



 **BASF**

We create chemistry

# Absolute Ant Control

Providing Ant Control - Inside and Out

As social insects, ants live in colonies. Their complex social structures, foraging habits, and nomadic nesting tendencies make ants difficult to control. Spraying the wrong insecticide may kill a few workers but not the entire colony.

Failure to control these pests can result in the loss of a profitable, long-term customer. It can also create profit loss from callbacks and much desired customer referrals.

BASF Absolute Ant Control Solution with genuine Transfer Effect technology was created to help you control ant problems the first time you're called, establish longstanding customer relationships, and build a foundation for future business.



## Challenge

# Controlling Ants Inside and Out

### **Repellent Insecticides Rarely Result in Colony Death**

Ants are particularly adept at circumventing repellent chemical barriers. These insecticides generally affect only the ants contacting the treatment, usually the foraging workers, with minimal affect on the remainder of the colony. These efforts can be futile especially with some ant species that form super colonies that can infest multiple properties.

**Killing a few workers means the colony survives.....leading to call backs.**

# Repellent Insecticides

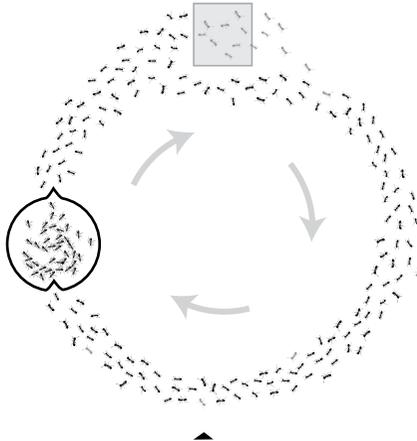
1

The colony sends out worker ants to collect food.

2

Ants may avoid contact with the repellent area and return to the colony

Treated Area



3

Ants that do contact the treated area often die before they can recruit or interact with nest mates

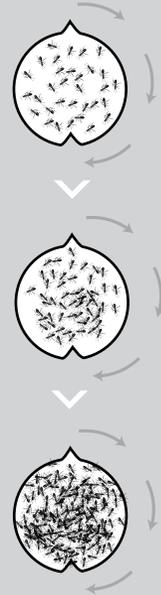
4

Transfer potential is unlikely leaving a healthy colony to invade when the treatment's residual fades

 Exposed Ants

 Unexposed Ants

**The colony regenerates and ant population continues to grow.**



Little to  
No Transfer

# Genuine Transfer Effect Technology Helps Eliminate Ant Populations at the Source

BASF has a solution to help control ants at the source. Genuine Transfer Effect technology utilizes undetectable, non-repellent formulations that promote transfer.

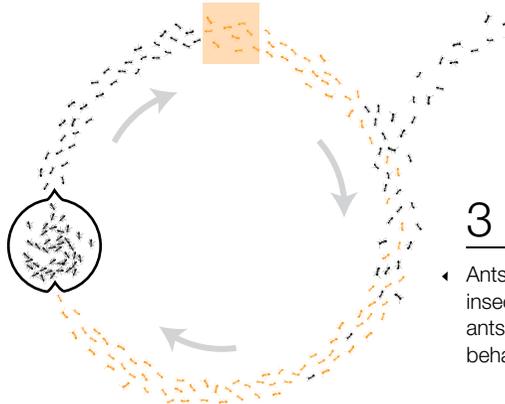
# Genuine Transfer Effect Technology

1

The colony sends out worker ants to collect food

2 | As ants pass through undetectable treated areas they pick up the insecticide

Treated Area



3

Ants Transfer the insecticide to other ants through social behaviors

4 | High level of transfer

**Exposed ants return to the colony and through social interaction unknowingly transfer the insecticide to other ants.**



Genuine Transfer Effect

Best Practice

## Exterior On Structure

BASF Absolute Ant Control Solution protocol is applied in “Layers 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**



## Best Practice

# Exterior Off Structure

Applying treatments away from the structure where ants are observed trailing, nesting or near resource sites (including trees and planting beds) reduces the ant pressure around the structure and helps prevent invading colonies from becoming established close to the house.



**Alpine® WSG insecticide  
and the Advance® family  
of ant baits provide  
flexibility to fit all  
situations.**

## BASF Solution

### **Alpine® WSG** Water Soluble Granule Insecticide

Combines a versatile label that allows treatment of ant trails, nest sites or even curative broadcast applications to lawns.

### **Advance®** Family of Ant Baits

- Leverages social food sharing behavior common among ants
- Designed to be extremely attractive for fast acceptance
- Does not interfere with the effects of a **Termidor** termiticide/insecticide or **Alpine WSG** insecticide treatment. Using both treatments together has led to more reliable results

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

## Best Practice

# 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.



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

**BASF Solution**

**Always use Alpine WSG insecticides inside**

**Alpine® WSG** Water Soluble Granule Insecticide

Brings genuine Transfer Effect technology indoors. Other indoor benefits include:

- low odor
- no staining
- flexible label
- comfort of reduced risk\*  
active ingredient for the  
home owner

**For complex environments**

**Termidor®** Foam Termiticide/Insecticide

Features the same genuine Transfer Effect technology as other Termidor products, this formulation is designed to treat voids and ant galleries wherever ants enter, hide or harbor, both indoors and outdoors.

**Advance®** Family of Ant Baits

Practical indoor option and when they are used in accordance with the label, pose a low risk to inhabitants

**Use Alpine WSG insecticide to bring the genuine Transfer Effect technology indoors**

\*Alpine formulations contain the active ingredient dinotefuran, a non-repellent active that the EPA has granted reduced-risk status for public health use.

## Best Practice

# 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.

## 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

**Increase efficiencies by controlling ants with year round genuine Transfer Effect technology both indoors and outdoors**

Use **Advance** family of ant baits as needed to expand the transfer zone.



Suggested Treatment Windows



### **Termidor® SC** Termiticide/Insecticide

**Termidor SC** termiticide/insecticide has long been regarded as the revolutionary ant control product, with its genuine Transfer Effect technology. Expanded label directions have been approved by the EPA that enable you to use **Termidor SC** termiticide/insecticide up to four times per year.



### **Termidor® Foam** Termiticide/Insecticide

**Termidor Foam** is the preferred void treatment product for ants. Featuring the same genuine Transfer Effect technology as other Termidor products, this formulation is designed to treat voids and ant galleries wherever ants enter, hide or harbor, both indoors and outdoors.



### **Alpine® WSG Water Soluble Granule Insecticide**

With its genuine Transfer Effect technology, **Alpine® WSG** insecticide is the only dilutable to bring transfer effect indoors. Its active ingredient, dintotefuran, has Reduced Risk status and a broad label that allows you to apply this insecticide in almost any outdoor or indoor setting, including off-structure and food-handling areas. Now, your treatment can go where the pests go.



## Advance® Family of Ant Baits

With the **Advance** family of ant baits, you have different options to control ants both indoors and out. Their desirable bait matrices are quickly accepted by a wide variety of ants. The active ingredients have delayed action, allowing workers to pass bait throughout the entire colony. **Advance** granular carpenter ant bait and **Advance 375A** granular ant bait can be used around termite bait stations, in ant bait stations or as a perimeter, mound or broadcast treatment. **Advance 360 Dual Choice** ant bait stations can be placed along walls, baseboards, under sinks, and around appliances. And, since ants forage vertically, **Advance 388B** ant gel bait can be applied on vertical surfaces in or around the home.

BASF is committed to giving you the best strategy and portfolio of innovative technology available for ant control. From training and support to the most advanced ant control products available, count on us to increase your service efficiency and customer satisfaction.

**Contact your BASF representative and find out how easy Absolute Ant Control can be.**

