

# News Release



## **BASF receives federal registration for Termidor High-Efficiency Termiticide Copack with Termidor HE Technology**

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PMPs gain productivity increases with reductions in water and labor

ST. LOUIS, MO, February 1, 2012 -- BASF Pest Control Solutions today announced it has received federal registration for its new termiticide, **Termidor® H-E High-Efficiency Termiticide Copack with Termidor HE Technology**. Termidor HE Copack is the next generation of innovation from BASF, giving Pest Management Professionals (PMPs) productivity gains with a formulation and application standard that can result in 50 percent less water usage and 33 percent less labor.\*

"Termidor HE Copack is truly an industry breakthrough that saves time, labor, and requires less water, yet still delivers the unmatched protection of Termidor," said Dan Carrothers, Business Manager for BASF Pest Control Solutions. "This unique formulation and application for treating for termites allows PMPs to make productivity gains which will afford them greater flexibility, efficiency and opportunities to increase profits within their own operations, and BASF is pleased to deliver this to our customers."

Termidor HE Copack expands upon the proven Termidor SC formulation with the addition of a BASF proprietary molecule that temporarily "boosts" the transport of fipronil, the active ingredient in Termidor, into the soil and creates an enhanced protection zone around the structure being treated. Benefits can include applying 50 percent of the water, and thus half the finished solution of a typical Termidor PerimeterPlus application.\* It also requires 77 percent smaller trenches and allows for wider hole spacing so the job can be done in about half the time of traditional jobs.

Use of Termidor HE Copack can provide additional benefits to PMPs including less physical exertion and savings on long-term fixed costs of drill bits, rods and fuel. Termidor HE Copack will receive state registrations in 2012, and will be on sale this May.

To learn more about Termidor HE Copack visit [www.pestcontrol.basf.us](http://www.pestcontrol.basf.us) or contact your BASF Pest Control Solutions sales specialist.

\*For most label applications

### **About the Crop Protection division**

With sales of €4.0 billion in 2010, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing

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## **BASF – The Chemical Company**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,400 employees in North America, and had sales of \$17.7 billion in 2010. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, and agricultural products to oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com) or in the Social Media Newsroom at [newsroom.basf.com](http://newsroom.basf.com).

Users must always read and follow label directions

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