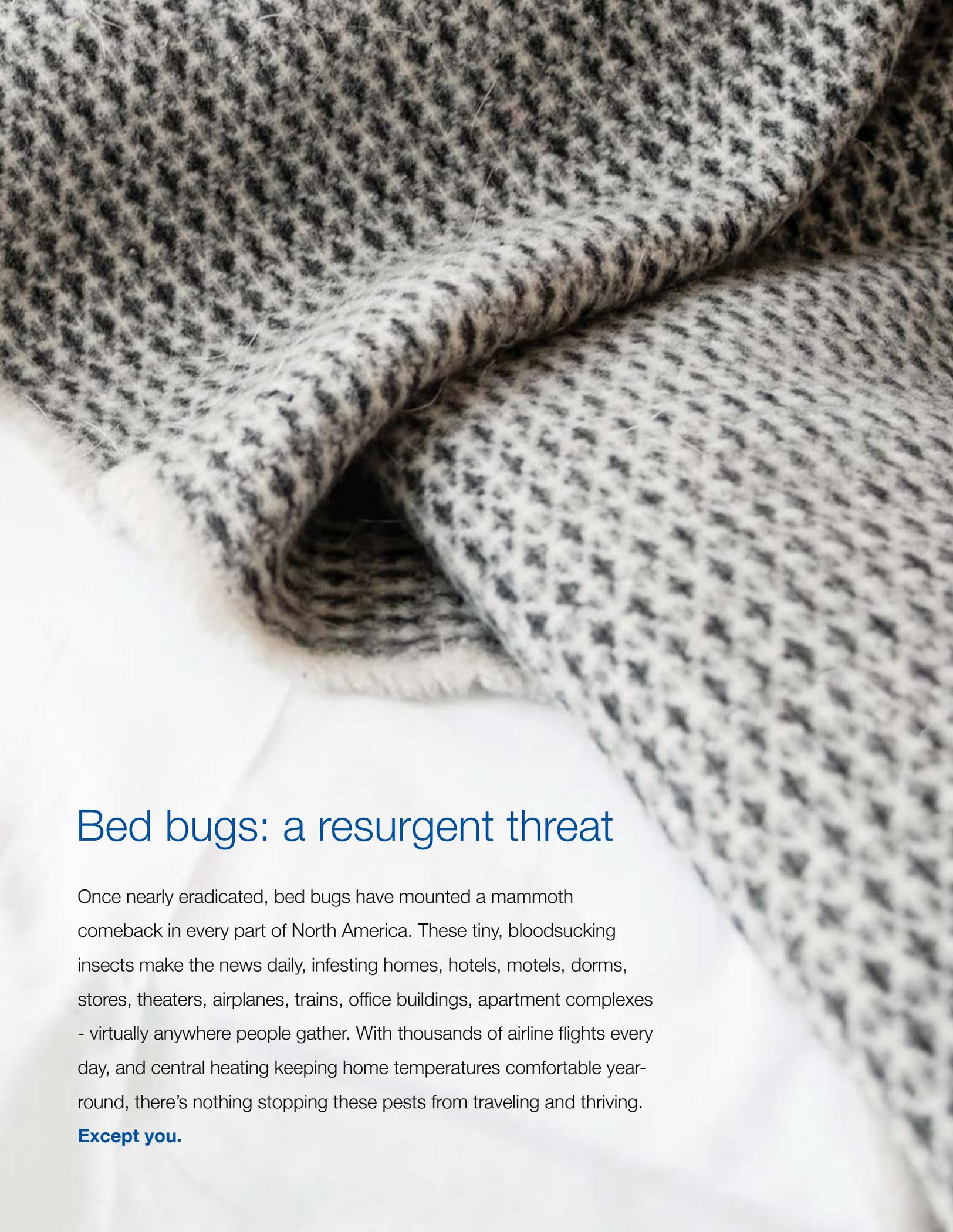




Better bed bug
control with
Alpine[®] and
Phantom[®]
insecticides

 **BASF**
We create chemistry



Bed bugs: a resurgent threat

Once nearly eradicated, bed bugs have mounted a mammoth comeback in every part of North America. These tiny, bloodsucking insects make the news daily, infesting homes, hotels, motels, dorms, stores, theaters, airplanes, trains, office buildings, apartment complexes - virtually anywhere people gather. With thousands of airline flights every day, and central heating keeping home temperatures comfortable year-round, there's nothing stopping these pests from traveling and thriving.

Except you.

Bed bugs: an emerging opportunity

Bed bugs are one of the fastest growing sources of revenue for Pest Management Professionals (PMPs). Your clients who suffer bed bug infestations want them gone—now. These pests create a perception of uncleanliness and often take a psychological toll on those affected.

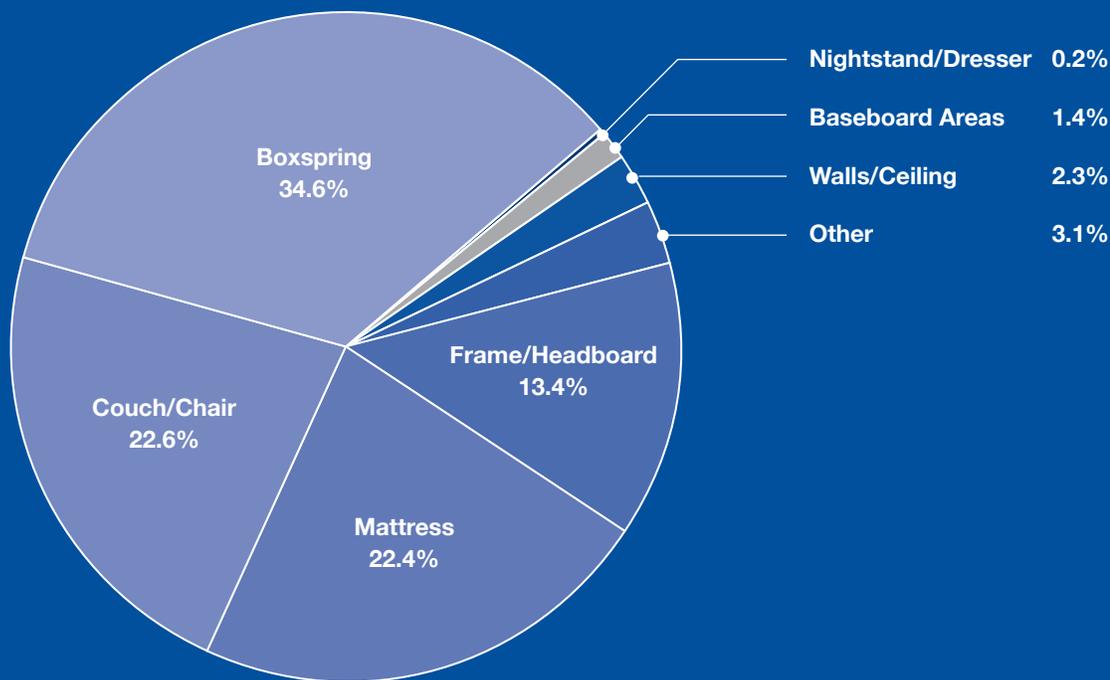
Take advantage of this growing opportunity by equipping yourself with the best products and training available from BASF.



Thinking beyond the bed can save callbacks

Maybe bed bugs are misnamed. They could just as easily be called suitcase bugs, backpack bugs or living room bugs. Bed bugs spread into living areas and can be seen on any surface, including chairs, railings and ceilings. Inspecting and treating these areas can make the difference between a good and great bed bug business.

Find Them Where They're Hiding



Reported bed bug findings from Pest Management Professionals (PMPs)



apartments/condominiums



single-family homes



hotels/motels

Survey of 13 apartments; Source: PCT Magazine. Battling Bed Bugs in Apartments. University of Kentucky. Potter, Romero, Haynes, Wikenmeyer.

Two Revenue-Building Strategies

BASF solutions help you build revenue in two ways. First, by helping you address active infestations and second, by allowing you to offer your customers a proactive, longterm, maintenance approach.

Active Infestation Program

Use the right solutions for quick cleanout of active infestations, eliminating hard-to-find, persistent and increasingly pervasive bed bugs right away.

How the Active Infestation Program Works

Set clear expectations

Let your customers know in advance that all bed bugs may not be eradicated during the first visit. While most are eliminated as a result of the first treatment, occasionally a few will remain or be brought into the dwelling afterwards. If bed bugs persist, schedule follow-up inspection-treatments every one to two weeks until they are gone.

Choose the right products

For an active infestation, use **PT® Alpine® Flea & Bed Bug** Pressurized Insecticide around the bed areas (headboard, frame, box spring and edges, tufts, folds, sides and seams of mattress) and other areas of the room (perimeter, luggage and furniture; always read and follow label instructions). For difficult to reach places like headboards, use **PT® Alpine®** Pressurized Insecticide or **PT Phantom® II** Pressurized Insecticide.

Treat likely hideouts

For applications to the secret areas where bed bugs hide, we recommend **Crack & Crevice®** treatments. Bed bugs often harbor around bed frames, box springs, headboards and in cracks and crevices associated with baseboards, moldings, carpet edging, wall fixtures, night stands, dressers and other hard furniture. Spot treatments are recommended for baseboards, undersides of dressers, drawers and other furniture near bed bug gathering sites or along their feeding routes.

Inspect, inspect, inspect

Do follow-up inspections every one to two weeks until you find no more bed bugs. If bed bugs are found during the inspections, use **PT Alpine Flea & Bed Bug** Pressurized Insecticide or **Alpine® WSG** Water Soluble Granule Insecticide where appropriate. Note that product application and inspection can be done simultaneously, creating efficiency while saving on labor costs.

Maintenance Program

Once inspection yields no bed bugs, upsell existing customers to the maintenance program for recurring revenue.

Maintenance Program

Use **PT Phantom II** Pressurized Insecticide every six months around the bed area (headboard, frame, box spring) and mattress seams. Use **PT Phantom II** Pressurized Insecticide or **Phantom®** Termiticide-Insecticide every 12 months around the perimeter of the room and non-bed areas in the diagram. During each application, inspect thoroughly for signs of bed bugs.

How The Maintenance Program Works

Everyone benefits from a maintenance program that sells itself

No one wants bed bugs, especially homeowners, property managers, and hospitality managers. But once introduced, they spread fast, which is particularly bad news for multiunit dwellings, where bed bugs can readily expand from one infested unit to another through door frames, windows, or holes or cracks in the walls, ceilings and floors.

Multiunit complexes are primed for a maintenance program because it makes bed bug control a budgetable line item at the beginning of the year. It stops the unpredictable expense of a widespread bed bug outbreak and gives the property manager peace of mind that units are under control. Best of all, a maintenance program gets you repeat business and recurring revenue.

Inspect, inspect, inspect

Every six months, perform a thorough inspection of the account. Focus on likely areas of bed bug activity such as bed frames, box springs, headboards, upholstered furniture, and cracks and crevices in baseboards, bedroom furniture, and carpet edges.

Treatment

Bed bug infestations commonly begin with the introduction of secondhand mattresses and furniture, luggage, and even laundry. Re-infestation is likely, especially in multi-unit complexes and shared spaces such as hotels and rental properties. By performing a thorough inspection and treatment every six months, accounts are prepared for bed bug hitchhikers.

Details of recommended routine inspection and treatment sites can be found in the diagram at right.

The **one-two** punch that knocks out bed bugs

Alpine®

Insecticides



Phantom®

Insecticides

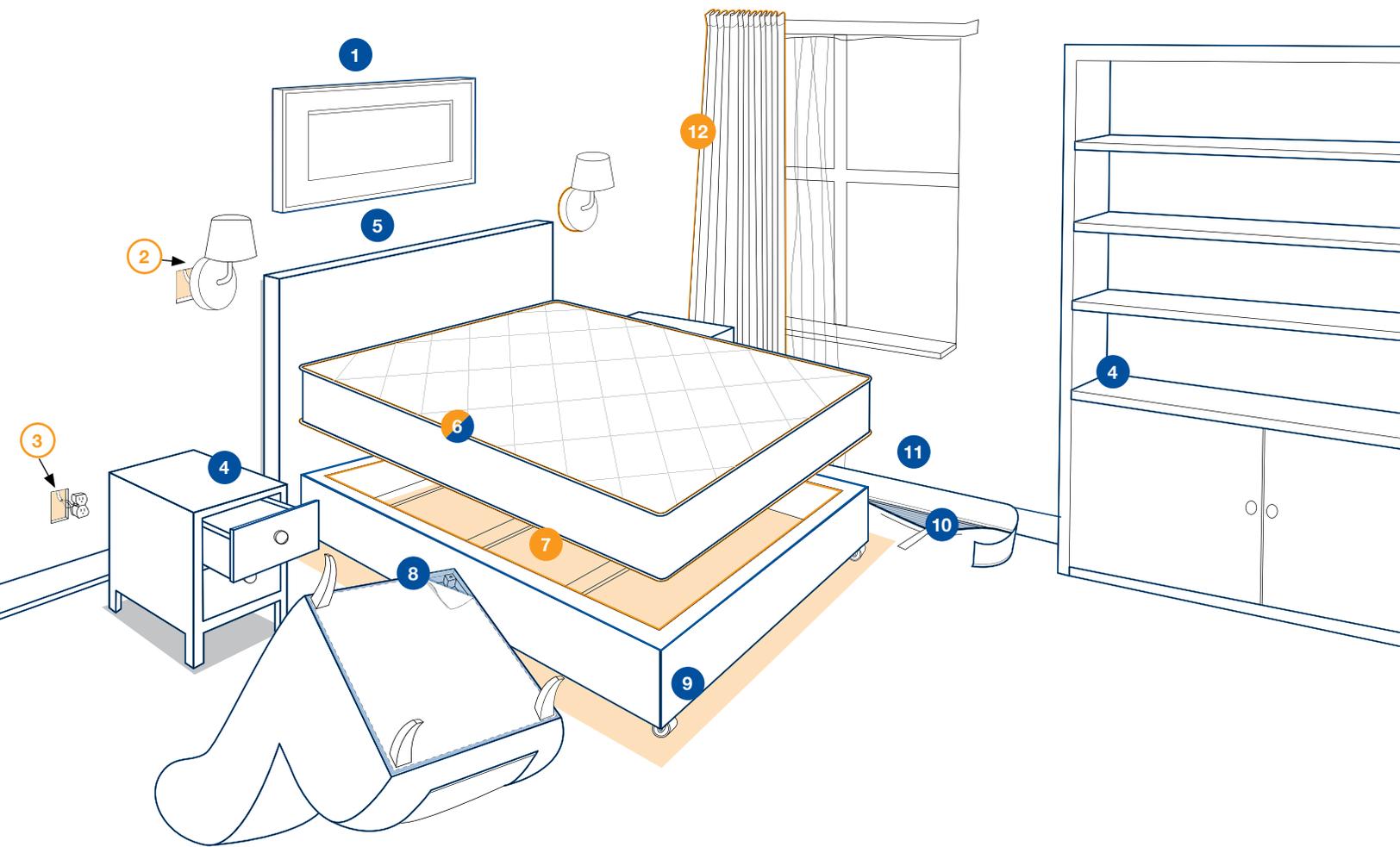


Advantages of **Alpine® WSG** Water Soluble Granule Insecticide, **Alpine® D** Dust Insecticide and **PT® Alpine® Flea & Bed Bug** Pressurized Insecticide include:

- **PT Alpine Flea & Bed Bug** Pressurized Insecticide kills bed bugs by contact
- **PT Alpine Flea & Bed Bug** Pressurized Insecticide is premixed and kills bed bugs including when they hatch
- **PT Alpine Flea & Bed Bug** Pressurized Insecticide has a flexible label for on mattress use
- Kills resistant strains of bed bugs
- **PT Alpine Flea & Bed Bug** Pressurized Insecticide is a dry, aerosol application that allows efficient room spray and shorter reentry time for customer
- Dinotefuran, the non-repellent active ingredient in **Alpine®** insecticides, has been granted Reduced Risk status for public health and food handling use by the EPA

Advantages of **Phantom®** Termiticide-Insecticide and **PT® Phantom® II** Pressurized Insecticide include:

- **Phantom** Termiticide-Insecticide has excellent residual enables preventative portion of the plan
- **PT Phantom II** Insecticide has a broad label, including mattress treatments
- Kills resistant strains of bed bugs
- Resistance buster with a novel mode of action



Product Key:

- **PT Alpine Flea & Bed Bug**
- **Alpine WSG**
- **Alpine D Dust**
- **PT Phantom II or Phantom Termiticide-Insecticide**

- 1 Remove pictures and other wall hangings for thorough **Crack & Crevice** treatment.
- 2 Treat crack and crevice of wall fixtures such as mounted lamps.
- 3 Remove electrical face plates to treat wall voids with **Alpine D** Dust Insecticide.
- 4 Remove drawers for easy access to all cracks and crevices on cabinet interiors, as well as the drawer tracks and supports. Don't forget the underside of the cabinet.
- 5 Remove or dismantle headboards from the wall to allow thorough treatment to cracks, crevices and voids located on or behind them.
- 6 Deal with mattresses carefully. **PT Alpine Flea & Bed Bug** and **PT Phantom II** Insecticides are labeled for use on mattresses. For active infestations, use **PT Alpine Flea & Bed Bug** Insecticides, then switch to **Phantom** Brand Insecticides for maintenance treatments. Thoroughly read label directions as they pertain to mattresses prior to treatment.
- 7 Lift and turn over box springs and bed platforms for thorough investigation and treatment access to all sides, including the underside and internal areas. If using box spring encasements, treat the encasement, as they can harbor bed bugs.
- 8 Inspect and treat upholstered furniture like couches and chairs. Pay careful attention to all seams and folds, as well as the legs and dust liner on the undersides.
- 9 Closely examine and treat wheels, casters, posts, and legs of all furniture.
- 10 Pulling carpet back from the wall often reveals a void beneath baseboard moldings.
- 11 Spot-treat baseboards, especially those in dark, undisturbed areas, such as behind the bed or other furniture. They often have an unsealed seam along the top where they meet the wall, and along the bottom where they meet the floor. If not sealed, be sure to treat these gaps.
- 12 Remove curtains from the window and spot treat, steam clean, or heat treat in a dryer. Be careful to test treat the fabric to avoid staining. Treat the curtain support brackets.



We create chemistry

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Always read and follow label directions.

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PSS 18-2400