

Fast, Durable and Effective

Glass Termite and Pest Control lowers callback rate with Selontra Rodent Bait from BASF



Rodent Battle

COMPANY: Glass Termite and Pest Control

BATTLEFIELD: 70 percent residential, 30 percent commercial

WAR STORY: “Selontra Rodent Bait is reshaping the way we handle challenging rodent infestations,” says Glass. “Whether a residential job or large commercial space, Selontra Rodent Bait has helped get the job done at locations throughout our whole city! We’ve been able to clear even the toughest infestations more efficiently, and our clients are noticing the difference.”

WEAPON OF CHOICE

PROVEN SOLUTION: Selontra Rodent Bait

WEBSITE: Pestcontrol.basf.us

Glass Termite and Pest Control, based in Griffin, Ga., has earned a stellar reputation since its founding in 2005. Co-founded by Brad Glass, vice president of the company, and his father, Ray, the business has grown to serve both residential and commercial clients. Glass, a second-generation owner, oversees the operation with a strong focus on treating customers with the same respect and care he would expect for himself.

Glass’s trust in BASF products began in 2002 with the use of Termidor termiticide/insecticide. This long-standing relationship led him to adopt Selontra Rodent Bait from BASF in mid-2023 — a decision that has significantly improved his company’s rodent control services.

“What I like most about Selontra Rodent Bait is the smaller pail,” he points out. “It lets us use less bait. Rodents must open the package to get to the bait, and even the Georgia heat, humidity and snails haven’t been able to destroy it.”

Selontra Rodent Bait fast-acting formula has resulted in fewer callbacks for rodent issues, something Glass and his technicians struggled with before. “I can’t count how many callbacks we had before using Selontra Rodent Bait,” he explains.

Glass adds that the effectiveness that Selontra Rodent Bait has had a far-

reaching impact. “This product helped us tackle infestations across our entire city,” he says. The bait’s durability in extreme weather conditions has been particularly useful in Georgia’s climate, where high heat and humidity create additional challenges in pest control.

Glass remains impressed with the BASF commitment to innovation. “The confidence I have in using BASF products comes from the extensive research they

share with us. Their products work, plain and simple,” he concludes. “Try it for four months. You will switch.”

