

# News Release



## **BASF announces Termidor High-Efficiency Termiticide receives California registration**

RESEARCH TRIANGLE PARK, NC, June 3, 2014 — BASF's Pest Control Solutions business today announced that **Termidor® H•E High-Efficiency Termiticide** is now registered for use in California. This registration gives Californian pest management professionals excellent control against termites.

**Termidor® H•E High-Efficiency Termiticide** provides the same efficacy you've come to expect from **Termidor®**, but allows for application with 50 percent less water and 77 percent smaller trenches. Pest management professionals can use the time and resources saved to complete more jobs and increase profits.

To learn how you might profit from using **Termidor® H•E High-Efficiency Termiticide**, visit [termidor-he-calculator.basf.us](http://termidor-he-calculator.basf.us). Simply input treatment information into the free online calculator, and the tool computes estimated savings when switching to **Termidor H•E High-Efficiency Termiticide**.

For more information about pest-related solutions from BASF, visit [www.pestcontrol.basf.us](http://www.pestcontrol.basf.us). Or contact your BASF Pest Control Solutions sales specialist.

A **Termidor®** termiticide application can only be performed by a licensed pest control professional.

Termidor is a registered trademark of BASF.

### **About BASF's Crop Protection division**

With sales of more than €5.2 billion in 2013, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as solutions to manage water, nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF's Crop Protection division is a leading innovator that supports growers to optimize agricultural production, improve their business efficiency and enhance the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or through our social media channels.

### **BASF - The Chemical Company**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,000 employees in North America, and had sales of \$19.3 billion in 2013. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current

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and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

Always read and follow label directions.

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