

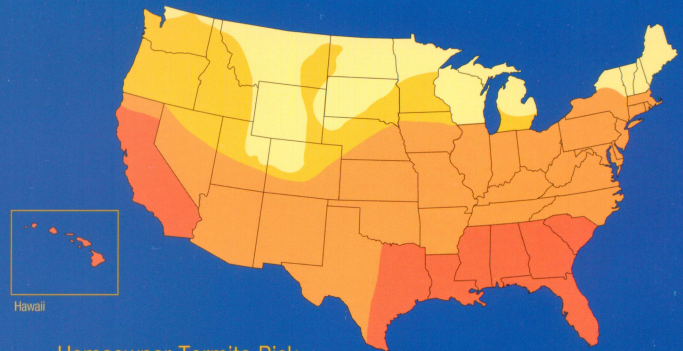


 **BASF**
The Chemical Company

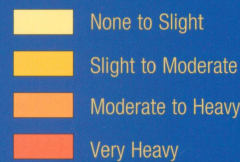
Protect your home
with **Phantom[®]**
termite-insecticide.

▶ Termites don't discriminate, *they destroy.*

Subterranean termites pose a threat to homes across 70 percent of the world and in every part of the United States except Alaska. It doesn't matter how your home is built or how old it is—termites are equal opportunity destroyers. They cause \$5 billion worth of damage each year in the U.S. alone—damage not covered by most homeowner's insurance. They are, in fact, the most serious threat your home may face.



Homeowner Termite Risk



Termites are a concern for homeowners in 49 of the 50 states.

—USDA-FS Home & Garden Bulletin 64.

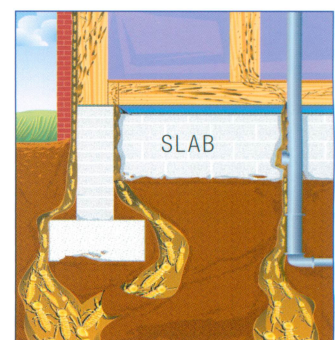
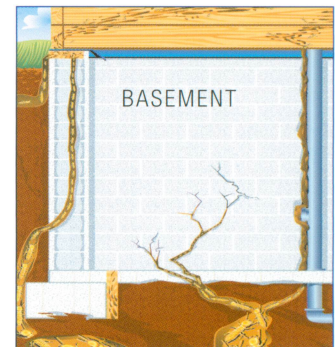
▶ How they get in and how *not* to help them.

Termites can enter your home through expansion joints, foundation cracks, tiny gaps around plumbing, and electrical service entries—a space no thicker than a sheet of paper is all it takes. They can also enter through small openings in basement walls and where the floor and walls meet.

But you don't have to help them! Termites seek out moisture and wood fiber in and around your home. So, repair leaks, grade soil, and ventilate crawl spaces to reduce moisture. Keep wooden trellises, mulch, leaves, wood debris, scrap lumber, sawdust, firewood, and infested trees and stumps away from your home.

▶ Recognizing the signs of termites in your home.

Small holes in wood, crumbling drywall, and sagging doors or floors can all signal the presence of termites. Other signs include insect wings and shelter tubes termites build as passageways across masonry or along pipes. But, remember, termites and termite damage often remain hidden. An annual inspection by a pest professional is the only way to ensure your home is termite-free.



▶ The subterranean termite colony.

Eastern, Western, Desert, and Formosan Subterraneans are the most common termites in the United States. Their large underground colonies often contain millions of termites. But you might never see them or any evidence of them—until a pest professional discovers they've seriously damaged your home.



King and Queen

At least one king and queen are at the center of every termite colony. The queen's sole purpose is to reproduce. Some live for as long as 30 years.



Eggs

Queens can lay thousands of eggs every year. Eggs hatch into nymphs.



Nymphs

While in the nymph state, termites diverge into different castes: workers, soldiers, reproductives, and supplementary reproductives.



Workers

Workers are blind, wingless termites that maintain the colony, forage for food, and care for other termites. They are the most numerous caste and the most likely to be found in infested wood.



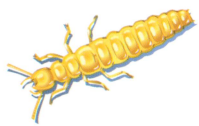
Soldiers

Soldiers are sterile, wingless, and blind. Their sole function is to defend the colony.



Winged Reproductives

These termites will eventually leave the colony as adult swarmers. After swarming, they shed their wings and pair up to start new colonies.



Supplementary Reproductives

These termites help increase the population of established colonies and can serve as replacements for the king or queen if they should die.



Termites can hollow out beams, damage walls, and reduce wood floors or trim to a paper-thin veneer.

EASTERN SUBTERRANEAN

- Found throughout the Eastern U.S. and as far west as Montana.
- Colonies are typically located underground but can also exist above ground, usually due to excess moisture resulting from a roof or plumbing leak.

WESTERN SUBTERRANEAN

- Found from Canada south to Mexico and east as far as Idaho and Nevada.
- Like eastern subterraneans, they colonize under or above ground.

DESERT SUBTERRANEAN

- Thrive in the dry lower deserts of southern CA and AZ.
- Swarms occur in the summer and fall.
- Can build free-hanging mud tubes from ceilings and overhangs as long as 12 inches.

FORMOSAN SUBTERRANEAN

- Found in the southern half of the continental U.S. and in Hawaii.
- Known as the "super termite," because they're particularly vigorous, aggressive and successful.
- Maintain very large colonies (often in the millions) and can severely damage a structure in as little as three months.
- Build hard nests called "cartons" within walls, in which thousands of termites can live indefinitely without soil contact.



ANT



TERMITE

THOSE "ANTS" MIGHT BE TERMITES.

Winged termites are often mistaken for ants. Here's how to tell them apart: Ant wings are different sizes; termite wings are all the same size. Ants have elbowed antennae; termites have short, straight, beaded antennae. Don't be fooled by color or size: ants can vary in size, and winged termites can be brown or black.

▶ Call on an experienced Phantom-certified Pest Professional.

Only a licensed pest professional can perform a thorough termite inspection, the first step toward termite control. A Phantom-certified Professional is your best choice. Your entire home, inside and out, must be inspected for signs of termites, and where and how they are entering your home. Your Phantom-certified Professional will recommend a treatment plan to get rid of any existing termites and keep them from returning.

▶ A remarkably effective solution.

Phantom[®] termiticide-insecticide employs the world's latest termite control technology and has undergone some of the most extensive testing ever for a pest control product. It has consistently proven to provide superior termite control under almost any condition. And, it's proving highly impressive at keeping termites from coming back. Long-term field trials by the U.S. Department of Agriculture Forest Service showed no signs of reinfestation at over 98% of study sites six years after treatment.

Since **Phantom** went on the market in the United States in 2001, Phantom-certified Professionals have used it to treat termite-infested homes with tremendous success—often after prolonged failure and frustration with other treatments.

▶ Phantom[®] doesn't repel, it kills—in several ways.

Unlike older repellent products, which inconsistently keep termites away from treated areas, **Phantom** is a nonrepellent or "undetectable" and consistently kills termites. And it's able to kill them through both ingestion and contact.

Because termites can't detect **Phantom**, they unknowingly and repeatedly contact it and ingest it as they go about their regular routines. In other words, while repellents create a chemical barrier termites can avoid and circumvent, **Phantom** actually relies on termites to repeatedly cross through its treatment area.

Although **Phantom** controls termites quickly (unlike baits, which can take many months to work), it kills individual termites relatively slowly, allowing **Phantom** to spread throughout the colony and preventing the accumulation of dead termites in treated areas.



▶ Is it environmentally responsible? Does it smell?

Phantom is the only undetectable liquid termite control approved for use in every termite state, including New York where environmental requirements are particularly stringent. It has a very low water solubility, which means it binds very tightly to soil and is less likely to be washed out of treated areas. The active ingredient in **Phantom**, chlorfenapyr, is applied at a low dose, and has virtually no odor.

▶ Checkups are required.

Responsible termite control requires periodic inspections by your Phantom-certified Professional. Talk with him about an appropriate inspection schedule for your home.

Key advantages of Phantom:

- **Superior effectiveness. Over six years of test data prove it.**
- **Kills termites by ingestion and contact.**
- **Controls populations much faster than bait systems.**
- **Responsible, low-dose treatment, with virtually no odor.**
- **Can only be applied by trained, Phantom-certified Professionals.**
- **The only undetectable termite control in every termite state, even NY.**



PHANTOM[®]
TERMITE CONTROL



ants & cockroaches & other pests

Unbeatable undetectable general pest control.

Okay, you've taken the first smart step toward ridding your house of ants, cockroaches and many other general pests by contacting a pest professional to conduct a thorough home inspection. Now, it's time to take action.

Phantom[®] termiticide-insecticide utilizes the world's latest "undetectable" technology to control pests efficiently, effectively, and with minimal disruption to your home.

Undetectable Technology. Undeniable Results.

Phantom is undetectable to pests. Undetectable formulations like the one used for **Phantom** have proven to be one of the most effective advances in the history of professional pest control. In fact, many pest professionals have found that **Phantom** controls especially difficult ant species when most other ant control products can't. **Phantom** is even approved for use in food handling areas.

Because pests can't detect **Phantom**, they can't avoid it. Instead, they repeatedly cross through and contact treated areas. This can't happen with repellent products, which can actually trap pests inside your home!

Delayed-action Mortality

Once ingested, **Phantom** attacks pests from inside their own bodies by preventing their cells from generating energy. This leads to paralysis, and, ultimately, death. However, this process is not instantaneous, which means **Phantom** will not cause an accumulation of dead ants or roaches in a particular spot. (A pile of dead insects can alarm nestmates.)

Instead, pests continue to behave normally and go about their regular routines for a short time before dying. There is nothing about their behavior or death to tip off others to the presence of **Phantom**.

Other products are far less stealthy, and far less successful.

Low Concentration. Big Impact.

Phantom is effective at low concentrations compared to “old fashioned” insecticides. In fact, for every 8 fluid ounces of the final **Phantom** dilution, there are just four-hundredths of an ounce of active ingredient. And **Phantom** is delivered with precision targeted specifically to areas where pests live and travel. There’s no need for large area applications throughout the house.

Long-lasting Effectiveness. Long-lasting Results.

Phantom is a residual product. That simply means that it breaks down slowly and remains effective for an extended time. This helps facilitate longer-term control, and allows for less frequent reapplications.

The Other Side of the Problem

Phantom provides superior pest control by striking pests inside your home where they cause the most trouble. But if you have an ant problem, the ants in your house probably have their nests *outside*—they travel back and forth for food and water. So, for added protection, your pest professional may apply **Phantom** to outside pest entry points—or, suggest a treatment program that strikes inside *and* out, right from the start.



PHANTOM[®]
GENERAL PEST CONTROL



You're part of the solution.

Ants, cockroaches and other general pests need food and water, and they need a way to gain access to your home. Since they can be very persistent, you need to be vigilant. By taking some simple steps to help control nuisance pests, you can be part of the solution.

Inside:

- Clean up spilled food and beverages.
- Diligently take out the trash.
- Rinse out jars and containers before you place them in trash cans and recycling bins.
- Pick up and store your pet's food before going to bed.

Outside:

- Seal doors and windows.
- Keep rain gutters clean to prevent moisture inside walls.
- Trim trees and shrubs away from your house.
- Keep firewood up off the ground and away from your house.

Initially, after treatment, you may still see some ants or roaches crawling around. If you do, don't kill them or spray insecticide around them. Once the treatment has had time to do its job, pest activity will stop.