

Termites and your home.



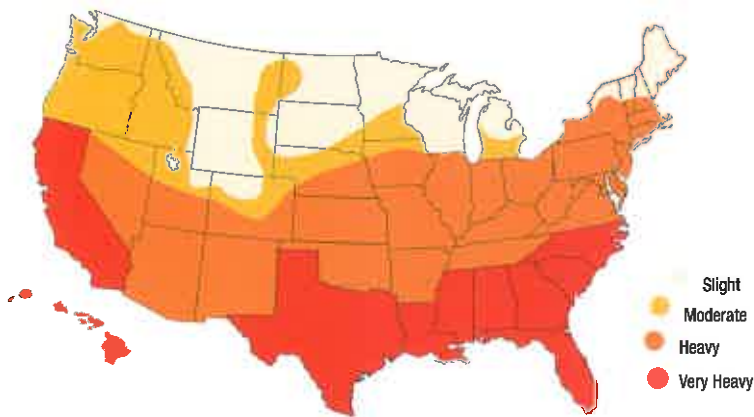
Your biggest investment may be at risk.

Around-the-clock eating machine.

Eat. It's what termites do. Termites naturally break down plant and wood material — good news in the forest, bad news in your neighborhood. They tunnel from their underground colony through the soil to any source of cellulose, which they devour from the inside out.

You may not even notice termites at work on your home until it's too late and structural timbers have been severely damaged. Given time, they can collapse a building entirely. In the meantime, they're also working away at siding, door and window frames, fences, paper, furniture, cloth and books.

Termites live where you do.



Subterranean termites are found in every state except Alaska.



Is it a termite? Or an ant?

Termites keep themselves so well-hidden that your best chance to see one is during a reproductive swarm. The problem is, swarming termites look a lot like swarming ants.

Here's how to tell which insect you're looking at:

- **Wings:** On ants, the front pair is longer than the back and they don't break off easily. On termites, they're equal size and they do break off easily.
- **Waists:** Ants' are narrow and pinched. Termites' are thicker and less defined.
- **Antennae:** Ants' are elbowed. Termites' are straight.

The damage adds up fast.

Every year in the United States:

- More than 5 million homes discover some type of termite problem.¹
- About \$5 billion in termite-related property damage is incurred.²
- Termite damage is more common than damage caused by storms, fires and earthquakes.
- The costs of termite damage rarely are covered by homeowners insurance.



Fact: The termites on Earth outweigh the humans on Earth.

How termites have thrived since the days of the dinosaurs.

- Thousands — sometimes millions — of subterranean termites live in each underground colony.
- Their caste system includes a queen, king, workers, soldiers and winged reproductives.
- Worker termites forage randomly and continuously for food, up to 350 feet from the colony, and can thoroughly cover a territory up to half an acre in size.
- Termites cannot survive exposure to sun and air, but build tubes of mud and saliva to connect their soil trails with food sources.
- Termites can enter homes through cracks in concrete and openings as small as $\frac{1}{16}$ inch.
- Workers lead other workers to food sources via scent trails.
- Workers share food with the queen and other colony members — who cannot feed themselves — via regurgitation in a process called trophallaxis.
- Reproductive termites swarm from an existing colony to start new colonies in the neighborhood.
- More than one active colony can live near a home.

Using termites' own behavior against them.

The Sentricon® *Termite Colony Elimination System* takes advantage of termites' natural behavior to kill the colony slowly and thoroughly. In their random and continuous foraging, worker termites find Sentricon stations in the soil and then do two important things:

- They lead other workers to the food source.
- They share Recruit® termite bait with others in the colony through the trophallaxis process.

Recruit termite bait contains noviflumuron, a unique insect growth regulator that prevents termites from molting, a process basic to life. The termites share this bait until the whole colony is eliminated. Termites love the taste of Recruit termite bait.

Make sure your home is protected.

Don't wait for a swarm. And don't leave your house at risk. Prevent future termite damage with the No. 1 brand³ in termite protection. The Sentricon System is proven to eliminate termite colonies⁴ in an environmentally responsible,⁵ less disruptive way. It's available only through specially qualified Authorized Operators of the Sentricon *Termite Colony Elimination System*.

Find out more about termites and the Sentricon System at www.sentricon.com.

¹Ipsos-Insight 2005.

²National Pest Management Association.

³Jefferson Davis Associates, Inc. 2008

⁴As shown by 30 independent university studies and 70 published scientific articles.

⁵The Sentricon® System is designed to prevent environmental exposure, and can be removed if desired.

®/™ Trademark of Dow AgroSciences LLC. Always read and follow label directions

©2011 Dow AgroSciences LLC U01-028-301 (05/11) BR 010-71389 DAPMSEN11065 EPI32550G



Termite free. Worry free.