



**MISSION
NOT
IMPOSSIBLE**

W

hen homeowners see bugs they feel invaded and fear their family is no longer safe or secure. When a restaurant owner sees bugs, he frets about sanitation and customer perceptions. They both want the same instant result — to be rid of these pests. So they call your company and give you a mission — to control existing insects and to keep others from invading the perimeter.

If you choose to accept this mission, you must immediately begin assessing the weapons at your disposal. You can choose from an array of insecticides with different modes of action. You can choose from various formulations of these same products. You can also select the method of application and the prime target locations to gain immediate control of these insects while leaving effective residual for continuous control. Faced with so many choices, it's often difficult to know which insecticide will work best in what situation.

For professionals who like to take charge of their mission and control existing and invading insects immediately, the wise choice is TEMPO® Insecticide. Registered for control of a broad spectrum of crawling and flying insect pests, TEMPO can help you complete your mission and keep your reputation intact.

**knowledge
is power**

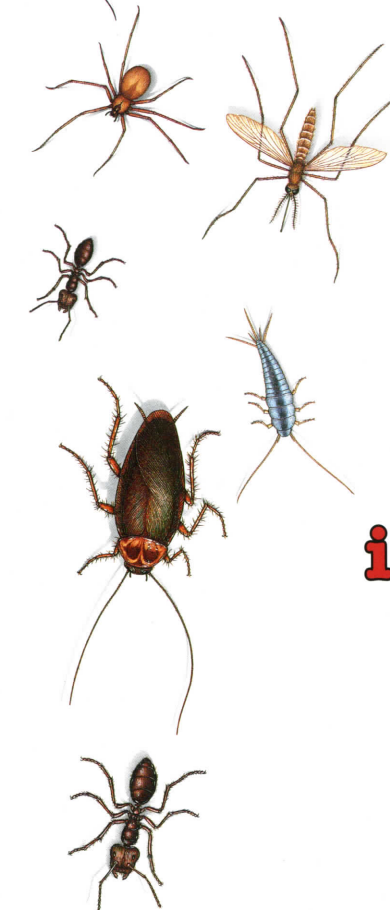
To get the most from your weapon of choice, it's essential you understand what it is, how it works and how to use it. Mike Ruizzo, Ph.D., research product manager with Bayer Corporation in Kansas City, Mo., offers the following briefing on TEMPO. "Early insecticides were made from plants or flowers containing natural pyrethrins. They worked to kill and repel insects, but they broke down easily," Ruizzo explains. "TEMPO, with the active ingredient cyfluthrin, is a synthetic pyrethroid. By producing pyrethroids from manmade materials, we can take the positive attributes of a natural pyrethrin and make it more stable."

As a pyrethroid, TEMPO chemically affects an insect's nervous system. "The chemical mode of action within a pyrethroid overloads the

insects nervous system and eventually shuts it down. This shutdown leads to death within a matter of seconds." He adds that pyrethroids work to eliminate insects quicker than insecticides made from carbamates or organophosphates because of the differences in their modes of action.

TEMPO can be used effectively in numerous situations and locations including, but not limited to, kitchens, schools, hospitals, food-handling establishments, hotels, houses, buses and pet kennels. And, if you want to continue controlling insects even after you've left the scene, TEMPO is again the wise choice. Besides quick knock-down, TEMPO is also known for its low use rates, high level of efficacy and long residual control.

And speaking of control, TEMPO offers broad-spectrum control of more than 60 crawling, flying, stinging and wood destroying pests on indoor and outdoor surfaces — both commercial and residential — and for landscape ornamentals and home lawns.



secure the perimeter



After choosing an insecticide, it's important to determine method of application and location of treatments. Most invading insects enter a home or commercial establishment from the outside. So the best offense is to block their line of attack.

Frank Mongiovi, owner of Best Termite and Pest Control in Tampa, Fla., says he fights annoying insects every day, including the large outdoor roach, Asian roach, American roach and ants. "Most of the bugs we see out here are what we term occasional invaders," he says. "They come in from the outside. If we can stop them before they enter the structure, then we don't have to worry about trying to attack them inside."

Mongiovi uses TEMPO® 20 WP Insecticide for these perimeter treatments. "I've been using TEMPO for close to eight years," he says. "It came along when we began our exterior power spraying. Other materials and wettable powders sometimes cause residue problems on docks or surfaces, but not TEMPO.

It doesn't leave troublesome residue, it has quick knockdown and good residual. It works especially well in garages, around trash collection areas, around doors and windows, and even near landscaping and flower beds. Right now it's the only product we use for perimeter treatments."

Jerry Held, president of The Exterminator's Inc., in York, Pa., also recommends TEMPO 20 WP for perimeter

treatments. "TEMPO comes in easy-to-use, pre-measured packs just right for our large 50 or 100-gallon spray tanks we use for power spraying exteriors," says Held. "We like it because it doesn't leave a problem residue, it has no odor, when used properly it doesn't harm vegetation and it has a long residual." In fact, TEMPO offers exterior residual control up to five times longer than most others used for perimeter treatments.

Held believes perimeter treatments are the foundation of an effective pest control plan. "Occasional invaders like sowbugs, boxelder bugs, spiders, pillbugs and millipedes breed and multiply outside," Held explains. "The purpose of a perimeter treatment is to control insects outside before they have a chance to get in. I truly feel a perimeter treatment is 70 percent of the pest control battle." Held says

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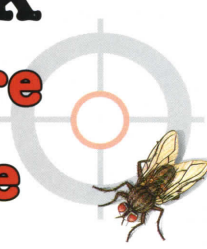
TEMPO also works well around foundations, eaves and underhangs for spiders.

Pioneer Exterminating Company in New York City, N.Y., has also been using TEMPO 20 WP for the last few years. "TEMPO is the standard product we're using for prime-

ter treatments on both our commercial and residential accounts," says Barry Beck, president. "We use it on the exterior of structures to provide quick knock-down and good residual against invading insects such as centipedes, earwigs, silverfish, millipedes and various roaches. We also use it on unfinished basements." Beck adds, "TEMPO works well and holds up better on porous surfaces such as wood and concrete. When the water dissipates, the powder clings to the top to keep controlling insects."

These professionals agree that a secure perimeter is essential to getting control of invading insects.

attack them where they hide

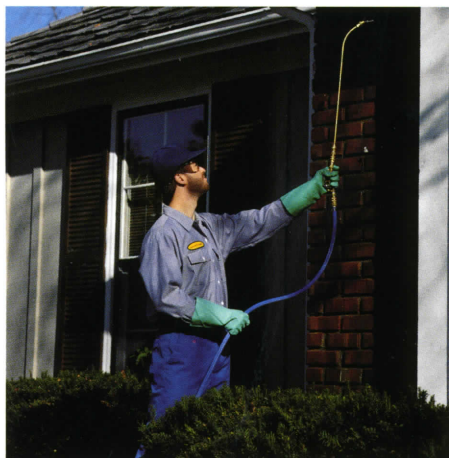


Invaders do occasionally set up camp within interior wall voids and in cracks and crevices. In these cases, TEMPO 20 WP may not be the best solution. "There are just some places you can't use wettable powders," explains Ruizzo. "You certainly can't use them around electrical equipment or wiring, and they are not the best choice for large wall voids. Here you need a dust that will carry and spread out enough to provide good distribution and not break down under moisture."

That's why Bayer developed TEMPO® 0.1% Dust. Ruizzo says, "TEMPO 0.1% Dust enables technicians to get good, long-lasting coverage inside wall voids, and it will even



DUST FORMULATIONS ENABLE TECHNICIANS TO DELIVER AN INSECTICIDE TO HARD-TO-REACH AREAS.



A THOROUGH PERIMETER TREATMENT PREVENTS PESTS FROM GAINING ACCESS TO THE INSIDE OF A STRUCTURE.



TEMPO INSECTICIDE IS LABELED FOR USE IN FOOD AREAS OF FOOD / FEED HANDLING ESTABLISHMENTS.



wet and stick to the wall void surface. It is also the only pyrethroid dust labeled for food handling establishments. That makes it great for commercial kitchens and restaurants."

Brian Sundnas, entomologist and technical director for Augustine Exterminators in Overland Park, Kan., agrees that dust is an essential weapon in treating wall voids and cracks and crevices. "We like to use dust behind electrical outlets and junction boxes. When you're dealing with silverfish, carpenter ants and cockroaches, it's helpful to attack them on their highways," he says. "They like to follow paths of least resistance, so they crawl along electrical wiring or plumbing pipes that run within the walls. When we use dust behind electrical outlets, we're not only getting dust into a wall void without damaging or defacing a customer's property, we're also knocking bugs off their highways."

Sundnas says his company chooses TEMPO Dust primarily when fighting carpenter ants because of its good flushing activity. "Our technicians can be sure they've

found an ant nest when treating with TEMPO Dust," he says. "The flushing activity is immediate and customers are impressed. It also holds up well within a void to provide a residual that these insects can contact, pick up on their bodies, and carry back to kill others to keep the area from becoming reinfested."

TEMPO Dust can also be used in certain situations outside. "It has a very broad label and can be used for a large number of sites as well as specific insect pests," says Sundnas. "It works well against stinging insects like yellow jackets. In fact, we just finished a job where we used TEMPO Dust inside railroad timbers around a landscaped area to control ground-nesting yellow jackets. We're confident using TEMPO Dust around ornamental plants because phytotoxicity is low."

Back in Florida, Mongiovi says he likes the use of dust for cracks and crevices or wherever interior wall void treatment is necessary. "I've

never believed in spraying baseboards," he says. "I guess you could say I was a crack and crevice guy even when crack and crevice wasn't cool. When possible, we use TEMPO Dust for voids as well as cracks and crevices."

"I think Bayer makes an excellent dust," says Held. "I changed over to TEMPO Dust when I became dissatisfied with another brand. TEMPO is a nice, light dust, and when you press it into a void, it floats kind of like cigarette smoke. You don't want a dust that is heavy like clay and clogs up your nozzle tips, or a dust that falls into one pile at the bottom of your feet."

Held adds, "I think TEMPO Dust is ideal for application and it works great in voids and up under siding for yellow jackets. Part of our expertise as professionals in this industry is knowing when to use wettable powder, aerosols, liquids or dust. It's great to have these choices."

"I THINK
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maintain routine surveillance



All TEMPO formulations, including TEMPO® 2 liquid concentrate, TEMPO 20 WP and TEMPO 0.1% DUST work to control initial invaders while providing additional residual activity. But a routine defense strategy is essential to maintain continued control over pests. Field reports show that while various strategies are effective, diligence seems to be the key.

"All TEMPO formulations work well for a bad pest problem," Ruizzo says. "They can help clean it out and get control of the problem, while follow-up treatments can continue to control the insect population. A tank-mix of TEMPO 20 WP or TEMPO 2 with an insect growth regulator (IGR) is a viable option."

Held says he mixes IGRs with TEMPO mostly in roach and flea work around the York area. "IGRs stop larvae from pupating and adults from laying fertile eggs. In essence, they help break the life cycle," says Held. "This tank

mix works well in some of our industrial food processing accounts. We treat these accounts with TEMPO once or twice a month and add an IGR about every three months."

For residential accounts, Held maintains control with three treatments per year. "For the past 10 years, we have performed perimeter treatments in the spring, summer and fall for our suburban residential customers," he says. "We really feel that if we knock the infestation down outside, there is no reason to have to spray the interior. But if anything is required inside, then we'll come back at no additional charge to the homeowner." Held says they use various baits and monitors inside, and occasionally outside, when necessary. "This integrated pest management (IPM) plan is helping us get away from monthly pest control."

Beck says his company also uses baits, gels and monitors as part of an IPM program around New York City, but they still do monthly perimeter treatments. "We use TEMPO 20 WP once a month for perimeter treatments. Inside the living area, though, we

strictly limit our treatments to baits," says Beck. "We feel this combination gives us the best year-round control."

Mongiovi has established a service in the Tampa area that he calls "X-TER-BAN." "We only go inside a house once a year. The rest of the year, we maintain control over pests with monthly perimeter treatments," says Mongiovi. "Client feedback helped us design this program in its initial stages. They asked for treatments that were effective, environmentally sound, convenient, reasonably priced and guaranteed. They all seem to like our X-TER-BAN program because they get year-round pest control, but only deal with the inconvenience of in-

home service once a year. Plus, it's 100 percent guaranteed. Guarantees are very important to homeowners in any part of the country."

As with any mission, you must be on the scene to routinely scout for invaders. How often you practice this surveillance and follow-up with appropriate action depends on your company, types of invading insects and your customers.

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"ALL TEMPO
FORMULATIONS
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PROBLEM."



**at
all
costs**



The mission of pest control is an important one. Since customers relinquish control to you, they count on you to deliver results no matter what the cost. If you don't, your reputation as a professional and your company's image could be affected.

So be sure to arm yourself with the best. Many successful pest control companies do just that. Held says insecticide selection is fairly easy for him. "I like TEMPO because it has low odor, it's labeled for food handling and processing areas, and it works. I know there are products out there that cost less, but many of them have restricted uses, and some of them don't work as well," he says. "I've even stopped carrying cheaper, competitive brands. Now my technicians just carry TEMPO. That way I don't have to preach exclusions or tell them when they can use certain insecticides or when they can't. In fact we now use Bayer products for about 60 percent of all our services."

Mongiovi has no doubt that TEMPO is cost effective. "You have to look at several factors when determining cost effectiveness," he says. "Does it work? Is it user friendly? Then you look at price. A product could be cheap, but not work. Or it could be cheap but technicians don't like to use it. Our technicians are quite happy with TEMPO, and they like the results. It kills the bugs and provides good residual. That keeps their trouble calls down and helps give our company a good reputation. That in itself makes any product cost effective for me."

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"Judging an insecticide purely by the cost is baloney," says Sundnas. "We look at products to see if they're user friendly and eliminate any products that can cause contamination for technicians and areas treated - even when used properly. Then we look at the effectiveness of the product. Does it kill the pest or pests that it is supposed to? Can our technicians safely apply it in the right places where insects enter and find harborage? The very last thing we look at is cost. If it works properly, and we're not getting call-backs, that in itself says it is economically viable. TEMPO 20 WP and TEMPO Dust meet that criteria."

Beck thinks the call-back, or lack of call-backs, is the major judge of cost effectiveness.

"We don't do major cost comparisons," he says. "We look for an insecticide that has low odor, has heavy residual and works. TEMPO 20 WP does that. We get good results and have less call-backs. When you consider the reputation of your company, the price per gallon is not nearly as important as the lack of call-backs."

If you choose to accept your mission of pest control, don't let price confuse the issue. Saving a few cents per gallon could cost you more in the long run. For more information about TEMPO 20 WP, TEMPO 2 and TEMPO 0.1% Dust, contact Bayer Corporation, Specialty Products, Box 4913, Kansas City, MO 64120, (800) 842-8020, or contact your pest control products distributor.

Armed with TEMPO, you'll discover the mission of pest control is no longer impossible.

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this article
will NOT
self-destruct.**