

introducing



# TERMIDOR<sup>®</sup> DRY

Gallery-targeted, micro cellulose-based control of drywoods and subterraneans in virtually any wood, almost anywhere.





## It's not just a new formulation, it's a whole new ball game.

With precision application into active termite galleries virtually anywhere they are found, new **Termidor® DRY** Termiticide brings proven **Termidor** efficacy and reliability to treatment locations **Termidor®** termiticide/insecticide has never been before.



Its patented Microllose™ matrix actually encourages termites to ingest and spread the active ingredient to the rest of the colony. This purified microcrystalline cellulose matrix is an extremely appetizing (more so than wood itself) termite food source formulated with 0.5% active ingredient.

**Termidor DRY** gives you a powerful new treatment option for both drywood and subterranean termites. And, with approval for use “off-structure” in trees, decks, fence posts, utility poles, docks, railroad trestles, and more, it also extends your new business potential for both residential and commercial accounts.

## Proven control of drywood and subterranean termites...

Neither drywood nor subterranean termites are a match for **Termidor® DRY** Termiticide. That's because it delivers proven **Termidor®** termiticide/insecticide efficacy along with **Termidor's** unique "Transfer Effect™." The Transfer Effect means that the active ingredient is transferred from termites coated with **Termidor DRY** particles to any termites they come in contact with.

### ...in virtually any wood...

Because **Termidor DRY** is designed to be applied with precision directly to termite galleries in wood, carton nests, or shelter tubes from foundation to roof, it gets right to the heart of the problem—whether it is in a structural support member, window sill, or decorative wood trim.

### ...almost anywhere!

**Termidor DRY** allows for treatments throughout structural interiors/exteriors, outlying structures, trees, fence posts, landscaping timbers, docks—almost anywhere you're likely to encounter an active termite gallery.

For you, that means an enhanced ability to control termites wherever you find them. For your customers, it means assurance that the most critical areas of termite infestation are addressed directly and controlled quickly.



"Off-structure" approval creates new business opportunities for you to control active galleries in standalone locations or forestall an attack on a main residence or building.



## The unparalleled advantages of America's #1 termite defense... and more.

**Termidor® DRY** brings **Termidor's** unparalleled nonrepellent, undetectable technology to treatment locations **Termidor** has never been before.

■ **Proven Performance.** Simply put, no other termite control product in existence outperforms **Termidor** termiticide/insecticide. It has established itself as the brand PMPs trust to deliver control they can count on to boost their reputation and their bottom line.

### Efficacy of **Termidor DRY** (0.5% a.i.)

by contact and dose transfer against Eastern subterranean termite (*Reticulitermes flavipes*) workers by direct application to donors

Treatment	Transfer ratio <sup>1</sup> (donor: recipient)	Percent Mortality					
		4 HAE <sup>2</sup>		8 HAE		48 HAE	
		Donor	Recipient	Donor	Recipient	Donor	Recipient
<b>Termidor DRY</b>	1:1 (15:15)	80.0	82.2	100.0	100.0	100.0	100.0
	1:5 (5:25)	93.3	50.7	100.0	96.0	100.0	100.0
	1:10 (3:30)	66.7	38.9	100.0	87.8	100.0	100.0
Untreated	1:1 (15:15)	0.0	0.0	0.0	0.0	4.4	0.0
	0:1 (0:30)	—	0.0	—	2.2	—	3.3
	1:0 (30:0)	0.0	—	1.1	—	2.2	—
<b>Treated Controls</b>	1:0 (30:0)	85.6	—	98.9	—	100.0	—

<sup>1</sup>Ratios set up with approximately 30 termites per test arena with three replicates per treatment

<sup>2</sup>Hours after exposure

BASF Corp., RTP, APR/IB, AT II, 2008

■ **Dry formulation.** **Termidor DRY** does not add moisture to wood like foam and liquid applications.



#### ■ **Precision application.**

Thanks to a special metering applicator, a controlled dose of Microllose™ particles is injected directly into active galleries through a small pilot hole. Proper application and resealing are neat and clean, leaving barely a trace of treatment.

■ **Cost-effective.** One vial provides 150 applicator compressions, enough to use on two to three homes cost efficiently.

■ **Broad label.** As friendly as **Termidor DRY** is for PMPs, it is proportionally unfriendly to termites wherever they live thanks to label approval for use on both drywood and subterranean termites inside of structures as well as “off-structure.”

### Why **Termidor DRY** is different.

One of the unique attributes of **Termidor DRY** is its Microllose purified microcrystalline cellulose matrix.

More than just an inert carrier, Microllose is a cellulose food source—formulated with 0.5% active ingredient—that is even more appetizing to termites than wood. The crystalline structure of its microscopic particles creates exceptional adherence to termites and helps extend the **Termidor** “Transfer Effect” beyond the immediate treated area.



**Great for termite control. Even better for your business.**



Homeowners will appreciate your ability to treat active infestations at the most critical areas with the minimally invasive application method and low dose of active ingredient of **Termidor® DRY**. Simply access and treat identified termite galleries with pilot holes as small as 1/8" in diameter. Then those holes can be resealed to camouflage the treatment zone.

Commercial customers will appreciate your ability to easily deliver proven **Termidor** efficacy to remote structures such as railroad trestles, trees, and landscape timbers.

Either way, **Termidor DRY** will give you new opportunities to treat drywood and subterranean termites and to expand your customer base.



**TERMIDOR® DRY**

## The efficacy of Termidor. The support of BASF.

Over the past decade, the **Termidor** brand has become the most successful nonrepellent liquid termiticide in existence. Now, **Termidor® DRY** Termiticide Introduces an exciting new way to extend your success with **Termidor**.

As part of BASF's SmartSolution for Termites, **Termidor DRY** is supported by a wide variety of technical, promotional, and application training materials, along with some of the industry's most committed and qualified personnel.



With that heritage and the backing of BASF, you can be confident in your ability to include **Termidor DRY** as a profitable new weapon in your existing termite control arsenal.

There's much more to the **Termidor DRY** story. So contact your BASF representative for additional information about **Termidor DRY**, its capabilities, and benefits. **And make sure to purchase your Termidor DRY Starter Kit so you can start reaping the benefits as quickly as possible.**

Visit [PestControl.basf.us/TermidorDry](http://PestControl.basf.us/TermidorDry) to purchase your Starter Kit with application training DVD (available for shipment in January 2011).

  
The Chemical Company

Always read and follow label directions.

PestControl.basf.us • The Termidor DRY Termiticide label may not be approved in all states. This product is intended only as a spot treatment. Application of this product will not provide structural protection nor substitute for mechanical alteration, or soil or foundation treatment with registered termiticide products. This product is not to be used as sole protection against termites, as it is not intended for elimination of termite infestations nor for protection against future infestations. Do not apply directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark. © 2010 BASF Corporation. All rights reserved.