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Consumers Have Powerful New Termite Elimination Option

Advance[®] Termite Bait System Offers Faster Elimination, Avoids Pitfalls of Liquids

ST. LOUIS – U.S. homeowners preparing for the spring and summer termite season have a new tool to help protect their most valuable asset – their home – from the estimated \$5 billion in damage annually caused by termites in the U.S., according to the National Pest Management Association.

Whitmire Micro-Gen, a leading manufacturer of products for professional pest management including termites, has developed the Advance Termite Bait System (ATBS), an environmentally friendly alternative to liquid treatments. ATBS has a patented system design that offers performance advantages over the novel “first generation” baiting systems that have transformed termite control for many homeowners in the past 10 years. ATBS is offered through many licensed pest management companies across the country. More information for consumers can be found at www.advancetermitecontrol.com.

ATBS dual-stage stations are placed in the ground around the perimeter of the home. Appearing similar to a sprinkler head, the stations are buried inconspicuously at soil level with child/pet tamper resistant caps that are opened only by a pest management professional who monitors the stations quarterly. If the technician finds termite activity, the upper stage feeding cartridge is replaced with a bait cartridge with a preferred cellulose matrix called Puri-Cell™, which provides a large dose of killing power against termite colonies. As termites feed and travel back to the colony, they share the bait with others and send more termites back to the bait to feed. As feeding continues and more termites consume the bait, the termite colony starts to die and is eliminated. Pest management professionals report elimination of entire colonies in as little as 90-120 days.

“Termites take to the bait quicker, stay in the station longer, and feed more aggressively than with other products thanks to the patented station design and specialized bait matrix,” says Whitmire Micro-Gen’s Product Manager Jeff Vannoy. “That explains why so many pest control companies are now offering ATBS to their

customers – they can offer the product knowing that it is highly effective.”

ATBS is an improvement over other baits on the market because it provides faster hits and colony elimination than some competitive products. ATBS stations typically see signs of termite activity within 15-45 days of installation. Once the stations have a “hit” from termites, a bait cartridge containing an insect growth regulator is placed into the station. The termite colony is eliminated after the naturally occurring molting process is short circuited by the Advance bait.

Termites, which can be in a home for several years with few signs of activity, enter by following tree roots and construction conduits such as pipes and vents. They live in underground colonies and aggressively seek out their food source – cellulose – which is found mostly in wood.

“When termites infest buildings, they damage lumber, wood panels, flooring, sheetrock, wallpaper, plastics, paper products, and fabric made of plant fibers,” explains Cindy Mannes, Vice President of Public Affairs for the National Pest Management Association. “The most serious damage is the loss of structural strength. Other costly losses include attacks on flooring, carpeting, art work, books, clothing, furniture, and valuable papers. Hiring a professional to assess your unique situation is critical for controlling termites in your home.”

Most pest management companies offer both bait and liquid treatments. Liquid treatments, however, have inherent challenges including drilling of the home’s foundation, working/treating inside the home, digging trenches around the foundation, and saturating the soil with hundreds of gallons of liquid chemicals when treating the property. ATBS is far less intrusive to homeowners. It is serviced by technicians outside the home, and homeowners need not be at home or let anyone into their home when servicing occurs. No landscaping damage occurs and no unsightly trenches disrupt the aesthetics of the yard. ATBS provides ongoing peace of mind thanks to the quarterly checks conducted by the homeowner’s Pest management professional. ATBS is a high-quality, long-term solution for homeowners seeking to eliminate the termite colony attacking their home.

Baits are becoming so popular, Whitmire Micro-Gen’s Vannoy explains, that now about 35 percent of homeowners who purchase termite protection in 2007 will buy a bait

system.

ATBS is the product of choice for Kristin and Glenn Shaw of Smyrna, Ga. The couple chose ATBS after being presented with several termite prevention options by their pest control company, Atlanta-based Bug Busters USA.

“We had heard of Sentricon, but ATBS was just more appealing in the end,” Kristin Shaw explains. “The stations sit at ground level and I never really see them. And the fact that my kids can’t get into the stations made me feel better.” The system has worked for the Shaws. The first quarterly check revealed some modest termite activity, so Bug Busters USA replaced the feeding cartridge with bait, and the termites were eliminated by the next inspection. “ATBS is well worth the investment and the peace of mind,” she adds.

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