



What happens when  
termite protection  
is disrupted?

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**Termidor® Restoration**

## Restore protection to their biggest investment

### Protect your customers with Termidor® Restoration

Since 2000, **Termidor** termiticide has protected your customers from termites. With your support, it has become the number one liquid termiticide in the industry, protecting more than 6 million homes in the U.S.

That kind of success is worth repeating. For years, your customers have been protected by their original **Termidor** treatment, and it may be time to retreat their home. With **Termidor** Restoration, you can fully restore their termite protection and preserve their biggest investment.

#### Why restoration is important for your customers

If homeowners have questions about the need for a restoration treatment, talk with them about the constant pressure homes may face from termites, which typically forage in the top 12 inches of soil. This is where soil disruptions most often occur, which is one reason a retreatment may be necessary.



#### Changes can affect their red zone of protection

Over time, changes can disrupt their original **Termidor** treatment zone of protection, represented by the red area in the illustrations. Let your customers know that the following activities can affect the soil around the foundation of their home.

- A** Adding or moving landscaping
- B** Animals digging along foundation
- C** Irrigation additions or repairs and utility line additions or repairs
- D** Structural additions to the home or foundation repairs
- E** Heavy storm runoff with soil erosion

Restore disrupted termite treatment zones with **Termidor** termiticide



*Illustrations are not to scale.*



## Retreat with the most trusted termiticide in the industry



A service option designed to work with your specific business model

### Restore their zone of protection

To put **Termidor**® Restoration to work for you, contact customers whose homes you've already treated with **Termidor** termiticide. Arrange an inspection to see if their home requires a retreatment. This will restore the zone most vulnerable to termites.

### Restoring their protection with a flexible service option

**Termidor** Restoration gives you maximum flexibility to include a new service option in ways that work best with your business. In turn, you can provide customers with the strongest protection from termites and the greatest level of protection to their home.

- **Scheduling:** Plan **Termidor** Restoration treatments in the off-season to optimize your business year-round.
- **Pricing:** Adjust this option to fit your business model. For example, you can charge at time of treatment or build it into annual inspection charges.
- **Products:** Restore the treated zone with the trusted **Termidor** product of your choice.

For the most efficient treatments, choose the latest innovations from BASF. Reduce time and labor with **Termidor HE** High-Efficiency termiticide, which maximizes your time savings and productivity during restoration. Eliminate disruption from trenching and rodding\* with the **Termidor HP** High Precision Injection System.

\*In most applications

### BASF provides a complete toolkit of support

The enclosed tools will help you engage with customers, provide information on **Termidor** products, and further your own marketing goals. Many of the materials can be customized with your company name and information.

### Following are several ways you can use the toolkit to promote your services:

- The restoration homeowner brochure helps explain termite pressure, soil disturbance and possible retreatment to your customers.
- The product sheets highlight the **Termidor** innovations to efficiently restore your customer's protection.
- The restoration email can help you engage with customers and utilize your customer list.

Refer to the technical guidance for **Termidor** Restoration treatments. The recommendation follows retreatment language found on **Termidor** labels. Please note that complete restoration treatments qualify for a renewed **Termidor** 10-Year Pledge when registered via the Partners Resource Center.

Making it easier to build your business and enhance your brand



A new avenue for growth  
that also strengthens  
customer loyalty

### Enhance your customer connections

**Termidor**® Restoration strengthens the loyalty you've already built with existing customers. Over the years, you've trusted **Termidor** termiticide to protect your customers, and they trust you to continue protecting the home they value.

Build **Termidor** Restoration into your business and enjoy additional revenue that comes with long-term customer retention.

### Put **Termidor** Restoration to work for you

With **Termidor** Restoration, BASF offers you new potential for growth. Each step of the way, we provide the tools to help you incorporate this service option and enhance your business and your brand.

Visit [pestcontrol.basf.us/termidor-restoration](https://pestcontrol.basf.us/termidor-restoration) to learn more

