



## FOR IMMEDIATE RELEASE

[USE COMPANY LETTERHEAD]  
Contact: [ADD: Business Name]  
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### Better Bait Means Better Termite Control

[ADD: CITY, State] — [ADD: DATE] — To get rid of termites, you need a bait they love even more than wood, says [ADD: Manager or owner name and title]. “That’s what we can do with the Sentricon System. It’s amazing how much termites love this bait,” says [ADD: Manager or owner name]. “When you discover something termites love *more* than wood, well, that’s a home run for our customers.”

In side-by-side tests where termites could choose between wood and the new revolutionary bait, termites actually preferred the bait 14 times more than wood! And better yet, termites like the bait even more as it ages, cracks and gets moldy.

The bait, a part of the Sentricon® System with Always Active™ technology, protects homes when it is placed inside Sentricon System stations placed around the perimeter of the home. Termites discover the bait, feed on it and then deliver its slow-acting chemistry to the termite colony. The active ingredient in the bait, noviflumuron, disrupts termite molting, thereby eliminating the entire termite colony.

Routine termite control attempts a blocking method — applying up to hundreds of gallons of insecticide into the soil to create a barrier around the home to either repel or kill termites as they try to get to the wood in the home. The better way to protect a home is to simply eliminate the termite problem altogether by using a baiting system. Used by a trained Certified Sentricon Specialist®, the Sentricon System enlists the foraging “worker” termites to carry bait material back to the termite colony as food for

their nestmates, which then eliminates the entire colony, including the termite queen, who can produce millions of termites over her life span. A series of Sentricon System stations, usually placed about 10 feet apart, contain enough bait to control multiple termite colonies.

Sentricon System stations are serviced once or more per year, and any bait device that is more than one-third consumed is replaced with a new one.

“Our research has proven that the Sentricon System with Always Active technology eliminates entire termite colonies,” says Joe DeMark, a researcher with Dow AgroSciences. “To do this, we tested the bait in university studies and real-world use on homes in all regions and against multiple species of subterranean termites.”

For more information about the Sentricon® System with Always Active technology, contact [ADD: Company name, phone number and website.]

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