



Extra! Extra!

## The APM Informer: SPECIAL EDITION

### BACK TO THE FUTURE

In 1987, the Environmental Protection Agency bans the use of chlorinated hydrocarbons in the pest management industry. In English, Chlordane aka “The Good Stuff” was outlawed. Many health officials and environmentalists believe this product was a carcinogen. Subterranean Termites around the country celebrated. You see, when properly utilized Chlordane controlled termites for a very long time. On the other hand, Pest Management Professionals (PMPs) scrambled to find a “safe” and effective replacement. Many PMPs turned to Dursban TC, synthetic pyrethroids and biological control. In 1996 to 2000, Dursban was phased out. The pyrethroids had limited and inconsistent success. Lastly, the biological control only worked in the laboratory.



Let us fast forward to 1996. Termite baiting technology was introduced. This process was simple and “safe”. Just feed the communal and gluttonous termites a slow acting contaminant. The bait would be shared throughout the colony and PRESTO colony suppression. No drilling, no smells, no intrusion, and no pesticides. Termite baiting became the rage of the late 90’s. You know like MC Hammer, grunge and casual wear biker shorts. Green disk were popping up everywhere. As a homeowner, the only cool way to control termites was to install bait.

There is one slight problem with this treatment methodology. The installation and the inflationary maintenance program are expensive. Many installations cost \$10.00-\$12.00 a linear foot. The maintenance program visits range from \$240.00 to \$425.00 per year. If you factor in the cost of gas, labor, and materials, a homeowner may anticipate a 50% increase to offset the staggering cost of maintenance. For example, if you are investing in an annual renewal that is \$240.00, your new renewal will be \$360.00. During these volatile economic times that might appear to be a lot of money. However, it is only .99ct a day to protect your largest investment. In many cases, that is less than .002% to protect a \$200,000.00 house.



Admittedly, despite the spin, \$360.00 is still \$360.00. In some cases, homeowners may decide to surrender their termite protection. They gamble that a 400 million year old predator

will NEVER return. Home sellers are finding out, it is extremely difficult to sell their homes without some type of termite renewal.

At the start of the new millennium, technology has provided us with a non-repellent termiticide-Termidor. This new class of material allows APM to treat the exterior of your home with minimal intrusion. It is a traditional and affordable termite treatment without the smell. In fact, the active ingredient can found on popular flea and tick treatments for your pets. Termites cannot detect it; as a result, they will not avoid it, they do not randomly find it like bait. The solution will surround your home. The best feature is the “transferring effect” Termidor has on termites. Termites will control themselves by passing the active ingredient throughout the colony. Efficacy is complete within 90 to 100 days.



If you are an APM termite-baiting customer, you are eligible to upgrade to a Termidor liquid treatment at our cost. This is approximately \$3.00 a linear foot. New treatments typically cost \$8.00 a linear foot. Your renewal will be reduced to \$125.00 a year. (PLEASE SEE 5-YEAR SAVING TABLE BELOW). In the coming weeks, an APM consultant will contact you to answer any questions regarding this opportunity. If for some reason you do not receive a call by 10/30/08, please call 1-800-5NO-BUGS.



200 linear feet house w/ treatment		vs.	Baiting renewal
1 <sup>st</sup> yr	\$600.00+tax		\$360.00
2 <sup>nd</sup> yr	\$125.00		\$360.00
3 <sup>rd</sup> yr	\$125.00		\$360.00
4 <sup>th</sup> yr	\$125.00		\$360.00
5 <sup>th</sup> yr	\$125.00		\$360.00
	\$1100.00		\$1800.00

\*Note: The above figures depict an example only. Inflation and taxes where applicable may apply.