



Termidor[®]
Termiticide/Insecticide

BASF
We create chemistry

The staying power to protect longer

Recently published studies demonstrate the superior residual properties of **Termidor**[®] termiticide vs. Premise. With extraordinarily high leach resistance, the active ingredient in **Termidor** termiticide remains in the treatment zone far longer than Premise, providing years of protection. No wonder Pest Management Professionals choose **Termidor** termiticide to provide a high level of structural protection while reducing their business risk.

- **Longer-lasting protection:** Leach-resistant **Termidor** termiticide stays in the treatment zone years longer than Premise
- **Effective structural protection:** **Termidor** termiticide offers homeowners more reliable protection than Premise against termites
- **Reduced business risk:** Pest Management Professionals satisfy customers with one application, avoiding the cost of retreatment

Tests prove Termidor® termiticide provides longer lasting protection^{1,2}

Researchers at Texas A&M University used buckets with soil uniformly treated at labeled rates with **Termidor SC** Termiticide/Insecticide, Premise 75 WP Insecticide, or no treatment at all. Each bucket received weekly watering, while holes in the bottom allowed for leachate collection. Researchers gathered and analyzed soil and leachate samples at 1, 3, 6, 9 and 12 months after treatment.

Termidor termiticide ensures top-quality structural protection

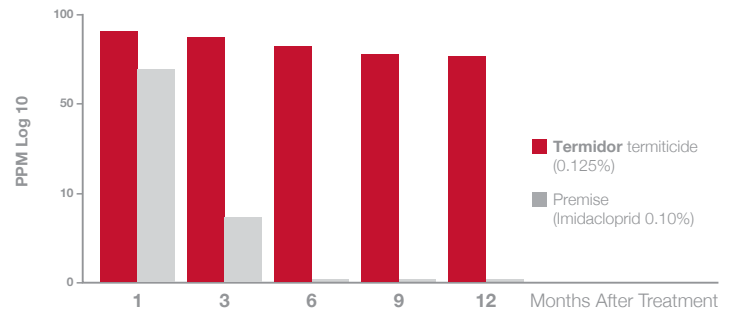
These findings prove that **Termidor** termiticide helps Pest Management Professionals deliver more effective termite protection to homeowners than Premise, resulting in a superior level of structural protection.

Termidor termiticide reduces business risk

Choosing Premise puts pest management businesses at risk of leaving customers exposed to infestation after only six months.

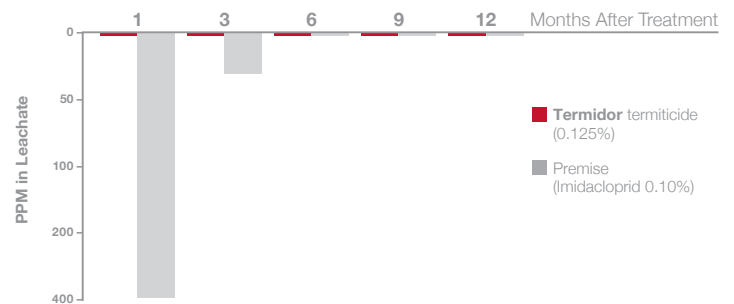
Termidor termiticide could help Pest Management Professionals avoid the added labor and product costs of retreatment, as well as a potentially difficult conversation with homeowners about the lack of adequate termite protection.

Termidor termiticide residues remain in soil, Premise residues were not detected after 6 months^{1,2}



While nearly all **Termidor** termiticide residues remain in the soil after a full year and beyond, Premise residues are undetectable 6 months after treatment.

Termidor termiticide residues do not leach^{1,2}



Termidor termiticide residues were never observed in the study's leachate collections, while Premise proved extremely mobile in water profiles, leaching out of the soil in 6 months.

Termidor termiticide outlasts and out-protects

For long-lasting protection that safeguards a homeowner's most valuable asset and helps protect the Pest Management Professional's business reputation, choose leach-resistant **Termidor** termiticide, with excellent residual properties.



¹Recovery of Imidacloprid from Leachate and Soil - T. Chris Keefer and Roger E. Gold Department of Entomology, Texas A&M University, College Station, TX, VOL. 39, NO. 3 SOUTHWESTERN ENTOMOLOGIST SEP. 2014

²Recovery from Leachate and Soil Samples of Fipronil at Termiticide Concentration - T. Chris Keefer and Roger E. Gold, Department of Entomology, Texas A&M University, College Station, TX VOL. 39, NO. 4 SOUTHWESTERN ENTOMOLOGIST DEC. 2014

Always read and follow label directions.

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