



 **Termidor®**  
Termiticide/Insecticide

 **BASF**  
We create chemistry

*Results run in the family.*

*Control you can count on.*

# A LEGACY OF PROTECTING THE FAMILY BUSINESS

How Rottler Pest Solutions uses Termidor® termiticide/insecticide to build trust, protect homes, and preserve a family business for generations.

Rottler Pest Solutions has grown from a modest family business in St. Louis, MO., to one of the top pest control companies in the Midwest. Founded in 1956 when Mike and Gary Rottler's father borrowed \$10 from his wife's aunt to buy a spray tank, the company has remained family-owned and operated, prioritizing values, relationships, and industry-leading solutions like the Termidor® family of products. Today, with the third generation leading the way, Rottler Pest Solutions has become one of the most trusted names in pest management.

## Built on Family and Trust

For the Rottlers, pest control isn't just a job—it's part of their family identity. **"My dad always said, 'Do the job right, take care of people, and they'll remember you,'"** says Mike Rottler, CEO. Mike, who started as the company's second full-time employee, grew Rottler Pest Solutions alongside his brother Gary. Now, his son Dan and Gary's son Mark work in the business, carrying on the family legacy and keeping customers protected year after year.

**"What it's like to be a family business is you take the things that you enjoy about being a family—support, good relationships, knowing that people care—and**

**you translate that to a larger team,"** says Dan, who now leads as company president. This commitment to strong relationships extends beyond the family to Rottler's customers and vendor partnerships. Family values have shaped a culture that puts both employees and customers first, with everyone encouraged to embody the same dedication to quality service.

## Innovation and Results with BASF

While family values have been the foundation of Rottler Pest Solutions, innovation has been equally vital to its success. Rottler has always sought effective, proven solutions for its customers, which is why BASF and Termidor termiticide/insecticide quickly became a core component of their termite control strategy. When Termidor was introduced, it was an instant game-changer, allowing them to offer clients a reliable solution for persistent termite issues.

**"When Termidor came out, we dropped our callback rate back down to less than 1%,"** Gary explains. **"That was a godsend to our business."** The efficacy of Termidor has allowed Rottler to significantly reduce retreatment needs, strengthening Rottler's reputation as a trusted provider in pest management and termite control.

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**“From day one, Termidor allowed us to be confident in what we were selling,” Mike adds. “Our people are confident, we’re not going back over and over again trying to solve the same problems. It’s extremely rare we have an issue.”**

The partnership with BASF extends beyond products; it’s a collaboration built on mutual support. Mike explains, **“BASF has been great. We always have our representative available and willing to come and help train... having somebody that has a good relationship with us as owners and even in our offices with our management team has been very helpful.”** This close connection allows Rottler to stay at the forefront of industry innovation and maintain the high standards that keep customers returning.

### **A Vision for Continued Success**

Rottler sees Termidor as an essential tool for the future. With fewer retreats, faster solutions, and consistently effective treatments, Termidor supports Rottler’s mission to offer the highest-quality pest management available.



**“Termidor allowed us to even move quicker in the sense of getting control of termites and termite colonies. We saw fewer callbacks, and the results spoke for themselves.”**

**Dan Rottler, President, Rottler Pest Solutions**

Dan, who oversees many of the company’s pest control operations, notes that Termidor’s introduction changed the landscape of termite control, creating a benchmark of quality that customers have come to expect. **“Termidor allowed us to even move quicker in the sense of getting control of termites and termite colonies,”** he says. **“We saw fewer callbacks, and the results spoke for themselves.”**

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**Gary Rottler, Vice President,  
Rottler Pest Solutions**

Rottler Pest Solutions is a testament to how family values, trusted products, and strong partnerships can build a lasting legacy in pest control. For them, Termidor isn’t just a product; it’s part of their promise to deliver unmatched results and keep families protected — one home at a time.



**“From day one, Termidor allowed us to be confident in what we were selling.”**

**Mike Rottler, CEO, Rottler Pest Solutions**



Scan the code to learn how other customers have created their own legacies with Termidor solutions.