

What termites don't know **will** kill them. 

Termites haven't survived for eons by knowingly venturing into deadly environments. If they detect the presence of something threatening or repellent, they'll not only alert their colony mates to avoid it, they'll go to great lengths to get around it as well.

But **Phantom**[®] termiticide-insecticide is a nonrepellent. Its cutting-edge active ingredient, chlorfenapyr, is completely undetectable—and pests can't avoid what they can't detect.

Phantom is labeled for the control of termites throughout the U.S. It offers superior results and flexibility at an economical price. And, its distinct brand and unparalleled support set apart pest professionals using **Phantom** from those using anything else.

Read on to learn why **Phantom** should be part of your arsenal.

**The world's newest-
technology termite
control is undetectable.**

Of all the termite control products available today, *nothing* works better than undetectable nonrepellents—like **Phantom**. Termites can't avoid or circumvent **Phantom**, as they can repellent products. Instead, they unknowingly and repeatedly contact it as they go about their regular routines, and ingest it along with the material they normally eat.

Phantom controls termites quickly (unlike baits, which can take many months to control a colony), while its delayed-action mortality prevents dead termite accumulation in treated areas.

The **Phantom** low-threat formulation is converted into its most termite-lethal form only after contacting a specific enzyme inside a termite's body. It then cripples the cells' ability to generate energy, soon disabling basic life functions.



Always read and follow label directions.

www.PestControlFacts.com • Phantom is a registered trademark and the Phantom logo is a trademark of BASF. Phantom is not registered for cockroach control in California. Check with your local BASF sales specialist regarding state approval.

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07-21-155-017



**Undetectable.
Flexible.
Unique.**

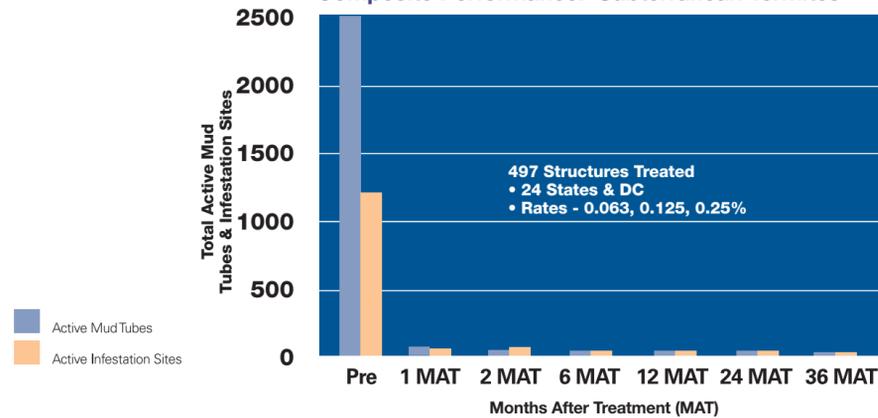




Any termite. Any house. Any soil.

Prior to registration, **Phantom** was used by pest professionals to control termite infestations in nearly 500 structures in 24 states and the District of Columbia, treated between 1998 and 2000, under the most extensive liquid termiticide EUP program ever undertaken. These EUP trials demonstrated that **Phantom** provides superior termite control regardless of termite species, construction type, or soil type and pH.

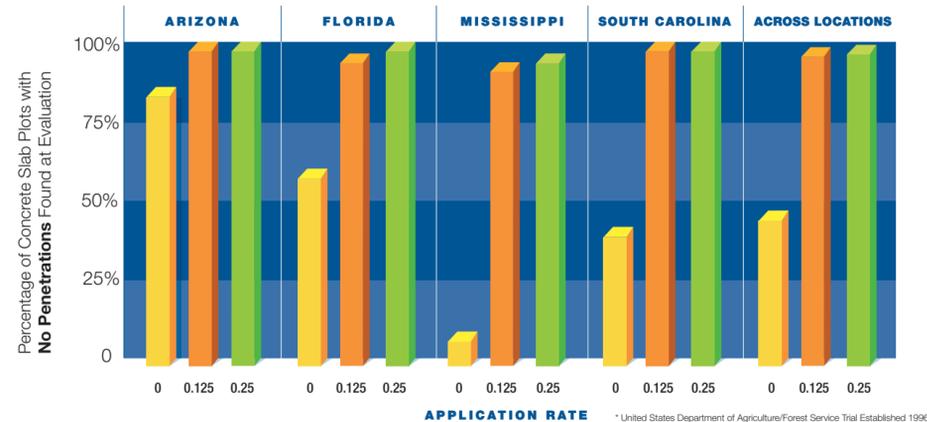
Phantom EUP TRIAL SUMMARY Composite Performance: Subterranean Termites



The five-year USDA Forest Service trial results are no less impressive. **Phantom** prevented termite penetration to wood in 96% of the treated concrete slab plots evaluated over five years at labeled rates (0.125% and 0.250%) and sites.

The USDA Forest Service also tested **Phantom** using the difficult ground board tests. Five years after treatment with **Phantom** at labeled rates, over 94% of these plots did not exhibit termite damage on the ground board or penetrations through the treatment to the wood.

Treatments to soil at label rates for control of subterranean termites (average across 5 years)



The only liquid nonrepellent termiticide approved nationwide.

Phantom is the first liquid termiticide registered in New York in over 11 years, making it the *only* product of its kind labeled for use in every termite state.

Its low water solubility, superior stability, low dose active ingredient, virtually odorless formulation, and low-threat (Caution) signal word, all helped **Phantom** gain these state approvals—even in New York, where so many other liquid termiticides have been denied.



How about a guarantee?

The BASF Pledge of Performance: Introducing the **Phantom** 8-Year Pledge. In the unlikely event that a **Phantom**-treated structure requires a re-treatment, BASF will pay for the re-treatment chemicals, as well as the labor costs involved. This pledge is so comprehensive that it effectively makes callbacks and retreat problems a thing of the past.



A step up from generics.

In a sea of generic termite control products, **Phantom** stands apart. Its unique formulation and brand are supported by the industry's leading manufacturer and the most knowledgeable undetectable termite technology experts. BASF supports pest professionals who use **Phantom** with a wide variety of homeowner tools, marketing support, and technical guidance. All of which can help distinguish you from your competitors using less-than-premium products.



Plus ants, roaches, bed bugs and more.

Phantom is also labeled for indoor general pest control, including commercial food handling areas. Which means it offers a unique and extremely effective solution for your residential and commercial customers. And, because **Phantom** is a true nonrepellent, it works extremely well in conjunction with baits for even longer-term control.

Phantom precision-targeted applications are non-staining, virtually odorless, offer long residual control, and won't trap pests within structures, as can commonly occur with older repellent liquids. It is also labeled for outdoor pest entry points and can be reapplied as often as every four weeks, making **Phantom** an excellent rotational product in your general pest program.

All told, **Phantom** offers one of the most flexible, powerful general pest solutions available today.