

A full-page photograph of two young girls running through a bright, sunlit room. The girl in the foreground is wearing a purple t-shirt and denim shorts, running towards the camera with a joyful expression. Behind her, another girl in a yellow t-shirt and denim shorts is also running. The room features large, multi-paned windows that look out onto a green garden. A small, ornate wooden table with a plant sits near the windows. The floor is made of polished wood, reflecting the light. The overall atmosphere is one of happiness and a healthy home environment.

Help Eliminate Ant Populations at the
Source with Genuine Transfer Technology

 **BASF**

We create chemistry

THE DUO THAT PROTECTS HOMES, INSIDE AND OUT

Termidor®

Termiticide/Insecticide



Alpine® WSG

Insecticide



Through genuine Transfer Effect technology, **Termidor® SC** termiticide/insecticide, **Termidor® Foam** termiticide/insecticide and **Alpine® WSG** insecticide help eliminate ant colonies. These non-repellent formulations work in combination to protect all areas of the home, inside and out, from ants.

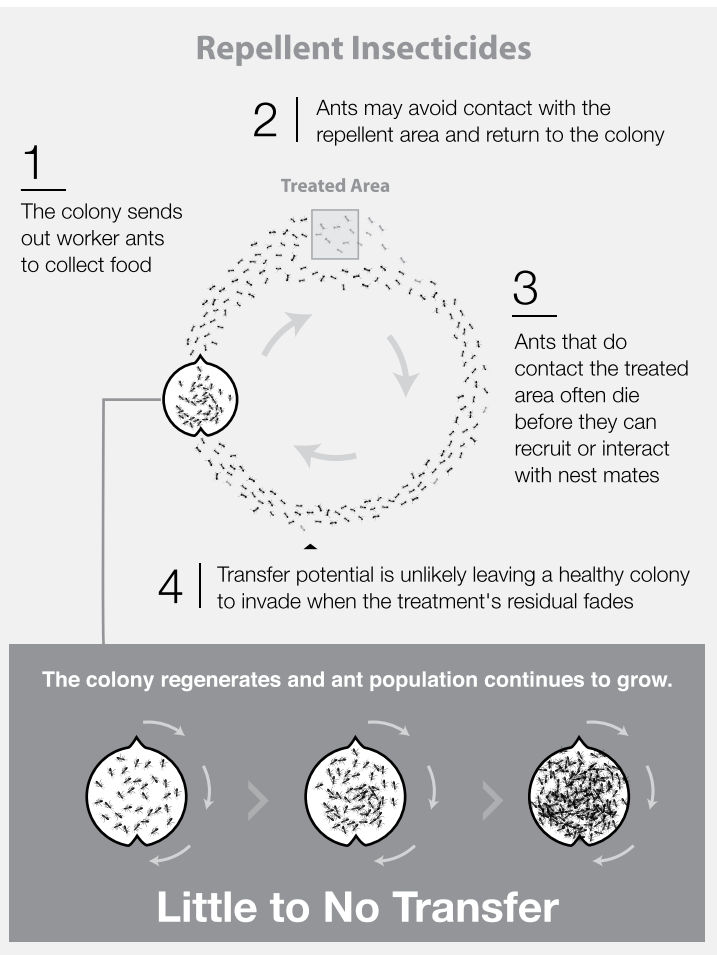
Ants, the Number One Nuisance Pest

Most homeowners consider ants an annoyance. They're the number one reason homeowners request your services.

Genuine Transfer Effect technology: Helps eliminate ant colonies at the source.

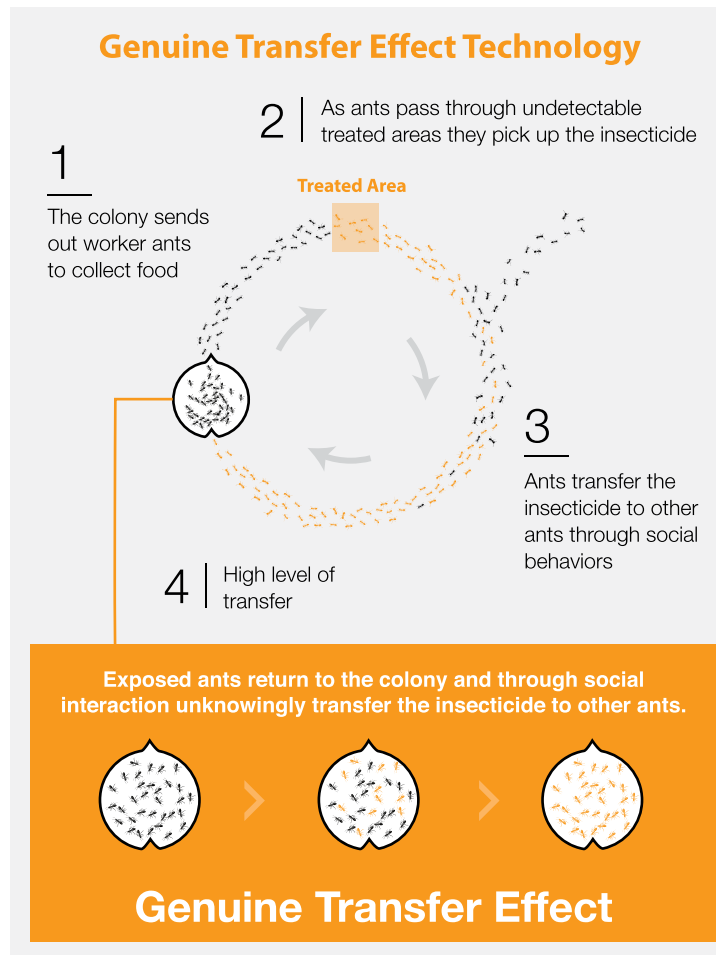
As social insects, ants live in colonies. Most spray insecticide treatments result in only a few foraging workers being killed, not the entire colony. Even sealing entry points won't work, since it's rarely possible to find and seal all possible areas where ants could enter a home.

The solution is genuine Transfer Effect technology from BASF. This innovative technology is built around taking advantage of the social behaviors of ants including following pheromone trails, grooming, communicating and other forms of physical contact. Through genuine Transfer Effect technology, ants naturally pass the insecticide to other ants in the colony.



 Exposed Ants

 Unexposed Ants



 Exposed Ants

 Unexposed Ants

Ants will never know: Non-repellent formulations

Genuine Transfer Effect technology utilizes non-repellent formulations, which ants can't detect so technicians don't waste time trying to find hard to locate colonies.

Exterior Perimeter:

Termidor® SC Termiticide/Insecticide

Termidor SC termiticide/insecticide, the nation's number one ant control product, has been a trusted, proven performer for ant control since the year 2002 with genuine Transfer Effect technology.

Interior, Exterior Perimeter, Off-structure:

Alpine® WSG Water Soluble Granule Insecticide

Alpine WSG insecticide, labeled for use in the home, is the only indoor product with genuine Transfer Effect technology. With its reduced risk, **Alpine WSG** insecticide is a responsible approach for your customers' health and safety when used as directed.

Apply Termidor SC termiticide/insecticide in the following locations:

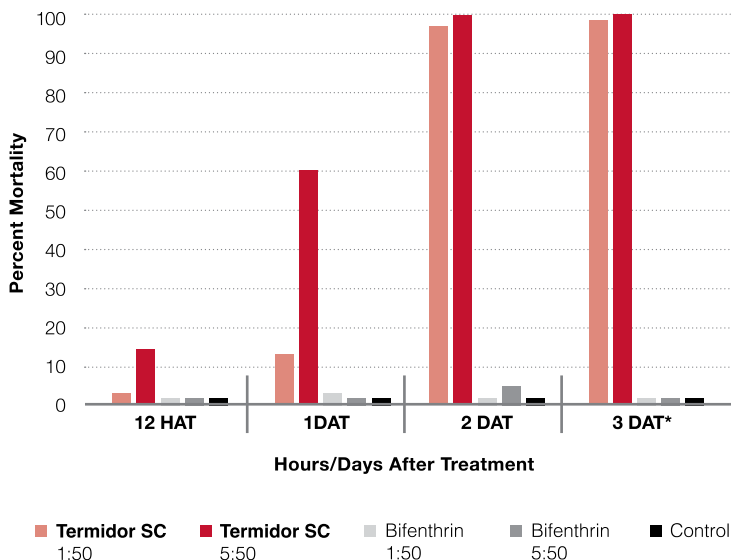
- One foot up and one foot out from the structure
- Apply in 18-inch-wide bands around windows, doors, vents, pipes or other exterior openings
- Apply to exterior surfaces or into structural voids of structures where ants enter the structure, crawl and hide or trail, or where nests are found

Apply Alpine WSG insecticide in the following locations:

- Inside the home, around doors, windows, under sinks, and around pipes
- Off structure in the yard to foraging trails, nests or mounds
- On lawns, landscaping, structures, and impervious structures
- On structure (between or with Termidor treatments)

Termidor SC termiticide/insecticide:

Average Percent Mortality of Healthy Carpenter Ant Recipients (Transfer Effect) With Termidor SC



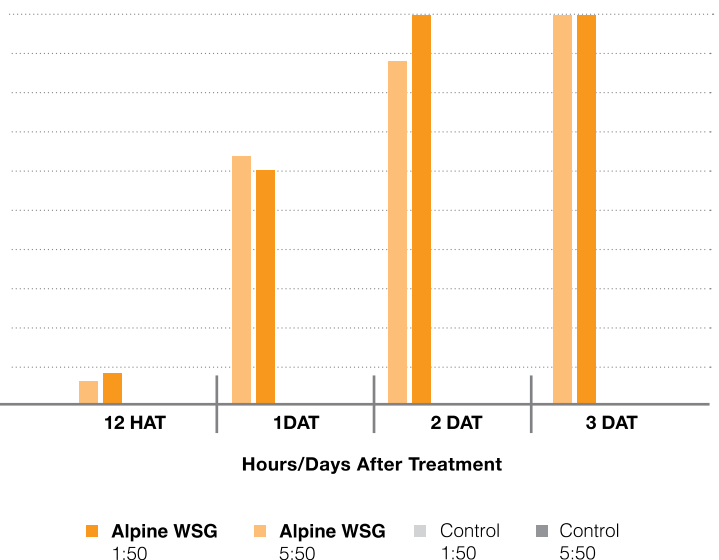
Dr. Laurel Hansen, Spokane Falls Community College, Spokane, WA

Dr. Laurel Hansen first exhibited transfer effect by placing 1 dead treated carpenter ant or 5 dead treated carpenter ants with 50 untreated worker ants. **Termidor SC** termiticide/insecticide was transferred to the untreated workers mainly through necrophoresis which is a primary mode of Transfer Effect technology resulting in 100% mortality.

*The 5:50 trial was stopped because all ants were dead at 2 DAT.

Alpine WSG insecticide:

Average Percent Mortality of Healthy Carpenter Ant Recipients (Transfer Effect) with Alpine WSG (0.1%)



Dr. Buczkowski, Purdue University, West Lafayette, IN, 2013

Like **Termidor SC** termiticide/insecticide, **Alpine WSG** insecticide displays the same level of transfer effect with 1 treated carpenter ant or 5 treated carpenter ants to 50 untreated ants resulting in 100% mortality.



Suggested Treatment Windows

Interior and Exterior Off Structure Applications

■ **Termidor SC**
Termiticide/Insecticide

■ **Alpine WSG**
Insecticide

Year Round

Exterior Perimeter Applications

Low Pressure	Jan	Feb	March	April	May	June
	July	Aug	Sep	Oct	Nov	Dec
High Pressure	Jan	Feb	March	April	May	June
	July	Aug	Sep	Oct	Nov	Dec

* Use **Advance**® family of ant baits as needed to expand the genuine Transfer Effect zone.

The Right Combination for Peace of Mind

Used in combination, **Termidor SC** termiticide/insecticide and **Alpine WSG** insecticide help eliminate ant colonies, reduce callbacks, and encourage customer retention. Homeowners can rest easy, knowing that ants are no longer a problem, inside or outside.

To find out more about **Termidor SC** termiticide/insecticide and **Alpine WSG** insecticide with genuine Transfer Effect technology, visit pestcontrol.basf.us or contact your local BASF sales representative.

Use in combination **Termidor SC** termiticide/insecticide and **Alpine WSG** insecticide with Genuine Transfer Effect as a part of the BASF Absolute Ant Control Protocol.

To find out more, contact your local BASF sales representative or visit pestcontrol.basf.us



Always read and follow label directions.

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