



Termidor®
Termiticide/Insecticide

BASF
We create chemistry



Customers demand the best.



We built our reputation on results.

A LEGACY OF RESULTS

How BREDA Pest Management relied on Termidor® termiticide/insecticide to deliver unmatched results and build trusted relationships with their customers.

As one of the top pest control companies in the U.S., BREDA Pest Management has built its success on innovation, customer relationships, and trusted solutions like the **Termidor** termiticide/insecticide family of products.

Founded in 1975 by Rodger Breda, BREDA Pest Management began as a small operation out of a one-car garage outside of Atlanta, Georgia. Nearly five decades later, the company has grown into one of the top pest control companies in the industry, with nearly 200 employees and a laundry list of awards. Despite its growth, BREDA remains committed to the family values it was founded on.

More Than a Job, It's a Way of Life

At BREDA, the company culture is as much a part of the business as the services they provide. Employees don't just see it as a job; they consider it a way of life. **"I don't look at this as a job. I just look at this as part of my life,"** says Chris Wallace, who has been with the company for 16 years and serves as a manager overseeing operations and termite crews. BREDA fosters an environment where employees feel personally invested in their work and the success of the company.

This sense of ownership has created a unique atmosphere at BREDA, where the team operates like a family. **"We have a great time together. We come to work, we get the job done, but we also have fun. The guys hang out after work, they go fishing, and it builds camaraderie,"** explains Chris. This positive work environment extends to how employees interact with customers, making each service visit feel like a visit from a trusted neighbor rather than a faceless technician.

A Culture of Consistency and Trust

BREDA's consistency in service has been a key driver of its growth. The company prioritizes sending the same technicians to each home, allowing employees to build relationships with homeowners over time. **"We instill in our customers that you're going to see the same technician... They stay with us because they know who's coming to service their house,"** Chris says. This model has helped BREDA create lasting bonds with clients, who trust the familiar faces returning year after year to protect their homes.

Continued on next page

This focus on customer relationships is mirrored within the company itself. BREDA is a place where employees know they're valued and supported, fostering a culture of loyalty and dedication. From technicians to office staff, each team member is treated like part of the family, ensuring that they're not only motivated to deliver the best service but also proud to be a part of BREDA's ongoing success.

A Shift in Chemistry

Two decades ago, BREDA Pest Management took a chance on an innovative chemistry from BASF named Termidor Termiticide/Insecticide. It quickly became the cornerstone of their termite control strategy. **"When Termidor was introduced and passed in Georgia in 2004, we knew we had to jump on it immediately. Our retreat rate has gone down to less than 1% of 1%, and that is all due to the fact of Termidor and its longevity,"** says Chris.

Before Termidor Termiticide/Insecticide, other products didn't perform, resulting in frequent retreatments. **"Before 2004, we were retreating constantly... The products were just not doing their job,"** Chris recalls.



"Our retreat rate has gone down to less than 1% of 1%, and that is all due to the fact of Termidor."

Chris Wallace, BREDA Pest Management

Homeowners trust BREDA to protect one of their most valuable assets—their homes—and **Termidor** termiticide/insecticide has become a key part of that assurance.

"Customers demand it because they know it's the best liquid termiticide on the market and they trust Termidor to protect their home."

Chris Wallace, BREDA Pest Management

The relationship between BREDA Pest Management and BASF has been instrumental in BREDA's success. **"BASF is constantly reinventing their products to make them better for us at BREDA and our clients,"** Chris says. **"They never stop reinventing to make it more eco-friendly and to provide better service for our customers."**

This partnership has allowed BREDA to offer advanced solutions while maintaining high standards. **"Your reputation is only as good as the products you use. And that's why we use BASF products,"** Chris explains.



Termidor termiticide/insecticide celebrates 25 years on the market, it remains a trusted solution for companies like BREDA as the results speak for themselves: reduced retreat rates, satisfied customers, and long-lasting termite protection.

"To be honest with you, without Termidor, I don't know that BREDA would still be here," Chris says.



Scan the QR code to learn more about **Termidor** termiticide/insecticide and the innovative Termidor family of products.