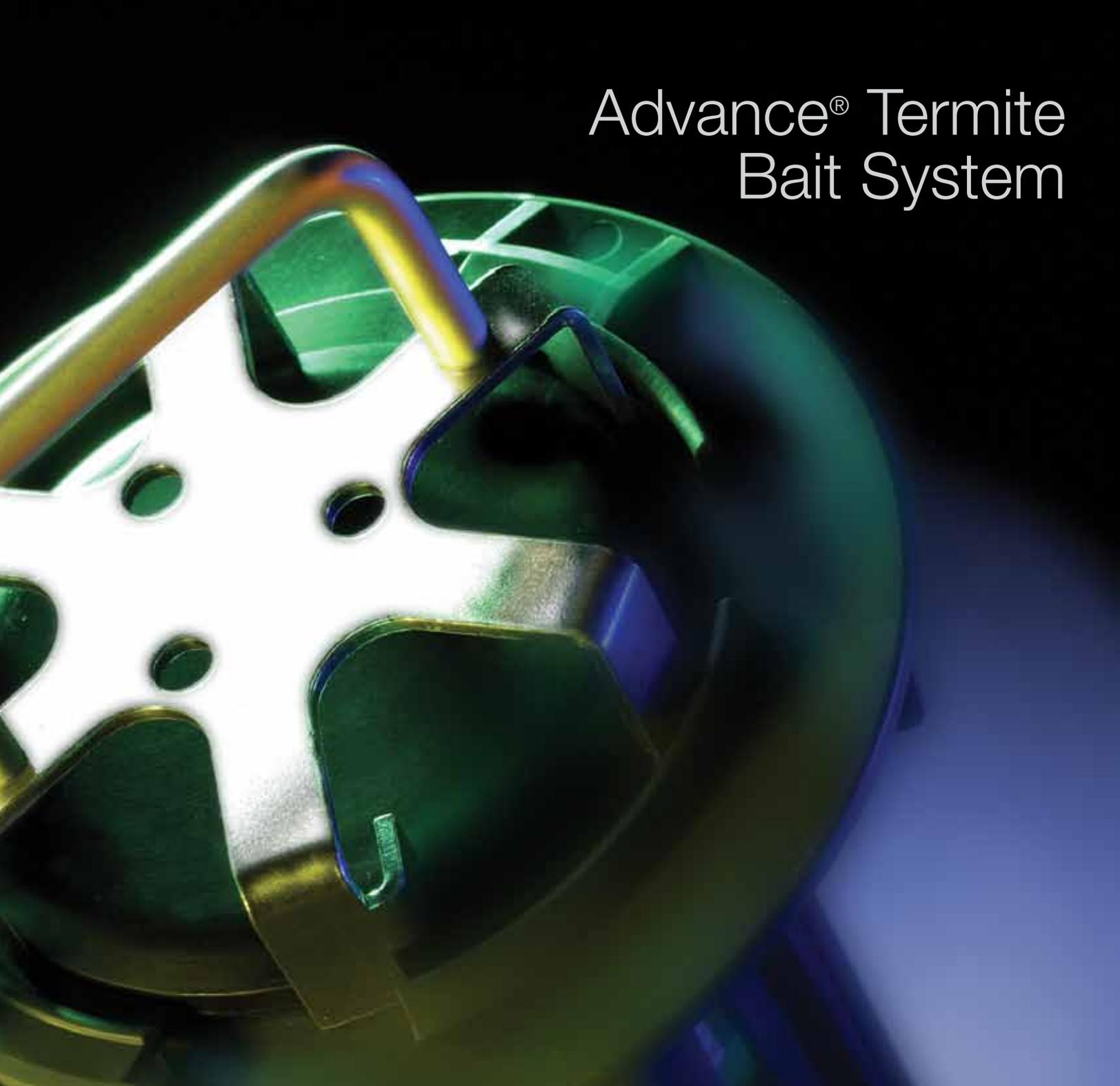


Advance[®] Termite Bait System



BASF Pest Control Solutions
The Evolution of Better Pest Control

 **BASF**

The Chemical Company

The Advantages of Advance

The **Advance**® Termite Bait System (ATBS) offers a unique combination of patented advantages in quick detection, killing power, technician serviceability and business enhancements that maximizes performance and profit potential. In addition, a highly flexible purchase plan, with no reporting requirements, keeps you in charge of your customer base and renewals.

1 Killing Power & Efficacy

The **Advance** Termite Bait System features a next generation station design with two customized food sources and maximum wood-to-soil contact, quickly generating hits and aggressive recruitment.

Advance utilizes a unique matrix, called **Puri-Cell**®, in both the monitoring and baiting phases to greatly enhance termite feeding. The matrix features compressed food-grade purified cellulose for more matrix in less space.

The clear termite inspection cartridge remains in place for 90-120 days and is easy to check and replace, minimizing termite disruption. Undisturbed termites tend to stay in place to feed on the bait rather than abandoning the station.

Most important of all, the proven insect growth regulator (IGR) chemistry transfers through the colony, leading to colony elimination.

2 Technician Serviceability

Advance consists of a completely pre-assembled station, which speeds installation and increases productivity. On average, stations can be installed around homes in 45 minutes or less and inspected in about 20 minutes. Sturdy components minimize breakage during installation, resulting in less waste and expense.

The **Advance Quik-Lock**® cap and The **Spider**® station access tool greatly enhance technician productivity during servicing while minimizing station tampering.



3 Enhanced Profitability & Business Flexibility

Because PMPs own the stations, there are no manufacturer payments to make, ever. BASF's flexible buy-as-you-go business model increases your cash flow as you pay only for components you use.

You'll also enjoy predictable labor expenses (quarterly or tri-annual inspections regardless of feeding activity) and lower administration costs, year after year.

The **Advance** Termite Bait System broad use label gives PMPs the flexibility to use ATBS in a wide variety of situations and environments, including pre/post construction, preventive/curative and in combination with liquids.

Quik-Lock

Low profile designed cap for easy servicing.

Termite Bait Station (TBS)

Ultra low disturbance design means less termite abandonment of the station.

Termite Bait Cartridge (TBC)

Used during baiting phase. Contains 124 grams compressed **Puri-Cell** bait matrix with diflubenzuron.

Termite Inspection Cartridge (TIC)

Used during monitoring phase. Contains 93 grams **Puri-Cell** monitoring matrix without active ingredient.

Termite Monitoring Base (TMB)

Preferred wood species with easy, horizontal groove access.

Vertical Slots

Allow for soil to penetrate the interior and provide maximum wood-to-soil contact.

124-gram Advance Bait Load and Label

The powerful 124-gram **Advance** bait load and label offer a host of significant business advantages.

- 90-or 120-day service interval
- Up to 25 percent savings on gas and labor
- Flexibility to customize your service frequency and/or renewal rate
- Ability to deliver even more bait to help decimate colony

Customize Your Service Interval

Quarterly Label

- Current customers satisfied with renewal costs
- Customers with quarterly General Pest Control (GPC) agreements

Tri-Annual Label

- Current customers requesting lower renewal costs
—Option for non-renewing accounts
- Customers with bi-monthly or tri-annual GPC agreements
- Pre-treats
- Commercial accounts

The Benefits of Baiting

Your termite business is only as good as your ability to meet your customers' needs. If you use **Termidor**[®] termiticide/insecticide, there is no question you offer the best termite control and prevention product on the market. But in today's competitive and diverse pest control market, there is simply no such thing as a "one size fits all" termite solution.

The **Advance**[®] Termite Bait System helps ensure you never have to walk away from profitable termite business again. Now, **Termidor** partners can expand their termite program with a BASF baiting and monitoring option—to maximize profitability, add new customers and cross-sell existing ones.

With the **Advance** Termite Bait System, you can now capture termite business in situations that might otherwise have resulted in business lost to a competitor:

- Curative or preventative situations when the use of **Termidor** is not an option.
- Curative situations in which homeowners simply insist on a bait system instead of a **Termidor** application.
- Preventative situations in which homeowners don't choose the option of a **Termidor** PerimeterPLUS[™] treatment.

Making a Case for Monitoring

More and more homeowners are waking up to the reality that ignoring the threat of termites striking their homes can be a very costly mistake. When a preventative **Termidor** treatment is not an option, using active ingredient-free **Advance** termite stations for monitoring is a smart alternative.

Positioned to homeowners in new BASF marketing materials as "**Advance** Termite Monitoring," it lets you give your customers the assurance that it will be extremely difficult for termites to invade their homes undetected. At the same time, you will have established an additional revenue stream and a strong foothold for future termite business.

ADVANCE[®]
Termite Monitoring

Advance termite stations feature a premium design with maximum wood-to-soil contact and clear-view inspection cartridges, which make termite activity easy to recognize. Homeowners will especially appreciate the stations' unobtrusive, low profile design.

Opportunities to sell **Advance** Termite Monitoring :

- A cross-sell service to current General Pest Control (GPC) customers who desire an early-warning termite detection monitor in addition to their regular general pest services.
- A standalone monitoring system for homeowners who don't choose a **Termidor** PerimeterPLUS preventative treatment. If a monitor does get a hit, you have the flexibility to treat curatively with either **Termidor** or a full **Advance** Termite Bait System installation.





BASF Support

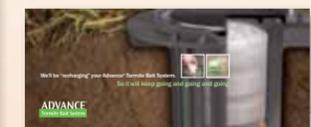
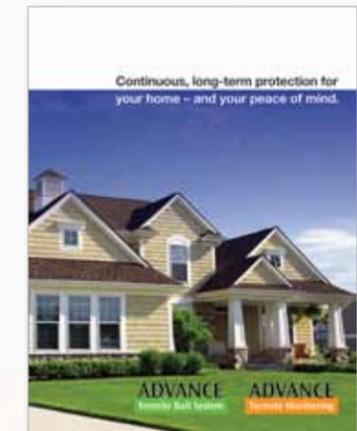
As an **Advance**® Termite Bait System customer, you can count on BASF to provide you with unparalleled marketing, sales, and training support to help enhance the image of your company, improve your close rates, and ensure technician service results.

BASF has created new **Advance** Termite Bait System brochures, door hangers, and statement stuffers to help you sell and succeed with **Advance** Termite Bait System and **Advance** Termite Monitoring.

Marketing Support Tools:

- **Advance** Homeowner Brochure
- Prospecting Door Hanger
- Monitoring Door Hanger
- Annual Advance Termite Inspection Cartridge (TIC) “Recharge” Statement Stuffer

To help your technicians service the **Advance** Termite Bait System, BASF also offers the PMP Service Brochure and training from our sales and market development specialists.



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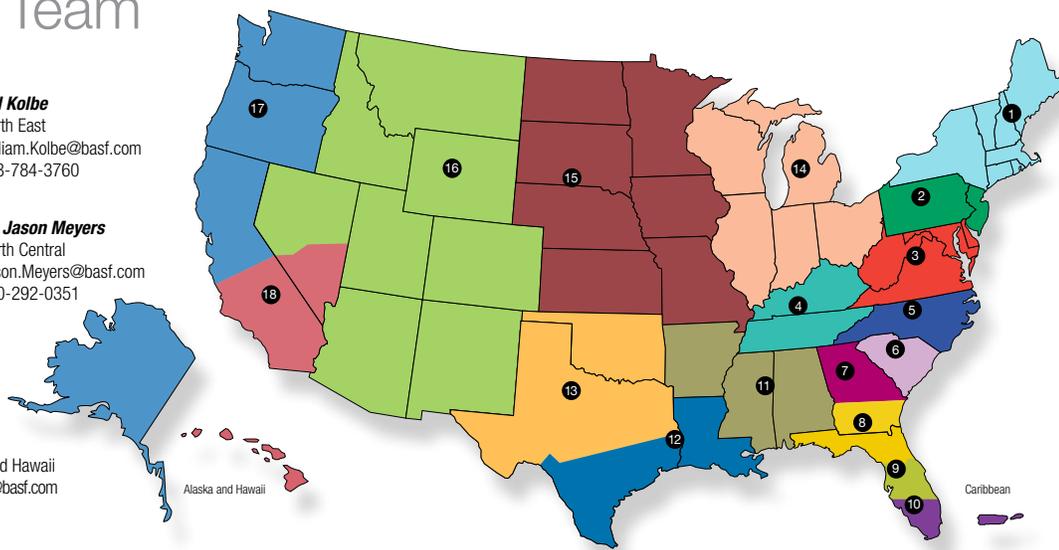
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The Best Team in the Industry

Some of the industry's most experienced sales and support specialists are ready to help you succeed with the **Advance**® Termite Bait System. And, as always, the BASF Pest Control Solutions Web site offers a wealth of ever-evolving information and materials to help you profitably solve your pest control challenges. Be sure to visit us often at www.PestControl.basf.us.