

New Advance® Compressed Termite Bait II

WITH TRI-ANNUAL SERVICE LABEL
(Available Spring 2009)

ADVANCE® Termite Bait System



BOTTOM LINE: More Bait. More Service Options. More Savings.

The NEW Advance Compressed Termite Bait II label and 124-gram bait load give you 33% more bait, more service interval options, and the ability to save up to 25% in labor and gas.

MORE BAIT:

- **More killing power:** The powerful 124-gram bait load provides 33% more bait per termite bait cartridge to deliver to the colony.

MORE SERVICE INTERVAL OPTIONS:

- **Tri-annual or Quarterly Service:** You now have the choice of keeping your current quarterly (4x per year) interval or moving to a new optional tri-annual (3x per year) service interval.

MORE SAVINGS:

- **More cost effective:** Our new bigger bait load is competitively priced offering you a better value—more bait at a better cost per unit compared to the current 93-gram cartridge.
- **No system changes:** There are no costly replacement changes to the Advance Termite Bait Station (ATBS) station you are currently using. The new bait load utilizes the same cartridge dimensions with a new higher compression tablet technology that allows us to put more bait tablets in the same size cartridge.

* Compared to Advance® 93-gram Termite Bait Cartridge

Good for your Business

The powerful new 124-gram Advance Termite Bait System bait load and new label offer significant business advantages that will help grow your top and bottom line:

- **Save on gas and labor:** If you choose the 120-day customer service interval, you can expect to spend up to 25% less on gas and labor expenses, thanks to one less visit annually. If you spend \$40 per service visit, you could save as much as \$8,000 annually for 200 ATBS accounts!
- **Scheduling flexibility:** By having the option of monitoring in either 3 month or 4 month service intervals, you now have enhanced flexibility to customize your service offering.
- **Enhanced peace of mind:** Knowing you will be delivering even more bait to help decimate a feeding colony.
- **Consumer flexibility:** The larger bait load allows PMPs the option of a different service agreement interval and/or renewal rate.

Comparison between the 93-gram and 124-gram bait load:

Advance Compressed Termite Bait
93-Gram Bait Load
90-Day Service Interval
Blue Label
Three Tablets



PREVIOUS



NEW

Advance Compressed Termite Bait II
124-Gram Bait Load
90- or 120-Day Service Interval
Orange Label
Four Tablets



What service interval works best for you and your customers?

Consider Selling Quarterly (3 months) Label



- Current customers satisfied with renewal costs
- Customers with quarterly GIC agreements

Consider Selling Tri-Annual (4 months) Label

- Current customers requesting lower renewal costs
 - Option for non-renewing accounts
- Customers with bi-monthly GIC agreements
- New post construction customers
- Pre-treats
- Commercial accounts

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