

Absolute Ant Control

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Outline

- Value Proposition
- Transfer technologies
- Absolute Ant Control Solution

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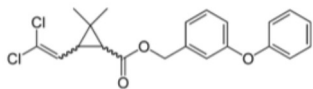


Ant Control History



Pre 1980

If it does not
smell; it cannot
kill bugs



1980-2002

New formulations
and fast acting
pyrethroids



2002

Horizontal
Transfer



+



Today

Total
Transfer
Effect

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Absolute Ant Control

Solution: Transfer Effect

The Duo that Protects Homes, inside and Out



Termidor®
Termiticide/Insecticide



Alpine® WSG
Water Soluble Granule Insecticide



**Key
Takeaways**

Termidor SC is the #1 Ant control product with transfer effect. Use in combination with **Alpine WSG**, also featuring transfer effect, to gain Absolute Ant Control, inside and out

Absolute Ant Control

Problem:
Homeowners loathe ants and it is the number one reason they call a PMP



Value

- Transfer Effect
- Economic sustainability (business efficiencies)
- Peace of mind

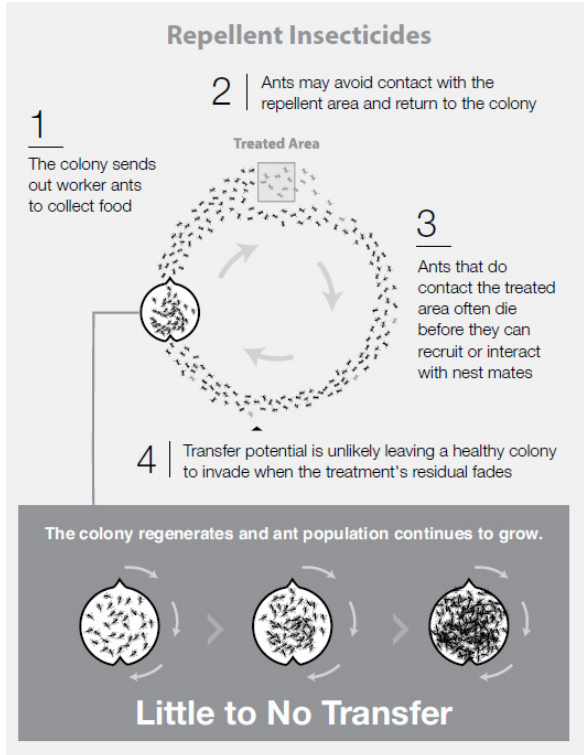
Benefits

-  **More Money**
-  **Less Retreats**
-  **Better Brand and Social Media Image**

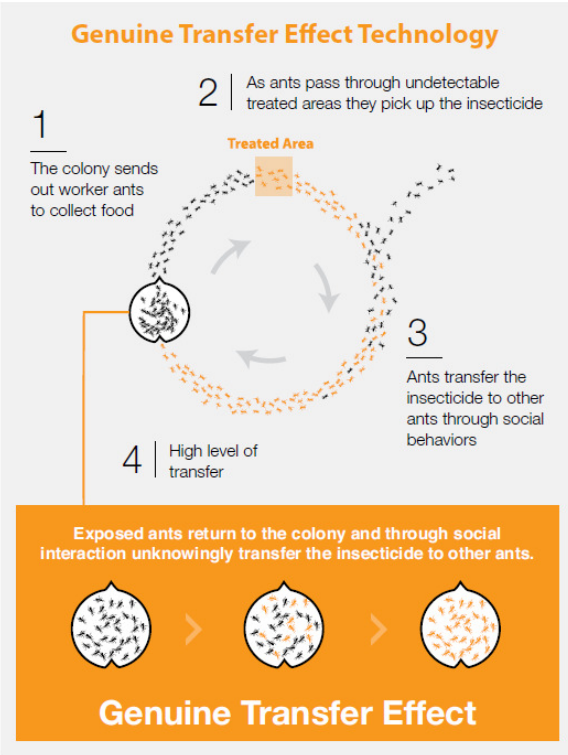
Key Takeaways

Absolute Ant control is sustainable for business by protecting PMPs' reputations. It is the only solution with transfer inside and out to control the colony at the source and eliminate call backs

Genuine Transfer Effect Technology



Exposed Ants Unexposed Ants



Exposed Ants Unexposed Ants

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Potential Mechanisms of Transfer

Passive transfer

- Simple contact
- Treated Individual → Substrate → Untreated Individual

Active transfer

- Mutual grooming,
 - allogrooming
- Trophallaxis
- Coprophagy
- Necrophagy
- Necrophoresis
- Cannibalism



INTERNAL

How Ants Pick Up Insecticides

Active Transfer

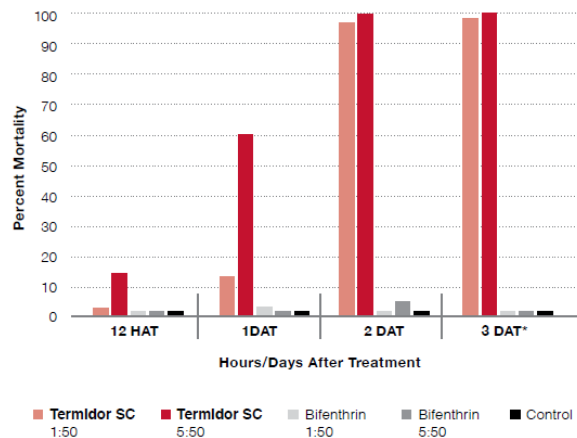
- Trophallaxis
- Necrophoresis
- Antennation
- Contact



INTERNAL

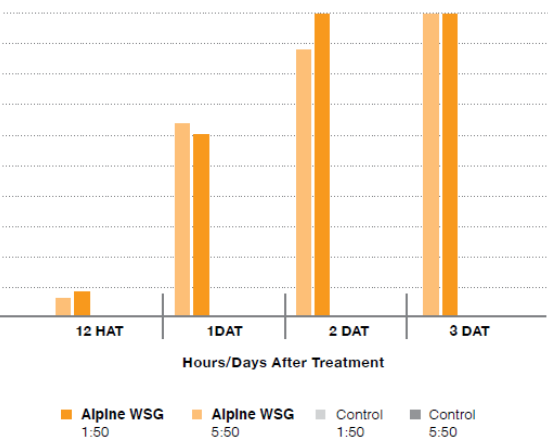
Alpine Transfer: Carpenter Ants

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

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

Key Takeaways

Like **Termidor SC**, **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.

INTERNAL

Building a Solution for Ant Population Management



INTERNAL

Exterior On Structure

BASF Absolute Ant Control Solution protocol is applied in “Layer of Treatment” outside and inside to expand the transfer zone and take advantage of distinct ant behaviors.

Fight ants with Termidor® SC
termiticide/insecticide, America’s
#1 Ant Control Product

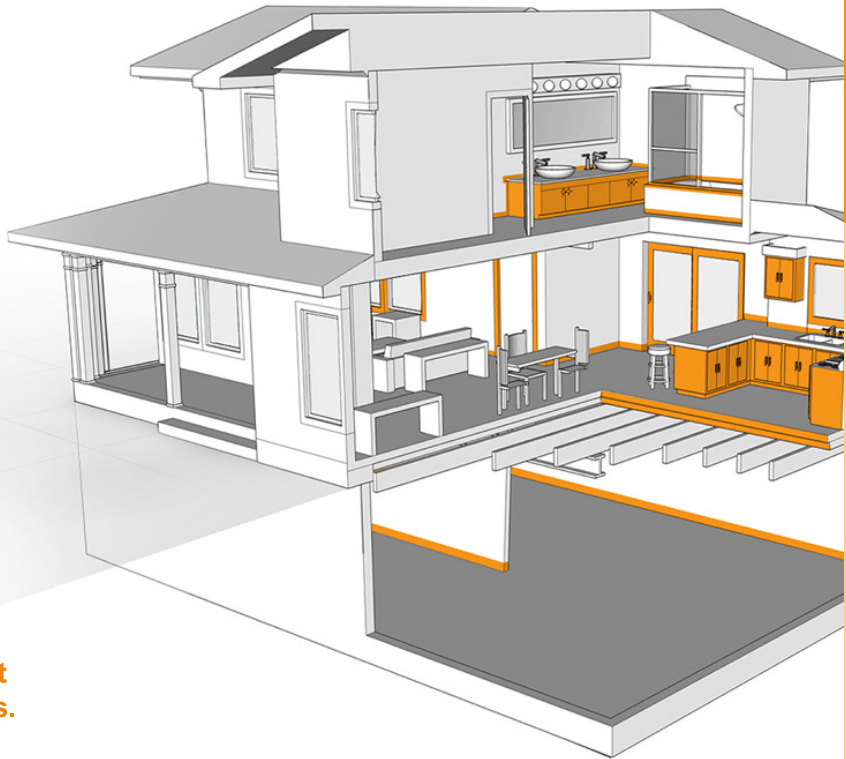
Key
Takeaways

Secure the Perimeter with Transfer Effect technology

INTERNAL

Inside Structure

Alpine WSG insecticide gives you the power of genuine Transfer Effect technology indoors. The Absolute Ant Control Solution also includes a flexible range of other non-repellent indoor ant control products for complex situations that complement **Alpine WSG** insecticide without the risk of “budding” or “lock-in” that often occurs with repellents.



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Target problem areas using non-repellent products without risk of “locking in” ants.

**Key
Takeaways**

Expand the genuine Transfer Effect zone with **Alpine WSG** and **Advance** ant baits

Inside Structure

Suggested Treatment Windows

Interior and Exterior Off Structure Applications

Termidor SC
Termiticide/Insecticide

Alpine WSG
Insecticide

Year Round	
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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 transfer 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.

Ant Bait Selection Parameters: Grit Size

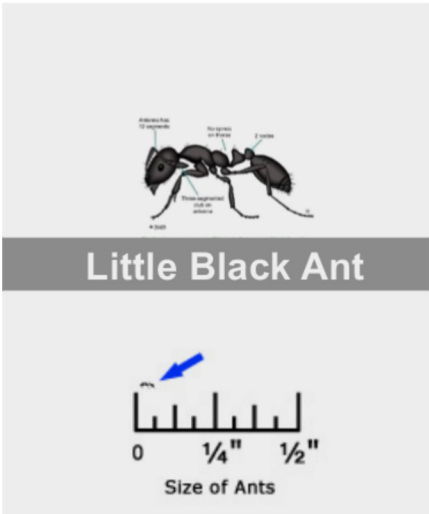
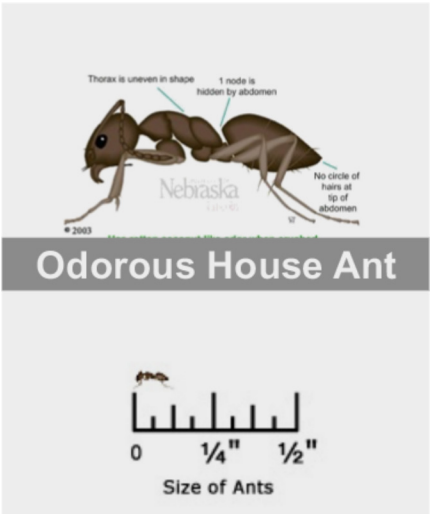
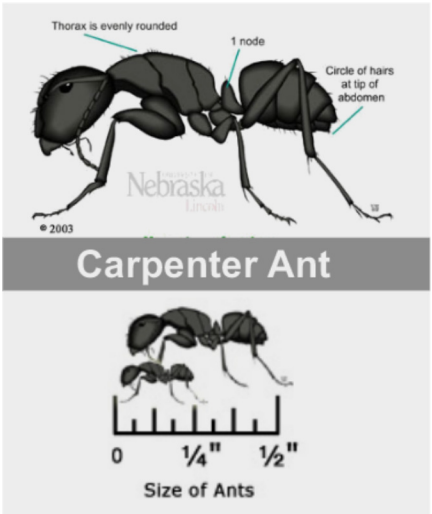
Major nuisance ants represent a wide range of sizes.

- **Advance®** granules complement the size of the ant and contain attractants that allow for bait recruitment.



Solenopsis invicta
Buren, alongside a
bait granule. Photo:
T Nishimura, BASF

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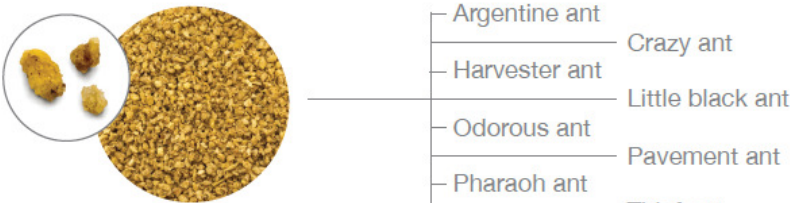
Ant graphics. University of Nebraska. Lincoln.

Bait Selection Parameters: Advance® Granular Baits - Grit Size

Bait Selection Parameters: Advance Granular Ant Baits - Grit Size



Advance Granular Carpenter Ant Bait



Advance 375A Granular Ant Bait



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