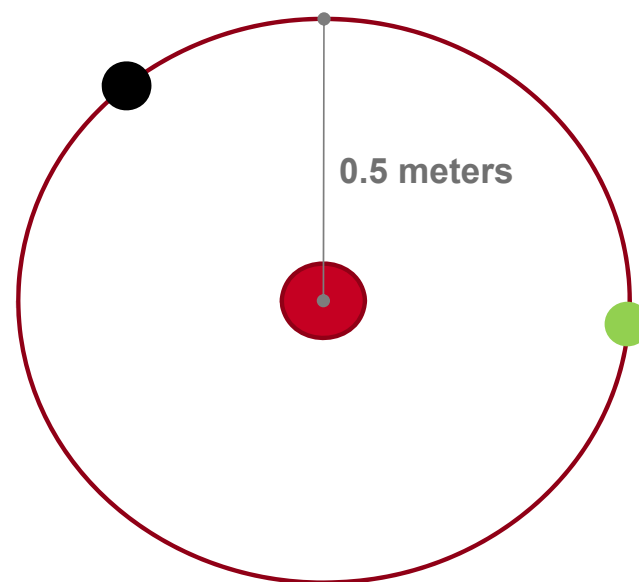


# Proven Performance

## *Faster Hits*

### Trelona ATBS vs Competitor Hit Rate Study

- Trelona ATBS and a competitor's station were ***placed within 0.5 meters of an active termite colony***
- Stations were checked daily to determine the presence of termites
- 20 replicates were run with each lasting 46 days



Data from 2012 Univ of Delaware, Graduate Research Dissertation

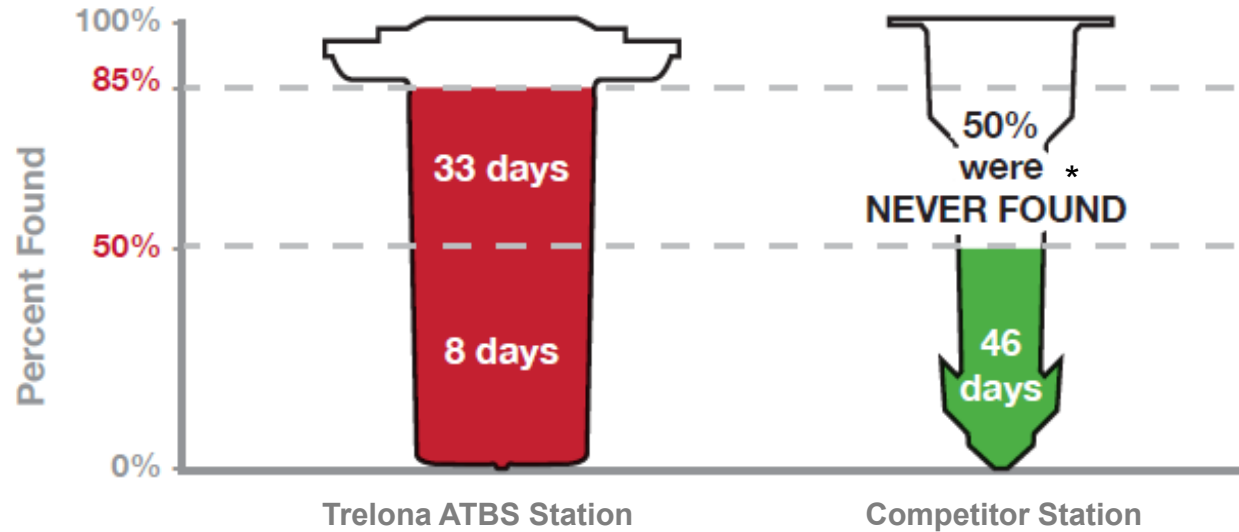
**FASTER HITS. FASTER CONSUMPTION. FASTER ELIMINATION.**

**■ BASF**  
We create chemistry

# Proven Performance

## Faster Hits

### Days until termites were found in each station



Data from 2012 Univ of Delaware, Graduate Research Dissertation

\*Not statistically significant at  $p < 0.05$ ; Statistically significant at  $p < 0.10$

### Key Takeaway

In a comparative study, **Trelona ATBS** stations were hit faster than competitor's stations

**FASTER HITS. FASTER CONSUMPTION. FASTER ELIMINATION.**

**BASF**  
We create chemistry

## ATBS vs Competitive Station Hit Rates

Days until termites were found in each station [Study duration—46 days]

Trial	ATBS	Competitive Station
1	5	3
2	1	41
3	33	46
4	5	3
5	5	16
6	5	*
7	8	*
8	1	*
9	2	*
10	33	12
11	18	25
12	30	*
13	*	36
14	8	*
15	33	*
16	*	*
17	8	*
18	*	*
19	8	36
20	13	43

Data from 2012 Univ of Delaware, Graduate Research Dissertation

**Termites hit ATBS stations sooner and more often than competitive stations.**

- Termites were found first in ATBS stations 14 times, compared to only 4 times for competitive station. (2 times within 2 days of each other)
- 85% of the ATBS stations contained termites within the first 90 days, whereas only 50% of the competitor's stations were ever hit.
- ATBS had termite foraging in 30 days or less in 14 trials. Competitive station was active in 30 days or less in only 5 trials

# Selling the Trelona Difference

## *Superior Station Design*

The ATBS station design provides faster hit rates

- Sell your customers the value of the service that you provide
- Earlier consumption means earlier colony elimination and protection for the home or business



**FASTER HITS.** FASTER CONSUMPTION. FASTER ELIMINATION.

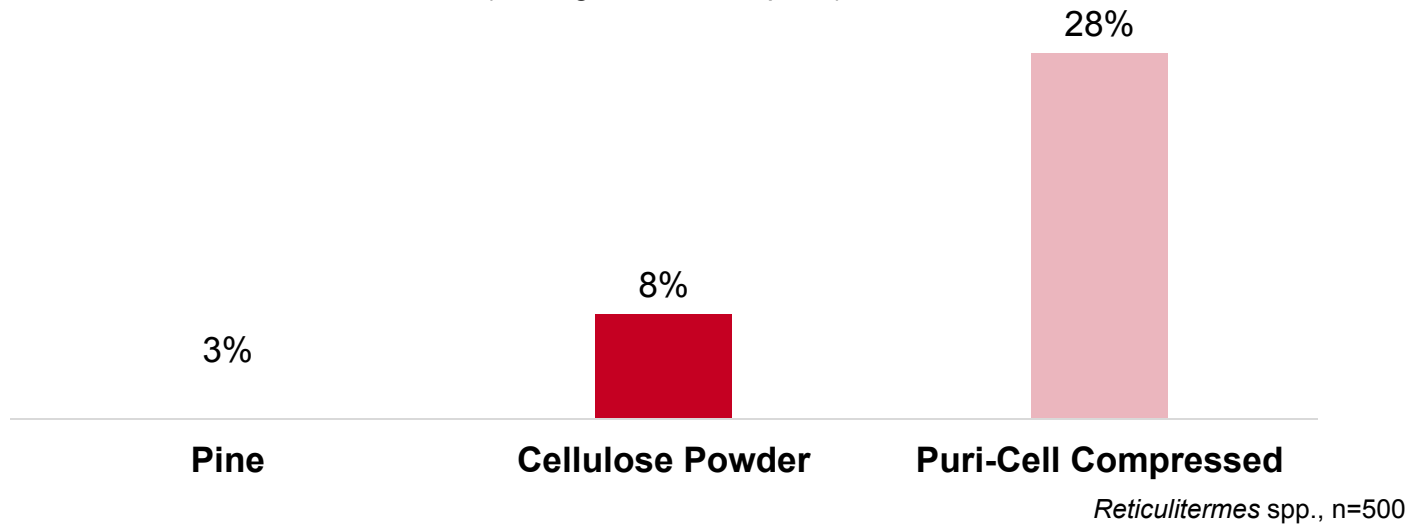
**BASF**  
We create chemistry

# Termite Preference for Puri-Cell

*Wagon wheel choice study*

Dr. B. Forschler, UGA

## **Bait Matrix Preference Test** (Average % Consumption)



***Termites prefer Puri-Cell Compressed matrix over the wood in your home!***

FASTER HITS. **FASTER CONSUMPTION.** FASTER ELIMINATION.

**BASF**  
We create chemistry