

# Complete elimination

Sawyer Exterminating tackles persistent ant infestations with Termidor SC, Alpine WSG and support from BASF.

**W**hen one pest control company could not resolve a major ant infestation of little black ants (*Monomorium minimum*) and pavement ants (*Tetramorium caespitum*), the commercial client called upon Sawyer Exterminating to see what they could do.



**Marty Stadler**

“We got the contract because the previous company had failed to eliminate the problem,” explains Marty Stadler, marketing and operations director for Sawyer Exterminating, based in Burlington, N.C.

Sawyer Exterminating has been using BASF Pest Control Solutions products for at least two decades. Its team arrived armed with Termidor SC termiticide/insecticide, to apply on the building’s exterior, and Alpine WSG insecticide, to use on the inside of the structure.

“Initially, we were able to get a very good reduction of the population, but still saw signs of sporadic activity,” Stadler says.

Sawyer’s team consulted with BASF representatives Scott Etheridge and Dr. James Austin, both of whom used their technical expertise to suggest a multi-layered approach to the

problem, including different baiting techniques.

“Through implementing most of their instructions, we have been able to solve the ant problem and haven’t really had any issues since that time,” Stadler says.

Stadler notes that Sawyer’s client base is a mix of about 60 percent residential and 40 percent commercial. According to Stadler, the ants have been the No. 1 target this season, owing to the cool and wet late winter and an early spring that warmed up quickly.

And when ants march, Stadler likes to use Termidor.

Also marketed for termites, Termidor is considered effective for most ant species because it is a non-repellent.

“Ants are social insects. A non-repellent will not chase them away; we want them to get into the product and pass that along to themselves. It takes care of an entire colony, rather than putting a Band-Aid on the situation,” Stadler says.



## ANT BATTLE

**COMPANY:** Sawyer Exterminating  
**BATTLEFIELD:** 60 percent residential and 40 percent commercial

**WAR STORY:** “Use the correct product, and give the customer enough time for the service they deserve. We see other companies whose technicians are there for 10 minutes, and you just can’t do that. Let’s treat the customer well, and do what is right. You should spend more time up front, rather than coming back for free.”

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Alpine WSG and Termidor SC termiticide/insecticide by BASF

**WEBSITE:** pestcontrol.basf.us

His company likes working with BASF because of the excellent customer service and the results they get when they use their products. Stadler says that customers lose confidence in your ability if you have to return again and again to treat the same problem.

“The follow-up is what you want to avoid in this industry, because then you’re treating for free. Using this product has certainly lowered the number of follow-ups we’ve had to do,” he adds. “That tells us the product works.”

Beyond BASF’s effective products, its stellar customer service cements the relationship with Sawyer Exterminating. Stadler praises the technicians who helped the Sawyer team figure out a solution to an ant problem that another company couldn’t solve, by sharing knowledge in an informative, understandable way. He notes that if a similar situation arises again with an ant problem, he would follow the same protocol recommended by BASF’s representatives.