and springs are common throughout the areas of Southwest Virginia that are adjacent to the Roanoke River and New River. One stream in Christiansburg, Virginia – a storied city nestled between the Appalachian and Blue Ridge Mountains – recently created a challenging treatment situation for a local pest control company.

A commercial building that houses a hair salon and photography studio on the first floor, and apartments above, had an early spring swarm of termites. Brown Exterminating was called to evaluate and treat the problem.

Upon initial inspection, Route Manager Matt Thompson found that not only did the structure have a severe termite infestation, but a powder post beetle problem as well thanks to a stream running the width of the 77' x 58' building. He then called Mark Miller, the New River Valley Division Manager, to help come up with a solution.

“This is certainly one of those challenging environments that you hear about,” Miller jokes. “I called it my ‘A River Runs Through It’ project since the stream runs the width of the building. It is a completely moist environment that is conducive to all sorts of pests, and termites were everywhere.”

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The most challenging aspect of treating the structure was the stream. No pesticides or termiticides can come in contact with any water source, so Miller came up with a treatment plan and consulted with the local EPA agent to make sure the treatment plan adhered to all EPA standards.



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Miller called in Termite Specialist Robert Smith, and the crew from Brown Exterminating completely covered the crawl space floor and sealed the stream with plastic and an EPA-approved absorbent material to keep particles from entering the stream. The understructure was treated with an appropriately labeled product by using paint brushes and rollers to apply.

After initially treating some of the infested area with a gel, Miller decided to use this project to test the Advance® Termite Bait System (ATBS) from BASF.

Miller and crew installed 40 baited ATBS stations under the structure. Within the first 30 days Miller had hits on 22 of the 40 stations. He continued to treat the building monthly for six months until there were no more signs of termites on the property. Miller now monitors the ATBS stations on a quarterly basis to ensure that no further termite activity is taking place.

“When you start getting into deep Southwest Virginia,

there are a lot of houses and some commercial buildings that sit on springs or other water sources, so termites in the structures are very common,” Miller says. “This was my first test with the Advance Termite Bait System, and seeing the immediate hits as well as the ability to control termite’s long term made me a believer.”

This project was so challenging and time consuming that Miller has decided to develop a training program for his employees to attend in the future. The subject: Strategies for Difficult to Treat Structures.

Even today some structures continue to be built in a close proximity to water sources, and there are many in the New River Valley to work around. Miller says ATBS is an ideal solution in the pre-construction market as well, because it can prevent problems from occurring in the first place. He uses ATBS exclusively in pre-construction.

In all of his termite scenarios, Miller says he explains various treatment options to his customers. He always offers ATBS as an option and explains the long-term benefits of termite monitoring.



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“We give customers choices so they can make the best decision for their situation,” he says. “They appreciate our professional input and counsel to help them make their decision. And there is certainly an increasing recognition of the benefits of termite baiting. We offer ATBS to everyone.”



*ATBS is an ideal solution to treat sensitive accounts.*