



TERMIDOR[®]

TERMITE CONTROL



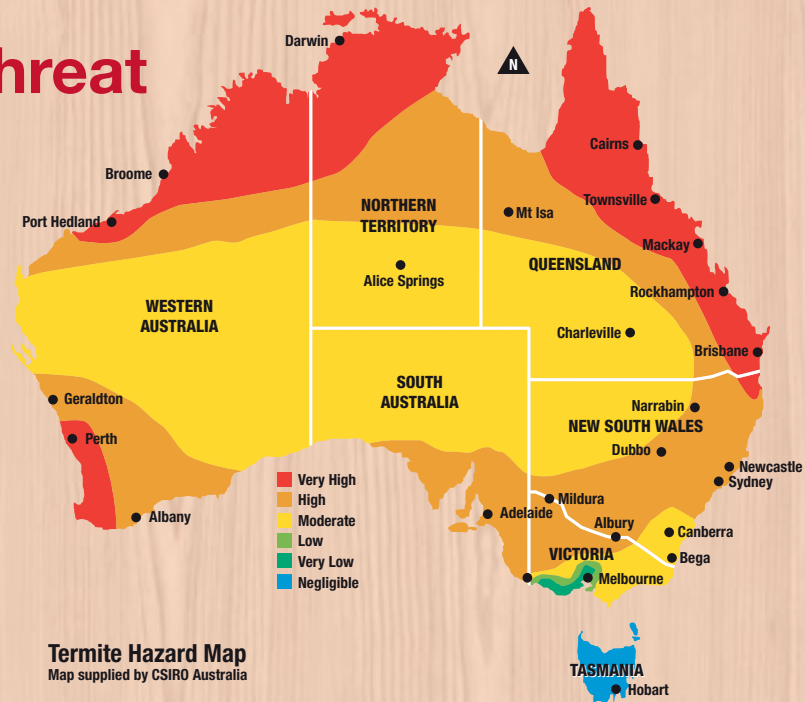
 **BASF**

The Chemical Company

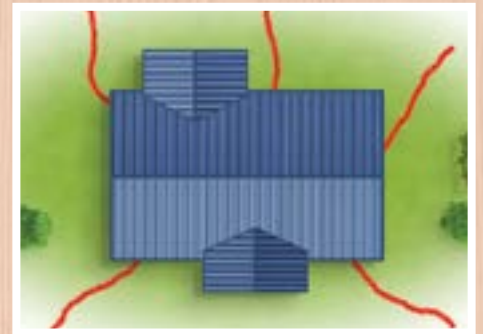
Termites - A \$1 billion threat

Termites are a serious problem here in Australia and you need to protect the biggest investment you may ever make....your house. Termite damage is estimated to cost around 1 billion dollars annually in Australia which insurance does not cover.

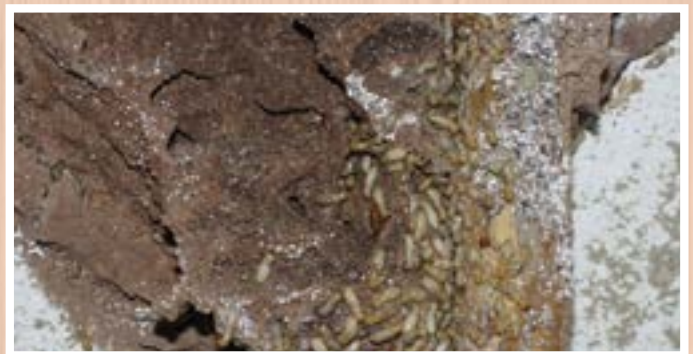
Termites may already be in your home, in which case you have to act now before they cause severe structural damage that's very expensive to repair. There are quite a few cases where homeowners have had to walk away from their homes because termite damage has been so extensive. Homeowners usually don't know they're there until substantial damage has been done. They eat anything made from wood inside your home and may even damage electrical wiring and plasterboard walls, just leaving a paper thin layer of paint. Unfortunately by this time they are right through your home, no matter how your house is constructed. Even steel-framed houses are not immune to termite attack. The termites can still get in and destroy wooden



roof trusses, furniture and wood trim such as architraves... in fact anything made of wood in the house.



Quite simply, termites come to your home looking for food. They get there by travelling through the ground from a nest that may be hundreds of metres away, and then they build mud tunnels into your house. They can squeeze through cracks the thickness of a piece of paper.

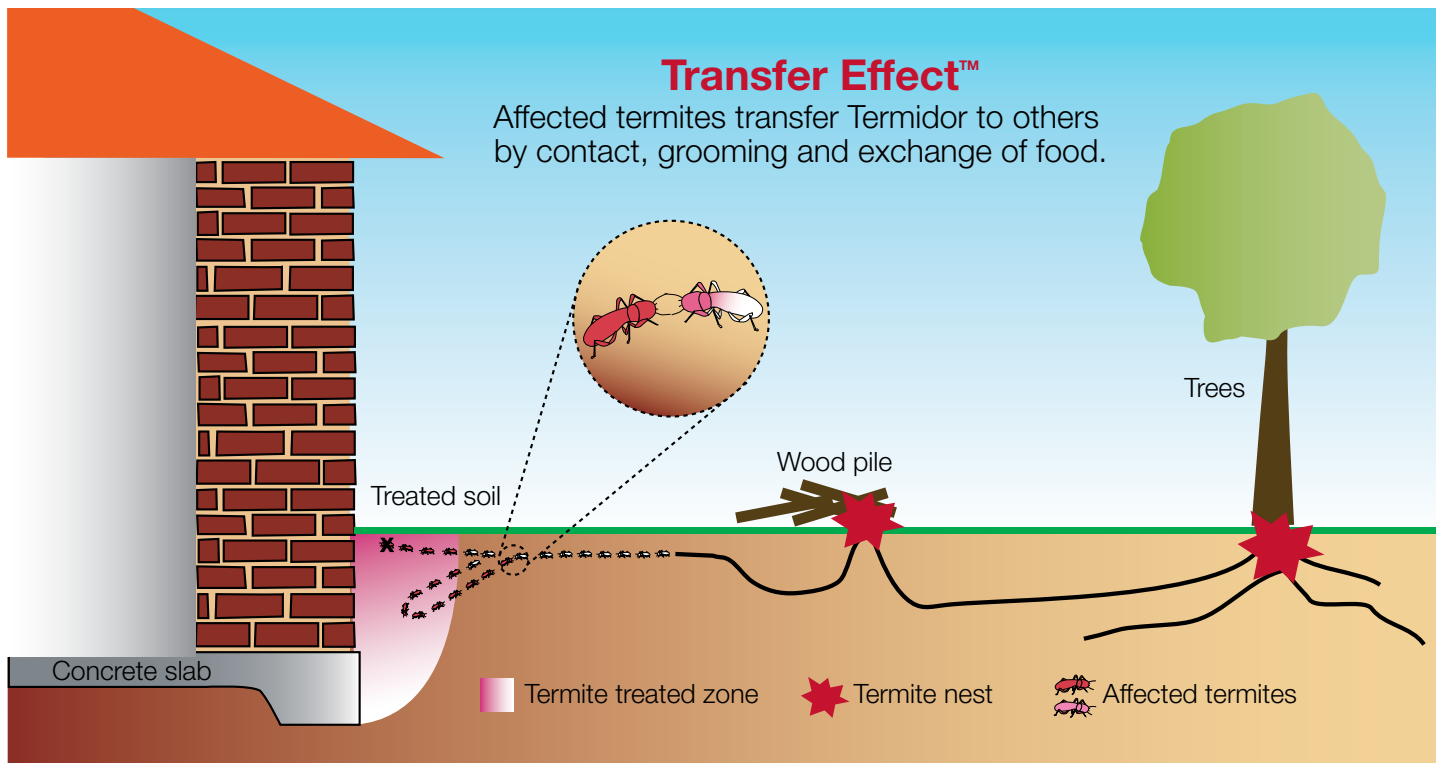


Protect your home now with the help of your licensed and certified pest controller and a revolutionary product called **Termidor®**

Why Termidor®?



Termidor revolutionised termite control when it was launched onto the Australian market over 10 years ago. Since then, close to 200,000 satisfied home owners have **Termidor** to thank for protecting one of their biggest assets... and all this without a single product failure.



One of the major reasons for the success of **Termidor** lies in the unique "Transfer Effect.™" Termites are social insects that live together in large colonies. They groom and feed each other and are in constant contact as they forage for food and travel through the galleries.

Termidor takes advantage of these social behaviors. When a single termite comes into contact with **Termidor**, it will unknowingly transfer it back to the colony on its body, including every termite it contacts on the way, thus infecting termites that have not even been near the **Termidor** treated zone. This is the "Transfer Effect" and it's a key reason why no other termiticide performs as well as **Termidor**.

Some older products are repellent and are applied as a barrier. Their job is to keep the termites away instead of killing them, but the problem is these barriers have to be 100% complete with absolutely no gaps, which is almost impossible to achieve. Termites will actively seek gaps in the barrier day after day, year after year until they find a way through.

Termidor is non-repellent to termites. This means that they cannot detect the product and will not avoid the treated area. As a result, termites continue to forage through the soil until they encounter **Termidor** and pick up a lethal dose. This is what makes **Termidor** work better and faster.

Now you may be offered an alternative termite treatment such as a baiting system. Baiting systems rely on attracting termites to the bait stations before being fed bait. If successful in getting termites to feed on the bait, the time taken for control may take many months to occur, all the while, termites continue to attack your home.

Termidor provides proven protection against all subterranean termite entry and will continue to control termites for at least 8 years throughout the entire country.

Termidor is Australia's number one trusted brand for Termite control# and has built its reputation on the "peace of mind" principal for both the pest controller and you.

Cheaper Copies

You may be offered a cheaper copy of **Termidor**. The common theme when the cheaper copy is being pushed to homeowners is that it's the "same" as **Termidor**....just cheaper. This is simply not true.

Termidor consists of a number of carefully selected and individually optimised ingredients to ensure a high quality product. These ingredients have a significant influence on the overall performance.

BASF, the manufacturer of **Termidor**, hired the services of an independent NATA accredited laboratory to test the cheaper copy products against **Termidor** on a number of key chemical properties which are influenced by the quality of the ingredients plus the quality of the manufacturing process.

The results for a number of the cheaper copies were shocking, with 6 out of the 8 key chemical properties of the cheaper copy being inferior to **Termidor**. In fact, 3 of the 8 properties were over 5 times inferior with one particular property which impacts how evenly the product moves through the soil, was out by a factor of 50! This could cause large untreated gaps in the soil that would allow termites a free pass to attack your home.

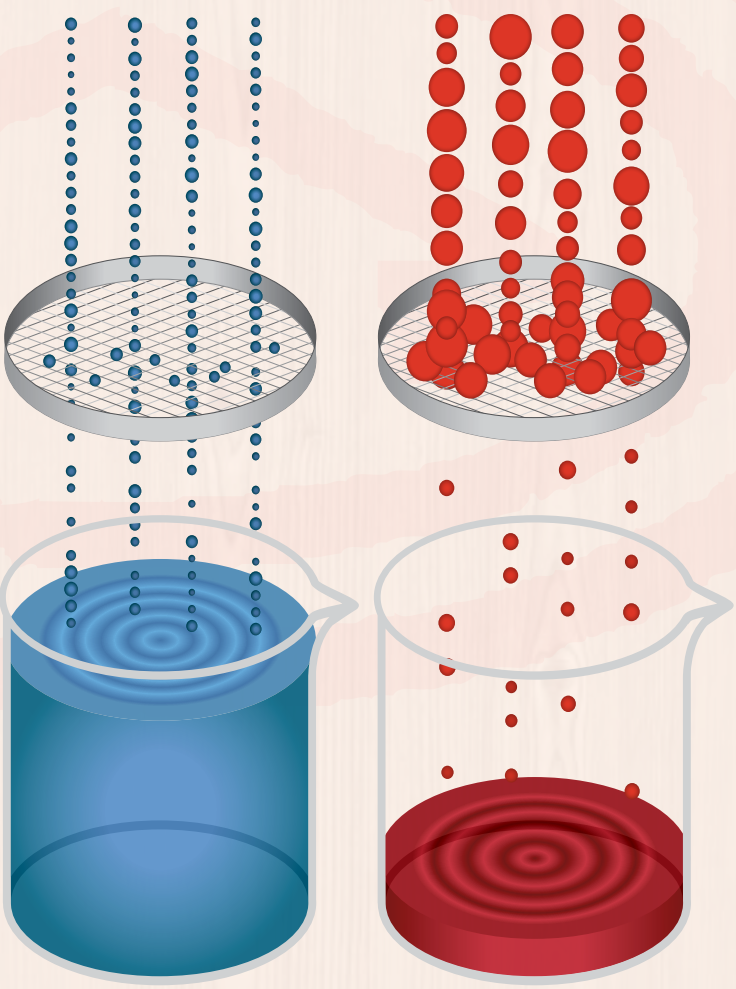
The cost saving of the cheaper copy product would be less than 5% of the total cost of the termite treatment. When you consider the value of your home and the risk involved... it really does not stack up.

Termidor has a proven track record of 200,000 satisfied home owners over a 10 year periodwithout a single failure. **Termidor** has also been successfully used in more than 4 million buildings in the USA.

Remember...there is only one **Termidor**.
The original and the best.

It's your home...why risk it?

Sieve test



Termidor® **Generic Imitation**

The correct sized particles in Termidor easily pass through the sieve whereas the cheaper copy product is left behind. In the real world, this could cause large untreated gaps in the soil that would allow termites a free pass to attack your home.

What's involved?

Getting your home treated with **Termidor** usually takes less than a day. A licensed and certified pest control professional digs a trench around the foundations of your home. The trench is extended down the sides of the foundation and cleaned out. **Termidor** is applied as the soil is back filled.

Holes are drilled through slabs and paths, or the concrete cut away to treat the ground beneath. Pavers should be lifted, the soil treated and the pavers re-laid. Some soils such as heavy clays should be removed and replaced with a sandy loam before treatment. Any responsible termite treatment requires follow-up by your pest professional. Tradesmen such as plumbers, electricians and even telephone technicians installing underground lines can open up access areas for termites. Tree roots growing up to your foundations and new garden beds against the house can also provide access to hungry termites.

BASF recommends your pest controller conducts a thorough inspection of your home and surrounds at least every 12 months, and more frequently in high risk situations.



It's your home...why risk it?



Scan the QR Code and find your local
Accredited Termidor Applicator

Find your local Accredited
Termidor Applicator at
www.termidor.com.au

It's Your Choice

- Australia's number one trusted brand for Termite control#
- Proven track record of 200,000 satisfied home owners over a 10 year period without a single failure
- Only **Termidor** has the unique "Transfer Effect"
- German engineered quality product
- 10 years of trust



Termidor Hotline: Free Call 1800 006 393

www.termidor.com.au

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Termidor should be applied by a licensed pest controller only. Always read and follow label directions. This brochure is intended as advice.

Disclaimer: The information submitted in this publication is based on current

BASF knowledge and experience. In view of the many factors that may affect its application, this data does not relieve the user from carrying out their own tests. The data does not imply assurance of certain properties or of suitability for a specific purpose. It is the responsibility of the user to ensure that any proprietary rights and existing laws and legislation are observed.

#Market Research 2009 (via survey of 167 termite control managers across Australia) © Copyright BASF 2013. ® Registered trademark of BASF.

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