

**DEADER
THAN DEAD**

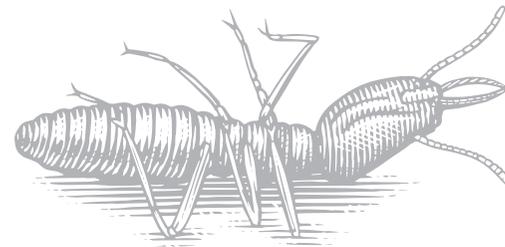


A BRIEF INTRODUCTION OF OUR SERVICES

BEFORE



AFTER



THE THREAT: **KNOW YOUR ENEMY.**

If we were to tell you that you're at risk for having eusocial insects, classified at the taxonomic rank of infraorder *Isoptera*, you'd probably ask us to go back to whatever planet we came from. Translation? Your home is an easy target for termites, or they may already be eating you out of house and home. Either way, termites cannot be ignored and the only way to protect your biggest investment is to turn their behavior and biology against them. That's where we come in.



1/16" IS ALL THEY NEED.



BECAUSE THEY KNOW YOUR HOME.

Termites are foraging and feeding machines. Often, with more than a million buzz saws in a single colony, worker termites are at it 24/7. Evolution has equipped them so that it only takes a 1/16" gap to have complete access to your floors, walls and ceilings. No wonder they're found in more than 5 million homes on average each year in the United States alone.*

*NPMA. Pest Management Industry Fact Sheet. <https://npmapestworld.org/newsroom/industry-fact-sheet/>



TERMITES CAN
TRAVEL MORE THAN
100 YARDS
IN SEARCH OF FOOD.



IT'S COMMON FOR 2+
COLONIES
TO FORAGE AROUND A HOME.

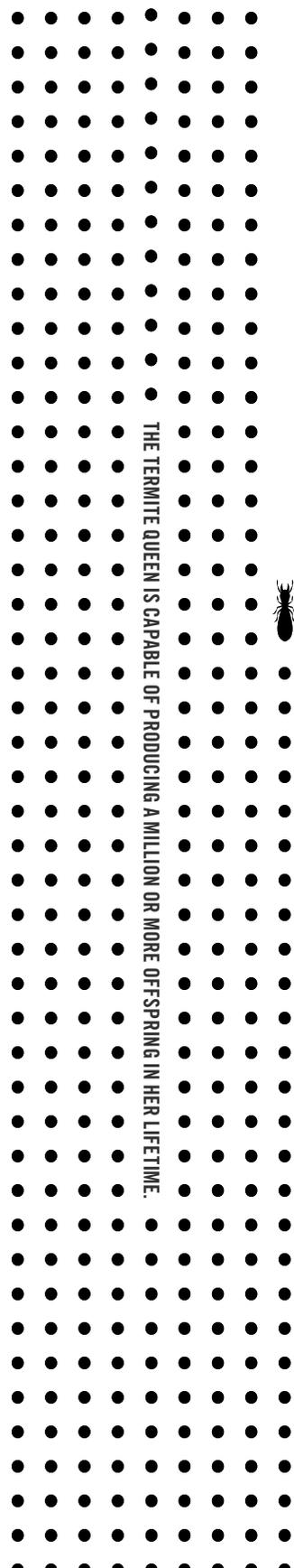
DOWN THE

QUEEN.

The termite queen is at the center of the colony's universe. Her subjects exist only to serve — rather, feed — her and she isn't shy about asking for seconds. As a result, workers work harder. Needless to say, dethroning the queen is essential to destroying the colony. Or . . . destroying the colony workers is an essential part of starving the queen. Fortunately, the Sentricon® system is scientifically designed to do both.



THE TERMITE QUEEN IS CAPABLE OF PRODUCING A MILLION OR MORE OFFSPRING IN HER LIFETIME.



ANTE.

UP THE

Why take chances? Self-treatments are incredibly high maintenance, and you're outnumbered a million to one. Calling a pest professional is the right thing to do; however, not all treatments were created equal. This is especially evident when compared with the Sentricon® system.



EVERY HOME IS AT RISK

INSURANCE WON'T HELP.

Since most insurance companies view termite damage as preventable, don't expect your homeowners policy to pay for your new porch and kitchen flooring. And to make matters worse, if you haven't completely destroyed your termite colony, the termites will simply pick up right where they left off and reduce your out-of-pocket renovations to sawdust.



*NPMA. Pest Management Industry Fact Sheet. <https://nmpapestworld.org/newsroom/industry-fact-sheet/>

ASSURANCE WILL.

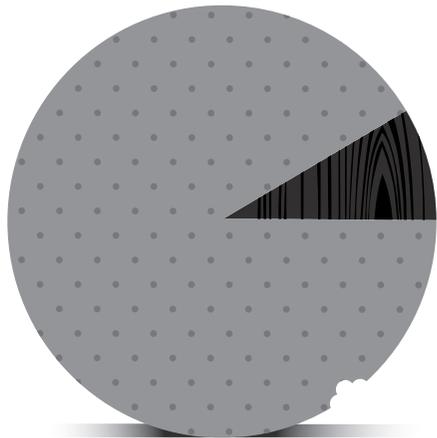
Fortunately, all's not lost. In fact, things can look pretty good with a solution that destroys the colony and continues to protect your home 24/7/365. After all, considering the damage, stress and cost of termites treating your home as an all-night diner, providing complete peace of mind isn't a promise, it's our commitment to you.



NOTHING IS CERTAIN
EXCEPT DEATH AND TAXES.

DEATH TO TERMITES WITHOUT
TAXING YOUR BRAIN.

Starting with termite behavior, we know they're constantly foraging and eating. The Sentricon® system ends their food chain with bait they can easily find and bring back to the queen and colony. From a biological perspective, every termite has to molt (shed its exoskeleton) to get bigger and live. Our bait prevents successful molting. And without molting, there's no growing, no foraging, no food and, ultimately, no colony. Every termite from the queen to the termite coroner is gone.

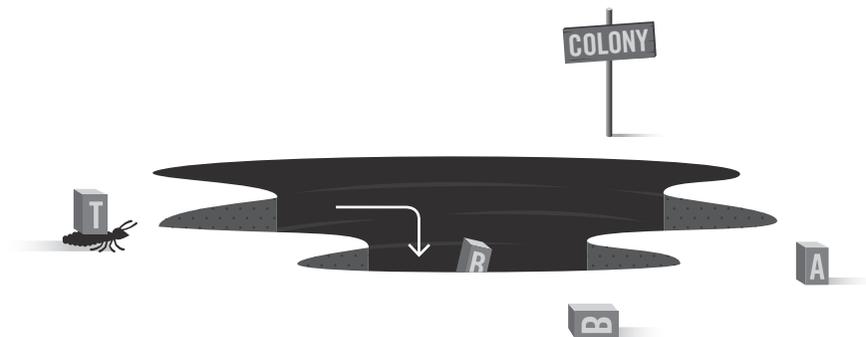




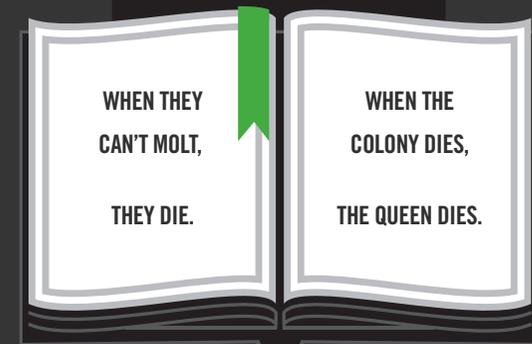
SMART SCIENCE

FOR SMART HOMEOWNERS.

The science behind the Sentricon® system leaves termites helpless because they can't tell the active ingredient is lethal. And in lab tests, when given the choice, termites ate nearly 10 times more bait than wood.



5-SECOND BIOLOGY LESSON:



ANY QUESTIONS?

WHAT PROTECTION YOU CAN'T SEE
LOOKS LIKE.



PROTECT WHAT'S
YOURS
BEFORE IT BECOMES
THEIRS.

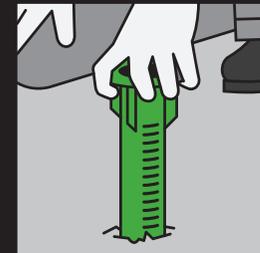
WE COME BACK.

TERMITES DON'T.

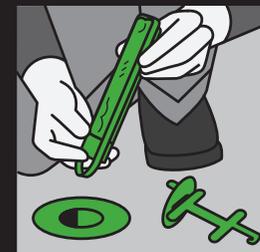
A Certified Sentricon
Specialist™ checks for
signs of termites.



Stations are placed
around your home, and
the bait immediately
begins working.



Ongoing CSS service
ensures there is
enough active bait
to eliminate colonies.



SO EFFECTIVE, EVEN THE



TERMITE CORONER IS DEAD.

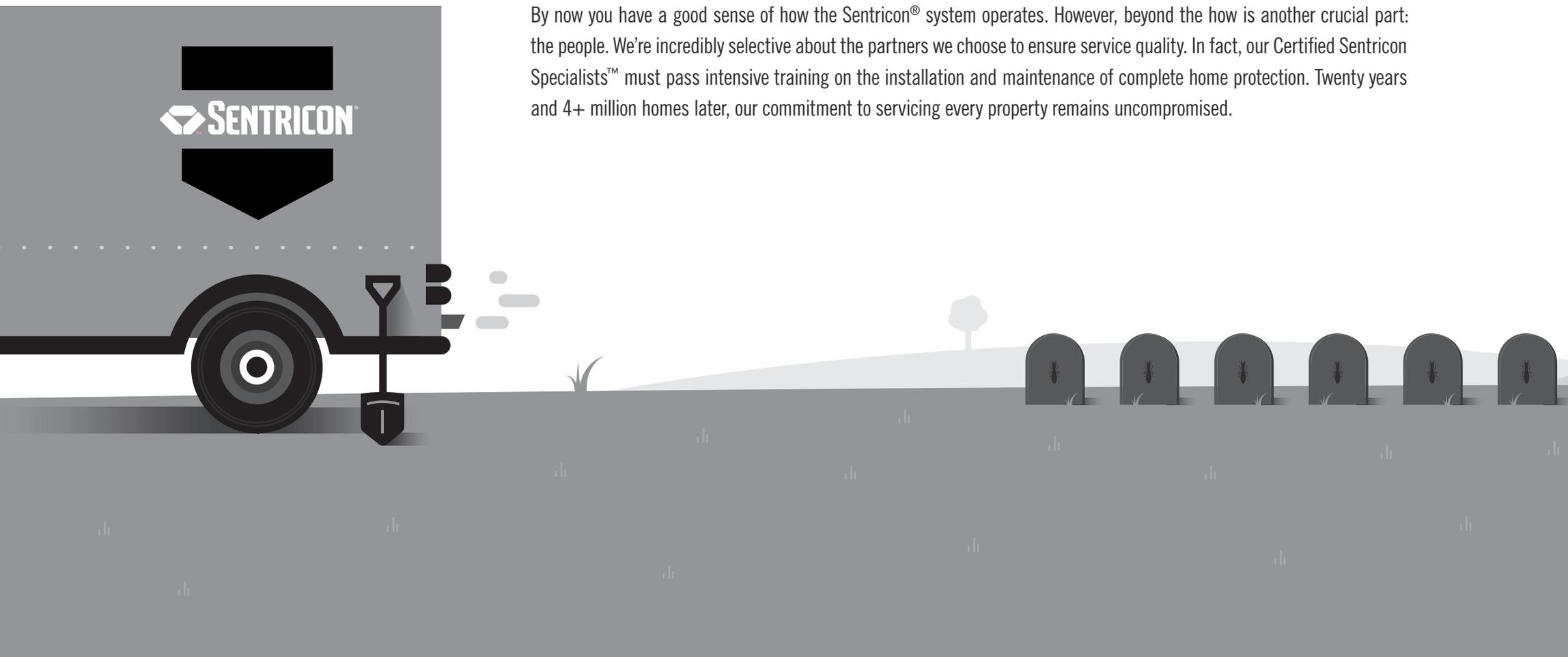
AND THAT'S BEFORE HE EVER GETS TO YOUR HOUSE.

It's no secret a queen and her colony are no match for the power of the Sentricon® system. But did you know it's also effective protection even before the first termite discovers your wooden wonderland? It's true. Being proactive could save you thousands in out-of-pocket repair bills by stopping the colony long before it becomes a problem for your home. And since most homeowners insurance won't cover termite damage, investing in the Sentricon system now can do wonders for your long-term peace of mind. And as a famous medieval philosopher once so wisely noted, "Prevention is better than cure."

IT TAKES A PRO TO SPOT THEM.

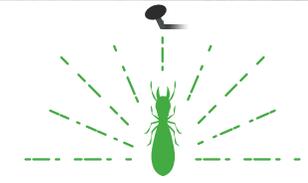
IT TAKES A SPECIALIST TO KILL THEM.

By now you have a good sense of how the Sentricon® system operates. However, beyond the how is another crucial part: the people. We're incredibly selective about the partners we choose to ensure service quality. In fact, our Certified Sentricon Specialists™ must pass intensive training on the installation and maintenance of complete home protection. Twenty years and 4+ million homes later, our commitment to servicing every property remains uncompromised.



KILLER RESEARCH.

Extensive field tests completed by the U.S. Department of Agriculture's Forest Service, research conducted by 30 universities and external research contractors, and more than 60 scientific articles document that the Sentricon® system eliminates termite colonies.



250

**MILLION YEARS
OF EVOLUTION PERFECTION**

THWARTED BY THE SENTRICON® SYSTEM



4 MILLION STRUCTURES

HAVE BEEN PROTECTED.

For decades, the Sentricon® system has been a trusted termite treatment for both residential and commercial properties across the United States. And for good reason. Structures large or small, our commercial-grade system is scientifically designed to destroy the queen and her colony as a protective shield that prevents other colonies from moving in.



WITH YOURS, 4 MILLION AND 1.

With a resume that includes the Statue of Liberty, Independence Hall, The Alamo and Ellis Island, you can rest assured your home will receive the same 24/7/365 protection that will keep these national landmarks termite-free for generations to come.



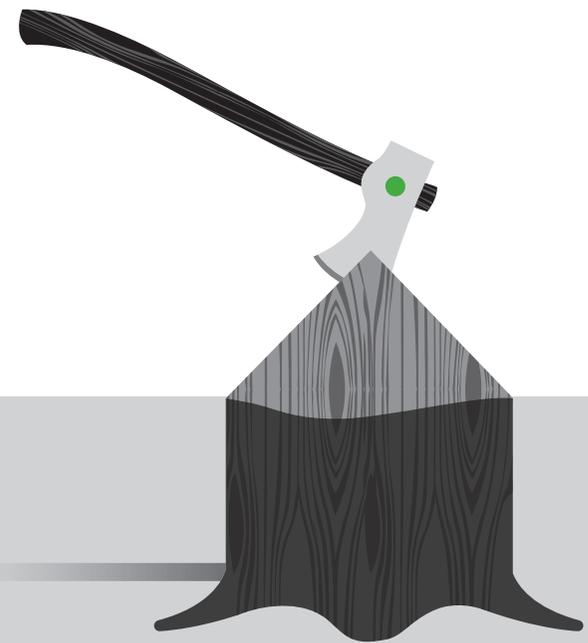
9 OUT OF 10

**HOMEOWNERS
WITH THE SENTICON® SYSTEM
DECIDE TO KEEP IT.**



NO QUEEN. NO COLONY. NO KIDDING.

No disruptive trench around your property. No need to treat the soil. Whether used for prevention or active attack, you can do it all without compromising the environment. In fact, the original Sentricon® system is the first and only termite product to be awarded the Presidential Green Chemistry Challenge Award from the U.S. Environmental Protection Agency.





OUR SYSTEM CUTS DOWN
TERMITE
FAMILY TREES.

NOTES



Dow AgroSciences

Solutions for the Growing World

©™DOW Diamond, Certified Sentricon Specialist, Sentricon and the Sentricon Logo are trademarks of The Dow Chemical Company ("Dow") or an affiliated company of Dow. Always read and follow label directions.
©2018 Dow AgroSciences LLC U01-028-371 (03/18) BR 010-71792 DAPMSENT7079



