

smart solutions | 



controlling and preventing ant infestations

BASF Pest Control Solutions
The Evolution of Better Pest Control

 **BASF**

The Chemical Company

The Problem with Ants

Ants are the number-one reason homeowners call a pest management professional. Given this reality, ants take on a particular importance not only as a frequently encountered pest control challenge, but, quite often, as the foundation of your ongoing relationship with a customer.

If an ant infestation is the source of your first meeting with a homeowner, your success in controlling the infestation will shape the homeowner's perception of your overall competence and ability to solve pest problems. A homeowner is unlikely to differentiate between your ability to control ants and any other pest.

Unfortunately, due to their complex social structures, foraging habits, nomadic nesting tendencies, and more, ants can be quite difficult to control. The cost of failure, at best, will be callbacks, wasted time and resources. At worst, it will be the loss of a potential, profitable, long-term customer.

The SmartSolution for Ants from BASF Pest Control Solutions 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. It combines Termidor® termiticide/insecticide with a powerful lineup of multi-situational ant control products and Prescription Treatment® IPM techniques that exploit unique ant behavior and biology.

This guide will explore the unique challenges involved in modern ant control and introduce you to the unique products you need to overcome them. It will also give you the guidance you need to understand why, how, and when you should use these products.

The SmartSolution for Ants

The #1 Nuisance Pest can be Much More Than a Nuisance

Ants account for more new customer calls than any other pest. In terms of new business, that's actually a good thing. What's not so good is that ants also account for more retreatment calls from current customers than any other pest.

This suggests that existing ant control solutions quite simply aren't cutting it. If your ant solution isn't completely controlling an ant infestation the first time you treat the problem, resulting callbacks can become much more than a nuisance. They can prove costly on a number of fronts, including:

- Aggravated customers
- Damage to your reputation
- Lost customer confidence/satisfaction
- Lost future business
- Frustrated technicians
- Wasted time, labor, and resources

Not to mention the potential for actual structural damage for which some ant species are known.

Special Challenges

Complex social colonies and unique behaviors set ants very distinctly apart from most other perimeter pests. They are active foragers, which means they are likely to invade homes looking for food and other resources. When they find it, they recruit nest mates, often in large numbers.

Trying to keep these ants out with repellent chemical barriers often proves futile, as ants are particularly adept at circumnavigating them. Furthermore, killing individual workers is akin to fighting a snowstorm with a butterfly net. Some colonies have many thousands or even millions of ants, so they just keep on coming.

Assuming that you've found the heart of an ant problem by locating a nest can be equally misguided. Finding and treating individual nests may control certain species, however some ants have supercolonies or satellite nests that can infest multiple properties.

Finally, the wide range of ant species can exhibit variable feeding preferences, foraging patterns, nesting choices, and colony structures, requiring different treatment strategies and products to choose from.



Controlling Ants Inside and Out

The SmartSolution for Ants includes a comprehensive array of unique products that address the special challenges of ant control. These products, delivered in “Layers of Treatment,” outside and inside, all take advantage of distinct ant biology and social behaviors.

Layer 1: Exterior On Structure

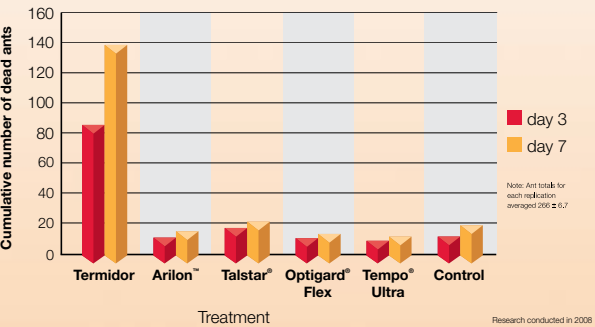
Fight ants with Termidor, America’s #1 GPC product*

Termidor® termiticide/insecticide is the core product of the SmartSolution for Ants and provides the most effective outdoor low-dose control of ants available. A **Termidor** treatment creates a treated zone of nonrepellent protection around the home. This is the key to **Termidor’s** unique “Transfer Effect™.” Ants passing through the treated area pick up **Termidor** on their bodies and transfer the active ingredient to nest mates through routine social contact. The “Transfer Effect” enables **Termidor** to control ants that never make direct contact with a treated surface. They need only to contact other ants that have been exposed to **Termidor**.

Ants interact with each other as a means of communication, grooming, and feeding, which makes the concept of transfer so important to ant control. Because only a small percentage of an ant population is outside of the nest at a given time, direct contact kill of foraging workers is a poor choice for the primary ant control method.

Termidor stands alone in terms of its ability to control ants through its “Transfer Effect.” In a study by Choe and Rust (UC Riverside), ants exposed to **Termidor** “readily transferred the insecticide to other individuals in the colony, resulting in high mortality... The other insecticides were not transferred, and ants exhibited mortality rates similar to that of the controls.”

Cumulative number of dead ants in a horizontal transfer study by Dr. Rust



On its own, **Termidor** significantly reduces nuisance ant callbacks. As part of the SmartSolution for Ants, it becomes a powerful “first layer” of control, providing an incomparably effective base for the other important layers.

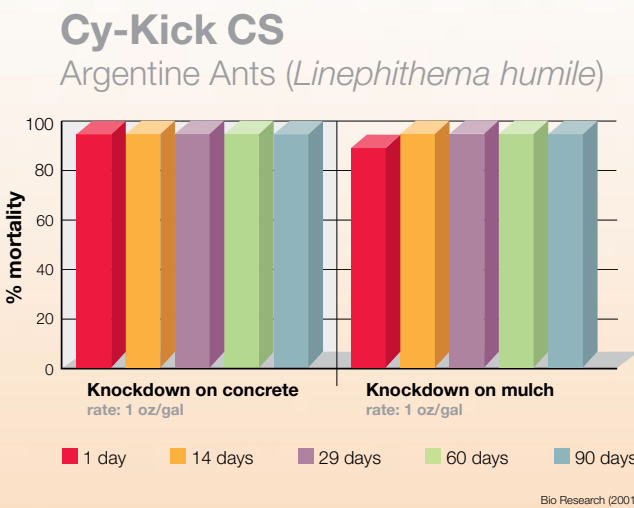
Layer 2: Exterior Off Structure

Reduce pressure around the structure and stop newly invading colonies

Treating away from the structure (including trees, planting beds, and grounds) reduces the pressure around the structure itself to aid control and help prevent newly invading colonies from setting up close to the house. Prescription Treatment® brand **Advance**® ant baits and Prescription Treatment® brand **Cy-Kick**® CS provide a “second layer” of control for truly thorough ant control.

■ Cy-Kick CS

Features **SmartCap**™ Technology which effectively stands up to concrete, mulch, and other surfaces, significantly enhancing its residual life. This special microencapsulation process delivers real 90-day residual control even on these tough surfaces, where ants are often found.



*A Strategic Analysis Of The U.S. Structural Pest Control Industry. SPC, LLC 2008.



■ Prescription Treatment® brand Advance® Ant Baits

Takes advantage of the practice of social food sharing called trophallaxis, which is common among ants. Ants recruit their nest mates to help collect food and carry it back to the nest, and then distribute it throughout the colony. As they share bait with their nest mates, the active ingredient in the bait gets spread throughout the colony. **Advance** ant baits are designed to be extremely attractive for fast acceptance by ants and are available in many formulations to attract a wide variety of ants. Baiting does not interfere with the effects of a **Termidor** treatment. In fact, using both treatments together has been shown to make results more reliable.

Layer 3: Inside Structure

Target problem areas with nonrepellent products and baits without risk of “budding” or “lock-in”

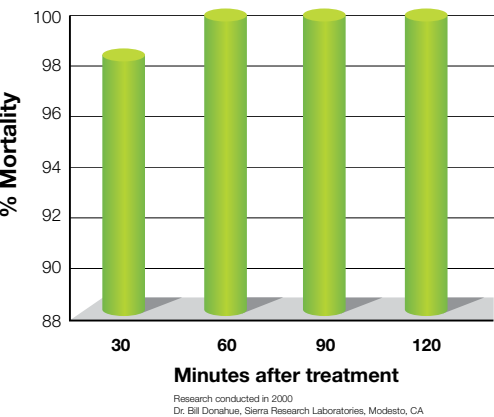
Because there are so many species of ants and so many treatment situations inside a structure, a PMP should have a broad choice of indoor control products at hand to treat them. The SmartSolution for Ants includes a flexible range of nonrepellent indoor ant control products and application methods that complement **Termidor** without the risk of “budding” or “lock-in” that can occur with repellents.

■ Phantom Products

Like **Termidor**, **Phantom**® termiticide-insecticide utilizes advanced nonrepellent technology to eliminate ant populations within days. But, unlike **Termidor**, **Phantom** is labeled for use indoors. PMP’s have found that **Phantom** controls especially difficult ant species when most other

ant control products can’t. Prescription Treatment® brand **Phantom**® Pressurized Insecticide offers proven **Phantom** performance with the flexibility of a dry aerosol formulation for precision application. It dries in “crystals” for enhanced bioavailability and faster performance.

Mortality of Argentine Ants Topically Treated with Phantom SC



■ Prescription Treatment® brand Alpine® Products

Highly effective on most ants known for interior infestations (such as Argentine, ghost, and white footed) as well as foraging carpenter ants, **Alpine** products offer many options for immediate-need interior areas. All **Alpine** formulations (Foam, Dust, and Pressurized Insecticide) contain the nonrepellent active ingredient dinotefuran, granted reduced-risk status for public health use by the EPA.

■ Prescription Treatment® brand Advance® Ant Baits (See description above.)

Three Layers of Ant Control

Inspection

Inspection provides the information needed to make good decisions when it comes time for treatment. At a minimum you should:

- Identify locations of ant activity
- Identify ant species
- Identify nest locations if possible
- Identify conditions conducive to ant activity

As a part of an overall ant IPM program, integrating several layers of treatment can be useful in attacking ants in ways that address symptoms, control the source, and help to prevent future reinfestations. An example of the SmartSolution for Ants three-layered approach may include:

Layer 1: Exterior On Structure

Create a **Termidor**® termiticide/insecticide treatment zone on and around the structure. Following the label directions, spray along the foundation exterior perimeter to an area one foot up and one foot out from where the ground meets the foundation. **Termidor** can also be applied to areas where ants enter the structure, where they trail or crawl and hide, or where their nests are found. Spray up to 18 inches in width around doors, windows, vents, pipes, or any other exterior openings and/or with a Crack & Crevice® injection tip into foundation cracks or drilled holes where ants could enter the structure. Be especially careful to treat the joint where exterior siding meets the cement block or brick foundation. Treat areas where any wires (electrical, cable, or telephone) enter the house. **Termidor** exterior applications can be applied two times per year. We suggest that the applications be made when ants are active and pest pressure is evident.

Layer 2: Exterior Off Structure

Garbage areas, planting beds, trees, and overgrown and cluttered areas are great examples of resource sites likely to foster the growth of ant populations. These areas can be dealt with through baiting with Prescription Treatment® **Advance**® Granular Ant Baits and/or the use of long-lasting residual insecticides such as Prescription Treatment® brand **Cy-Kick**® CS. Ants are known to prefer crawling along structural lines when trailing, so in addition to treating the suspected nesting areas, focus on edges of sidewalks and driveways, garden borders, fences, etc.

Layer 3: Inside Structure

Ants indoors can be dealt with by Crack & Crevice®, spot or void treatments of nonrepellent **Phantom** and **Alpine** products. Choose the best formulation based on where the ants are trailing or suspected to be nesting. For instance Prescription Treatment® brand **Alpine**® Dust for void treatment, Prescription Treatment® brand **Phantom**® Pressurized Insecticide and/or **Phantom**® SC for Crack & Crevice, wall void, and spot treatments. These nonrepellent products won't trap ants inside or disrupt them in the same way that repellent products may, and therefore won't interfere with the movement through the treatment zone created outside by **Termidor**. If **Advance** ant baits are used indoors, be sure to place baits near ant trails in areas where increased ant activity from recruitment won't be a problem for the customer. Attics, basements, and crawls are great placement choices for baiting.

Tips for Controlling Problem Ant Species

Crazy Ants

Their nests can be notoriously difficult to find and treat. Let their social nature and **Termidor's** "Transfer Effect" do the work for you. With small populations, Prescription Treatment® brand **Advance**® Granular Carpenter Ant Bait works exceptionally well.

Carpenter Ants

Carpenter ants are highly attracted to piles of bait material rather than a broadcast application. Place **Advance** Granular Carpenter Ant Bait in small piles where trails are identified.

Argentine Ants

Often found in high populations over large areas, this ant requires an exterior focus to defend against invasions. Careful inspection and treatment of resource site is critical.

Odorous House Ants

Don't forget that odorous house ants may be nesting in a variety of locations including attics and wall voids. Use Prescription Treatment® brand **Alpine**® Dust Insecticide or Prescription Treatment® brand **Alpine**® Ant and Termite Foam inside the void. When working around electrical equipment, use **Alpine** Dust.

Termidor can be applied to areas where ants enter the structure, where they trail or crawl and hide, or where their nests are found.

- Layer 1: Exterior On Structure
- Layer 2: Exterior Off Structure
- Layer 3: Inside Structure

Smart Support

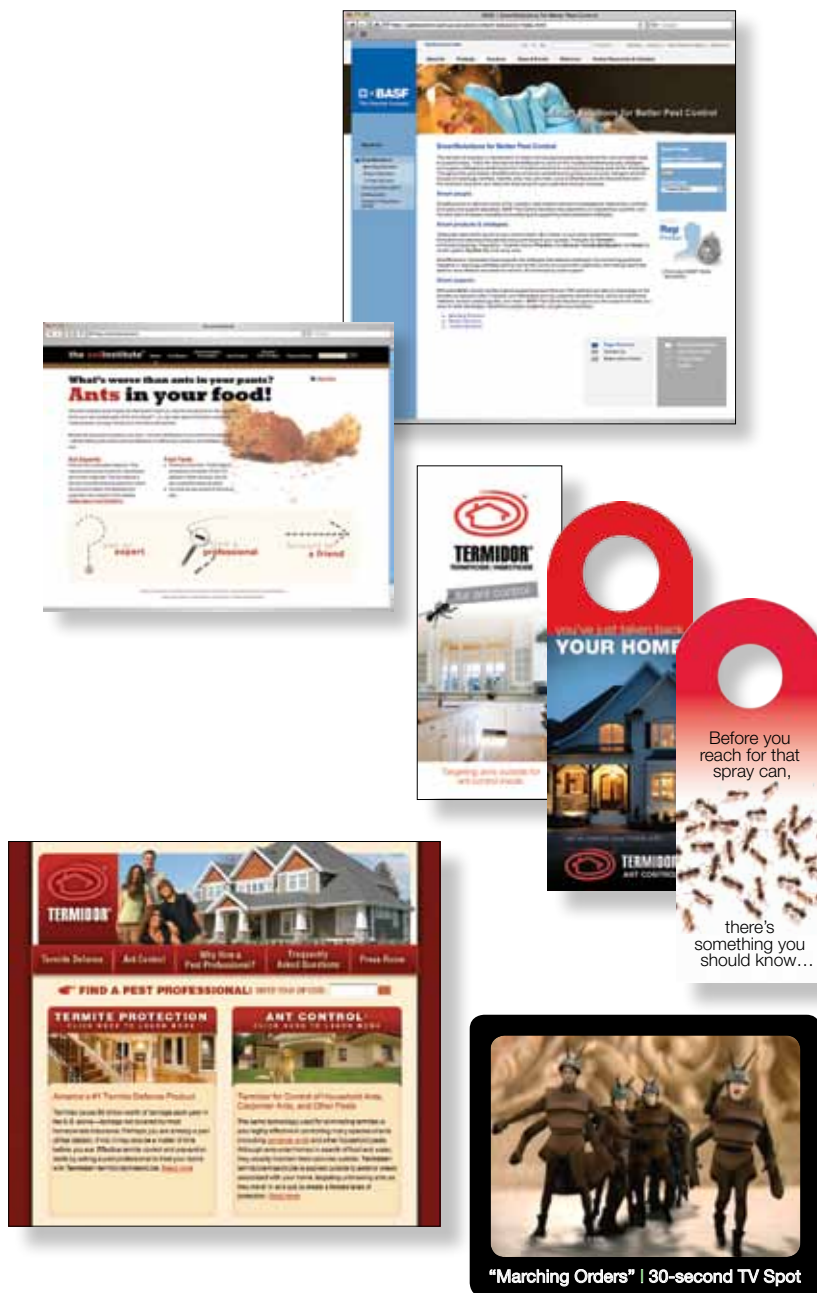
As always, BASF Pest Control Solutions is committed to giving you everything you need to tackle your toughest pest control challenges—not just in terms of products, but in terms of expertise and support as well.

You can always find helpful information, training, homeowner marketing support, and more at PestControl.basf.us. Log on to get brochures, **Termidor**® termiticide/insecticide homeowner literature, doorhangers, the **Termidor** ant control TV spot (with space for 5-second custom PMP tag), and more. You'll also find multiple resources to help you better understand and control regularly encountered species of ants.

BASF also maintains a comprehensive homeowner-oriented Ant Institute Web site (www.antinstitute.com) to help educate consumers about ants, and the importance of pest management professionals in controlling and preventing them.

Get Smarter

This SmartSolution for ants is just one of many BASF SmartSolutions that address the pest control challenges and issues that have the greatest impact on our industry and the success of your business. To inquire about additional SmartSolutions for **termites, bed bugs, perimeter pests, cockroaches, rodents or flies**, contact your BASF Pest Control Solutions sales specialist.



The Prescription Treatment® Approach

BASF Pest Control Solutions believes a sound Integrated Pest Management strategy is the cornerstone of successful pest control and good stewardship. Our five-step Prescription Treatment® approach includes the core IPM practices you should always employ in conjunction with any BASF SmartSolution.

- 1 Inspect** to gather the information that leads to good decisions.
- 2 Prescribe** a treatment strategy to achieve specific goals in the account.
- 3 Communicate** with the client to promote cooperation, establish expectations, and convey value.
- 4 Treat** using effective techniques and materials that support the strategy.
- 5 Follow up** to assess results.

Always read and follow label directions.

www.PestControl.basf.us

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