



# Premise<sup>®</sup>

Insecticide

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## **PREMISE RESCUES TECHNICIANS FROM THE TWILIGHT ZONE**

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# PREMISE RESCUES TECHNICIANS FROM TWILIGHT ZONE

**R**od Serling introduced us to the "Twilight Zone" on his popular science fiction television show in the early 1960s. He would often stand in front of the camera and talk about a fifth dimension: "... the middle ground between light and shadow, between science and superstition and between the pit of man's fears and the summit of his knowledge ... there is a place," he'd say, "we call the Twilight Zone."

Although not on television or in outer space, service technicians often encounter real world Twilight Zone situations when they use termiticides to treat or retreat a customer's structure.

- The middle ground between light and shadow is found in the darkest corners of every wall void, dirt-filled porch and dirty, dingy, tight crawl space.
- The middle ground between science and superstition is covered time and time again with wary, demanding, environmentally-concerned customers afraid of chemicals, odors and contamination.
- And the middle ground between the pit of man's fears and the summit of his knowledge is encountered every time a man's property is in danger of being damaged or destroyed by termites. Luckily, man's knowledge has contributed to the development of effective termiticides that can stop and even prevent this catastrophe.

## TERMITICIDE SCIENCE AND FICTION

The biggest problem technicians now face is finding a termiticide that is easy to work with, acceptable to customers ... yet detrimental to termites. For decades, service technicians have used conventional soil-applied termiticides that form a barrier around a structure's perimeter in order to repel or kill termites. But in the 1980s, environmental concerns resulted in the elimination of chlorinated hydrocarbons e.g. chlordane. Manufacturers and pest control companies everywhere were faced with finding alternate sources of treatment.

After years of diligent research and testing, Bayer Corporation introduced PREMISE Insecticide, a non-repellent

termiticide that works by creating a treated zone rather than a repellent barrier.

"PREMISE is not your traditional repellent or barrier type of treatment," says Dr. Mike Ruizzo, research product manager with Bayer in Kansas City, Mo. "We actually want termites to enter our treated zone. In fact, when they enter, control is achieved."

The active ingredient in PREMISE is imidacloprid, a revolutionary compound from an entirely new class of chemicals. Ruizzo explains how these unique chemical and physical properties function within PREMISE and the PREMISE Insecticide Treated Zone to kill termites.

## TERMITES BECOME DISORIENTED

"PREMISE offers two modes of action to stop termites from damaging wood within a structure," he says. "The first is a chemical action. Termites can't sense the presence of PREMISE, so they enter the treated zone and are exposed. Post-synaptic binding at specific receptor sites initiates a behavioral effect on the termites. They immediately stop feeding on wood and become disoriented. In areas with higher concentrations and good exposure to PREMISE, termites die outright."

Ruizzo explains that the second mode of action affects the termites' social behavior. "Termites have a very complicated communication structure and caste system," he says. "All their actions are dependent upon each other. After they are exposed to PREMISE, that social behavior begins to break down. They no longer groom each other and they neglect to take care of their environment. That's when fungi and micro-organisms in the soil begin to take their toll. Because their social structure has been altered, these termites are weakened and succumb to death more easily from biological pathogens. We call this PREMISE Plus Nature™."

## TECHNICIANS AND MANAGERS SHARE

# CLOSE ENCOUNTERS

After an encounter with PREMISE, termites may act like they're caught up in the Twilight Zone. And technicians and managers agree that PREMISE is "out of this world" for its effectiveness on termites, its ease of handling and its popularity with customers.

## Termites Scrambling in New Jersey

Bill Sojka, service technician for

Ace-Walco in Linden, N.J.,

says his company now uses PREMISE every day for all their commercial and residential treatments.

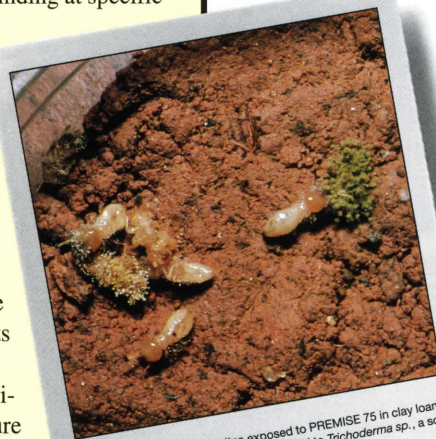
"Our customers really like PREMISE," he says.

"Usually, when we walk into a home or office building, right away people think we have some smelly chemical. But, they're surprised to learn there is no odor with

PREMISE. Even I

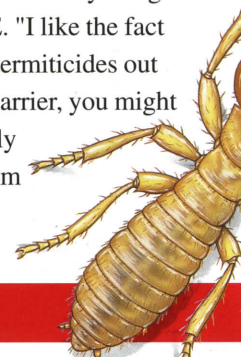
can barely detect it inside crawl spaces."

But the lack of odor isn't the only thing Sojka likes about PREMISE. "I like the fact that it's different than other termiticides out there. With a conventional barrier, you might kill some termites, but mostly you're just going to push them



*Reticulitermes flavipes* termites exposed to PREMISE 75 in clay loam soil. After 13 days, the termites succumbed to *Trichoderma* sp., a soil-borne insect pathogen.

B.L. Thorne, University of Maryland



away from one part of the house while they keep trying to find a way in somewhere else.

But as I understand PREMISE, the termites actually cross over the treated zone, become disoriented and die."

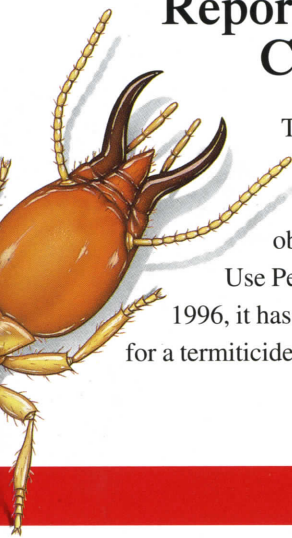
Sojka has seen PREMISE in action with some "problem" jobs. "We had this one job we kept

retreating over and over. Then they would call us back and say they'd found new mud tubes and could see workers," he says. "I couldn't believe it. Finally, we treated the structure with PREMISE. We haven't been called back since."

Using low odor products is an extremely important factor for Ace-Walco customers and technicians. "Our customers don't want their homes or offices contaminated or filled with smelly chemicals. With PREMISE, they can now breathe a little easier," says Sojka. "And, since PREMISE comes in water soluble packaging, exposure is minimal. We just put on our gloves and throw the packets in. It mixes well, disperses well and there's no splashing or clogging. Best of all, it appears to be doing the job it's supposed to do. That's great for us."

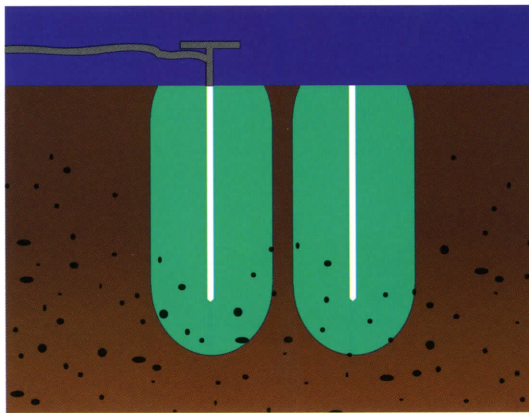
## Florida Company Reports Reduced Callbacks

Truly Nolen first started using PREMISE in 1993 when Bayer obtained an Experimental Use Permit (EUP). Since early 1996, it has been their main choice for a termiticide.



"We have 31 termite control branches in Florida alone," says Technical Specialist,

John Helm. "Some of them in areas heavily populated with subterranean termites. Since we started using PREMISE, I haven't found any faults with it at all. I like its mode of operation, the way it works on termites and the



Lateral soil movement capability of PREMISE with 12-inch spacing.

fact that it is a non-repellent."

Ramesh Herman, service technician with Truly Nolen agrees. "PREMISE is proving to be very effective in controlling termites," he says. "It moves through the soil very well and reaches more areas, more quickly than some other products.

Herman says he also likes the convenience of using PREMISE. "With some other products, mixing is difficult. You have to pour and measure and you can be exposed to odor and even spills. But to get 25 gallons of 0.05 percent solution with PREMISE, you just drop one water soluble packet into 25 gallons of water, mix it and that's it. You're done. So far, I think PREMISE is a very good product."

"The use of PREMISE has not affected our company guarantees or prices," Helm says. "We still retain the same guarantee since chlordane days. We offer free repair service on houses that qualify for a repair guarantee, and we'll retreat as long as they pay their annual renewal. And PREMISE is really helping us by reducing our number of callbacks, which used to average about 20 percent. To my knowledge, we've had only one callback since we started using PREMISE. That certainly helps give us a better reputation."

# No Wimpy Foam in Texas

**T**ony Sickles, with Dallas Pest and Termite Services says he likes PREMISE because it's not as "smelly" as other products. "Everything else out there has a petroleum, chemical smell and that bothers a lot of our customers," he says. "Before we started using PREMISE we got odor complaints and callbacks all the time. In fact I kept a couple of bottles of deodorant in the truck so I could spritz up the air. I don't have to worry about that with PREMISE. It's odorless and colorless."

Besides helping calm customer complaints, Sickles says PREMISE has also made his job easier. "To treat a standard size house here in Texas, you need anywhere from 100 to 150 gallons of finished solution. With other termiticides, you have to use three or four jugs of concentrate, and that takes up a lot of room on the truck. Then you have to triple rinse



Tony Sickles of Dallas Pest and Termite Services applies PREMISE.

each jug, puncture it and dispose of it according to environmental regulations," he explains. "With PREMISE, you just take four to six water soluble packets out of

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## AN INSIDE LOOK AT THE

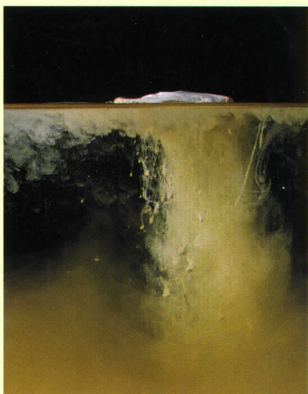
# PREMISE TREATED ZONE

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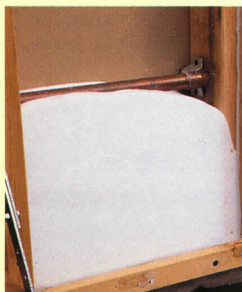
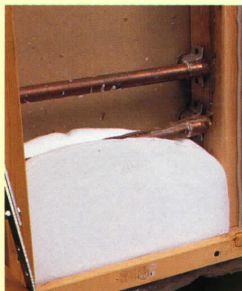
the protective foil, drop them in a tank of water and stir it up. You never have to touch it, you don't have to worry about it splashing on you, and it's a lot easier to properly dispose of a small foil wrapper than a bunch of jugs."

In hard-to-treat areas such as wall

voids and dirt-filled porches, Sickles and his fellow technicians have discovered PREMISE works well for foam applications. "I'm not a big fan of foam," Sickles says, "but in situations where I absolutely have to use it, I'm glad I have PREMISE. Some of the other termiticides we've used actually contain anti-foaming ingredients



to keep the solution from foaming in our regular tanks. When you try to use those products for foam applications, you get a real limp, wimpy foam. But with PREMISE, depending on how much foaming agent I add, I can get a real stiff, heavy foam almost like shaving cream. PREMISE foam really packs into those voids and moves real well. I'm just really excited about it."



Since the development and introduction of PREMISE, Bayer has conducted numerous tests and real world evaluations. Specific data collected under an Experimental Use Permit shows that PREMISE provides excellent structural protection from all species of economically damaging termites, including the destructive Formosan. The results are the same over a wide range of pH levels, soil classes and construction types. Additional tests for environmental and worker protection have proven successful as well.

### *Don't hold your breath*

All technicians and managers noted that PREMISE has low odor. In fact, PREMISE is odorless and colorless, has no volatile solvents and has low vapor pressure. This low vapor pressure results in extremely low air concentration rates during and after applications -- rates that are at least 80 million times lower than the subchronic inhalation no-observable-effect-level (NOEL). And, based on the recommended dilution rate of 0.05%, PREMISE has a use concentration level 2.5 to 5 times lower than currently used pyrethroids and 10 to 20 times lower than currently used organophosphates.

### *PREMISE has good moves*

As previously noted, PREMISE does not create a barrier to repel termites. Instead, it works to establish a treated zone. Ruizzo explains how the PREMISE Treated Zone is created. "The active ingredient of PREMISE is moderately water soluble, so PREMISE moves with the wetting front to get maximum coverage in all types of soil," he says. "This Lateral Soil Movement™ (LSM) permits the material to spread out to get good coverage. When the water dissipates, PREMISE actually binds with the soil and the PREMISE Treated Zone is established."

Ruizzo says he is confident PCOs, managers, technicians and customers will all appreciate the many benefits of PREMISE. "I'm excited about PREMISE. It has great features --including low volatility and lack of odor. It's easy to store, mix and use. It allows good coverage, and it kills termites," he says. "When you put all these things together, you have a wonderful product."

## TRAINING "OUT OF THIS WORLD"

To ensure the proper and most effective use of PREMISE, Bayer Corporation created a Training and Authorization Program for PCOs. "Any time you get a new product, there's always a few specifics you need to learn," says Sickles. "To help all Dallas Pest and Termite Services technicians, our company held a half-day training session with the representative from Bayer. She went through a prepared program and answered a lot of questions about the product, its mode of action, how to sell it and how to use it. After the program, I felt a lot more confident about using PREMISE."

Sickles says they were all given their own Educational Training Manual on PREMISE to take with them after the session. "I keep it in my vehicle and use it as back-up if I need to know something specific or if a customer has a difficult question," he adds.

If you're interested in learning how your company can become authorized to use PREMISE, contact Bayer Corporation, Specialty Products, Box 4913, Kansas City, MO 64120, (800) 842-8020. You can also contact your pest control products distributor. Forget the Twilight Zone ... go for the PREMISE Treated Zone.

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