The Advance® Termite Bait System (ATBS) offers a unique combination of patented advantages in quick detection, killing power, technician serviceability and business enhancements that maximizes performance and profit potential. In addition, a highly flexible purchase plan, with no reporting requirements, keeps you in charge of your customer base and renewals.

1 Killing Power & Efficacy

The Advance® Termite Bait System features a next generation station design with two customized food sources and maximum wood-to-soil contact, quickly generating hits and aggressive recruitment.

Advance utilizes a unique matrix, called Puri-Cell®, in both the monitoring and baiting phases to greatly enhance termite feeding. The matrix features compressed food-grade purified cellulose for more matrix in less space.

The clear termite inspection cartridge remains in place for 90-120 days and is easy to check and replace, minimizing termite disruption. Undisturbed termites tend to stay in place to feed on the bait rather than abandoning the station.

Most important of all, the proven insect growth regulator (IGR) chemistry transfers through the colony, leading to colony elimination.

2 Technician Serviceability

Advance consists of a completely pre-assembled station, which speeds installation and increases productivity. On average, stations can be installed around homes in 45 minutes or less and inspected in about 20 minutes. Study components minimize breakage during installation, resulting in less waste and expense.

The Advance Quik-Lock® cap and The Spider® station access tool greatly enhance technician productivity during servicing while minimizing station tampering.

3 Enhanced Profitability & Business Flexibility

Because PMPs own the stations, there are no manufacturer payments to make, ever. BASF’s flexible buy-as-you-go business model increases your cash flow as you pay only for components you use.

You’ll also enjoy predictable labor expenses (quarterly or tri-annual inspections regardless of feeding activity) and lower administration costs, year after year.

The Advance® Termite Bait System broad use label gives PMPs the flexibility to use ATBS in a wide variety of situations and environments, including pre/post construction, preventive/curative and in combination with liquids.

124-gram Advance Bait Load and Label

The powerful 124-gram Advance bait load and label offer a host of significant business advantages:

- 90-or 120-day service interval
- Up to 25 percent savings on gas and labor
- Flexibility to customize your service frequency and/or renewal rate
- Ability to deliver even more bait to help decimate colony

Customize Your Service Interval

<table>
<thead>
<tr>
<th>Quarterly Label</th>
<th>Tri-Annual Label</th>
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</thead>
<tbody>
<tr>
<td>Current customers satisfied with renewal costs</td>
<td>Current customers requesting lower renewal costs –Option for non-renewing accounts</td>
</tr>
<tr>
<td>Customers with quarterly General Pest Control (GPC) agreements</td>
<td>Customers with bi-monthly or tri-annual GPC agreements</td>
</tr>
</tbody>
</table>
| Pre-treats | Commercial accounts

The Advantages of Advance

- 90-or 120-day service interval
- Up to 25 percent savings on gas and labor
- Flexibility to customize your service frequency and/or renewal rate
- Ability to deliver even more bait to help decimate colony

Quik-Lock
Low profile designed cap for easy servicing.

Termite Bait Station (TBS)
Ultra low disturbance design means less termite abandonment of the station.

Termite Bait Cartridge (TBC)

Termite Inspection Cartridge (TIC)
Used during monitoring phase. Contains 93 grams Puri-Cell monitoring matrix without active ingredient.

Termite Monitoring Base (TMB)
Preferred wood species with easy, horizontal groove access.

Vertical Slots
Allow for soil to penetrate the interior and provide maximum wood-to-soil contact.
The Benefits of Baiting

Your termite business is only as good as your ability to meet your customers’ needs. If you use Termidor® termicide/insecticide, there is no question you offer the best termite control and prevention product on the market. But in today’s competitive and diverse pest control market, there is simply no such thing as a “one size fits all” termite solution.

The Advance® Termite Bait System helps ensure you never have to walk away from profitable termite business again. Now, Termidor partners can expand their termite program with a BASF baiting and monitoring option—to maximize profitability, add new customers and cross-sell existing ones.

With the Advance Termite Bait System, you can now capture termite business in situations that might otherwise have resulted in business lost to a competitor:

- Curative or preventative situations when the use of Termidor is not an option.
- Curative situations in which homeowners simply insist on a bait system instead of a Termidor application.
- Preventative situations in which homeowners don’t choose the option of a Termidor PerimeterPLUS™ treatment.

More and more homeowners are waking up to the reality that ignoring the threat of termites striking their homes can be a very costly mistake. When a preventative Termidor treatment is not an option, using active ingredient-free Advance termite stations for monitoring is a smart alternative.

Positioned to homeowners in new BASF marketing materials as “Advance Termite Monitoring,” it lets you give your customers the assurance that it will be extremely difficult for termites to invade their homes undetected. At the same time, you will have established an additional revenue stream and a strong foothold for future termite business.

Advance termite stations feature a premium design with maximum wood-to-soil contact and clear-view inspection cartridges, which make termite activity easy to recognize. Homeowners will especially appreciate the stations’ unobtrusive, low profile design.

Opportunities to sell Advance Termite Monitoring:

- A cross-sell service to current General Pest Control (GPC) customers who desire an early-warning termite detection monitor in addition to their regular general pest services.
- A standalone monitoring system for homeowners who don’t choose a Termidor PerimeterPLUS preventative treatment. If a monitor does get a hit, you have the flexibility to treat curatively with either Termidor or a full Advance Termite Bait System installation.
As an Advance® Termite Bait System customer, you can count on BASF to provide you with unparalleled marketing, sales, and training support to help enhance the image of your company, improve your close rates, and ensure technician service results.

BASF has created new Advance Termite Bait System brochures, door hangers, and statement stuffers to help you sell and succeed with Advance Termite Bait System and Advance Termite Monitoring.

Marketing Support Tools:
- Advance Homeowner Brochure
- Prospecting Door Hanger
- Monitoring Door Hanger
- Annual Advance Termite Inspection Cartridge (TIC) "Recharge" Statement Stuffer

To help your technicians service the Advance Termite Bait System, BASF also offers the PMP Service Brochure and training from our sales and market development specialists.

BASF Support

We'll be "recharging" your Advance® Termite Bait System. So it will keep going and going and going. A "recharge" means we're optimizing your protection. Over time, the wood monitors and the cellulose termite cartridges can become less effective inside your Advance® Termite Bait Stations. To keep them performing at optimum level, the stations must be cleaned out and some of the interior components replaced. This is called a "recharge." So this is simply a reminder that we will be stopping by and recharging your stations as part of your paid service agreement.

If you have any questions, feel free to call us.

The best continuous, long-term protection for your home – and your peace-of-mind.

81-0083
Always read and follow label directions.
www.PestControl.basf.us 1-800-777-8570
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The Best Team in the Industry
Some of the industry’s most experienced sales and support specialists are ready to help you succeed with the Advance® Termite Bait System. And, as always, the BASF Pest Control Solutions Web site offers a wealth of ever-evolving information and materials to help you profitably solve your pest control challenges. Be sure to visit us often at www.PestControl.basf.us.