

HINTS FOR HOMEOWNERS

‘Green’ Is In, Termites Are Out

(NAPSA)—Consumers can now choose from scores of environmentally responsible products—hybrid cars, energy-efficient light bulbs, termite control...termite control? That’s right, even termite control can leave a smaller footprint on the environment.

To treat subterranean termite infestations, homeowners can have liquid chemicals injected into the soil around and beneath their homes. While treated soil provides termite protection for a finite amount of time, research shows that when homeowners consider termite treatment options, they indicate a high level of concern about the use of chemicals in and around their homes and the environmental implications.¹

Termite Control Goes ‘Green’

Homeowners are “going green” by selecting an alternative to liquid chemical soil treatments—the Sentricon® *Termite Colony Elimination System*, the first termite baiting technology. The premier bait in the Sentricon System was the first termite treatment active ingredient to be accepted for registration under the EPA’s Reduced Risk Pesticide Initiative. The Sentricon System is also the only termite control product ever to receive the Presidential Green Chemistry Challenge Award, one of the U.S. government’s top environmental honors.

“The Sentricon System is environmentally responsible because it uses just grams of termite bait,



when and where needed, to eliminate termite colonies,” says Dave Maurer, marketing manager for the Sentricon® System. “Every home treated with the Sentricon System instead of a liquid chemical treatment helps reduce the impact of pesticides on the environment. The Sentricon System also provides better control than liquid chemical treatments because it is monitored on an ongoing basis by an Authorized Operator and it eliminates termite colonies, not just individual termites.”

Many homeowners agree. Research conducted by Dow AgroSciences in 11 high-termite-pressure markets across the country shows that 55 percent of homeowners feel that the “green” attributes of the Sentricon System make it preferable to the leading liquid termiticide.²

Homeowners can visit www.termite-risk.com to take an interactive quiz to determine if their homes are at risk for termite infestations, as well as learn more about environmentally responsible termite control.