

## “Layered” Approach to Ant Control Creates Happy Customers for Phoenix Pest Management Company

Curtis Whalen doesn't like making callbacks to his customers' homes and businesses. Whalen, partner and chief operating officer of Blue Sky Pest Control in Phoenix, Ariz., says doing pest control right the first time is the key to customer satisfaction. That's why it's his company's top objective.

The company's record in achieving first-time satisfaction has helped make Blue Sky Pest Control one of the fastest growing residential and commercial pest control services in the Phoenix metro area.

But the persistent pests that pose the worst control problems are ants. Like other pest management professionals (PMPs), Whalen knows all-too-well that ants are the No. 1 reason homeowners turn to pest control companies nationwide. Given this reality, ants take on a particular importance not only as frequently encountered pest control challenges, but, quite often, as the foundation of Blue Sky Pest Control's ongoing relationship with a customer.

Whalen and his crew understand that ants, if not controlled, can cause damage on a number of fronts including, property, aggravated customers, reputation, loss of customer satisfaction, future business, and wasted labor and resources.

“Controlling an ant infestation the first time shapes a homeowner's perception of our ability to solve pest problems,” Whalen said. “So our ability to control ants has a major affect on our reputation and our bottom line.”

Ants are no easy foe. Their complex social structures, foraging habits and nesting tendencies often make them elusive. So Whalen and his team of 40 employ the most effective method on the market: the **SmartSolution for Ants** from BASF.

“It's exactly what Blue Sky needed,” Whalen said. “The SmartSolution for Ants helps us control ant problems the first time we're called, establishing good customer relationships and generating future business. People commonly recommend us to their friends and family because they are confident we will not let them down.”

Whalen worked with Jim Truslow, Sales Representative with BASF Pest Control Solutions, to implement the SmartSolution for Ants, a comprehensive array of products that addresses the special challenges of ant control.

“It’s unique because the products are delivered in ‘layers of treatment’ outside and inside,” Truslow said. “All take advantage of distinct ant biology and social behaviors.”

### **Layer 1: Exterior On Structure**

**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 zone of nonrepellent protection around the home. Ants passing through the treated zones 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**. **Termidor** can be applied on the exterior of structures two times per year.

This becomes a powerful “first layer” of control, providing an extremely effective base for the other BASF products.

### **Layer 2: Exterior Off Structure**

Treating away from the structure (including trees, landscaping beds and grounds) reduces the pressure around the building, aiding control and helping to prevent new invading colonies.

**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 delivers real 90-day residual control on even the toughest outdoor surfaces, such as concrete and mulch.

**Advance Ant Baits** take advantage of ants’ food-sharing habits, called trophallaxis. Ants recruit nest mates to help collect food, carry it back to the nest distribute it throughout the colony. This social interaction allows the active ingredient in the bait to 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 treat a wide variety of ants.

### **Layer 3: Inside Structure**

The SmartSolution for Ants includes a flexible range of nonrepellent indoor ant control products and application methods that complement the exterior **Termidor treatments**.

Like **Termidor**, **Phantom® termiticide-insecticide** utilizes advanced nonrepellent technology to eliminate ant populations within days, but is labeled for use indoors and outdoors. PMPs have found that **Phantom** controls difficult ant species.

“The new **Prescription Treatment® brand Phantom® Pressurized Insecticide** is awesome,” Whalen said. “Its performance matches liquid **Phantom**, but it dries in crystals which provides a faster reaction time to the ants from the treatment.”

**Prescription Treatment® brand Alpine®** products offer many options for immediate-need interior and exterior areas and all **Alpine** formulations (Foam, Dust, and Pressurized Insecticide)

contain the nonrepellent active ingredient dinotefuran, granted reduced-risk status for public health use by the Environmental Protection Agency.

“BASF is important to our success as a business,” Whalen said. “Jim Truslow and BASF have been a tremendous resource for my business. They provide the most effective products and show us the best ways to use them. They help keep our customers happy.”

Users must always read and follow label directions.

A Termidor<sup>®</sup> termiticide/insecticide application can only be performed by a licensed pest control professional.

Termidor is not registered for termite use in the state of New York.

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