

## KEEPING ANTS AT BAY



Stephen Gates, Technical Director at Cook's Pest Control, Alabama, is intimately familiar with ants and how difficult they can be to control. After all, these invaders are the number one group of nuisance pests across the country, and by far the number one type of pest that Cook's technicians battle on a daily basis.

In 2007, Cook's Pest Control faced a difficult year with ants, due to a drought that drove the pests directly inside customers' homes in search of water. That spring, Cook's technicians were spending hours at each home trying to locate the ants' entry points, and attempting to trace the trails back to the nest in order to apply ant control products. Yet despite the fact that the technicians were carefully treating each structure, the infestations were not completely controlled.

"We were receiving call backs from our customers complaining that the ants were still present, and our technicians were visiting homes multiple times to try to achieve full control," said Gates. "It was then that we decided we needed a new way to effectively control these pests because our current treatment method was not working."

Cook's looked to America's number one termite defense product, **Termidor**<sup>®</sup> termiticide-insecticide, that can also be applied to the outside foundation walls of a structure to control different ant species and other general pests. **Termidor** is the most effective, low-dose insecticide for outdoor ant and general pest control on the market today. Even with outdoor perimeter applications at the low rate of 0.06% active ingredient, **Termidor** provides residual control of many nuisance ant species, including Argentine and Odorous House ants, which are prevalent in Cook's territory.

"We looked at our call back data for 2007 and determined that by applying **Termidor** twice a year, we could control our customers' ant problems easily and effectively," said Gates.

In 2008, each of Cook's general pest control accounts received a **Termidor** treatment in March and a follow up treatment in September. Difficult to control infestations also received treatments with **Phantom**<sup>®</sup> termiticide/insecticide to outside entry points in between **Termidor** treatments. Since **Termidor** and **Phantom** are both nonrepellent products, Cook's could be assured that they were controlling the ants without the need for repellents that could compromise the treatment zone.

"This year call backs are almost nonexistent on most of our ant jobs," said Gates. "We've also seen significant savings in our technicians' time and fuel costs. And when it comes to happy technicians and customers who are no longer frustrated by nuisance ants, there's no equivalent monetary value!"