

# PROTECT YOUR HOME FOR YEARS TO COME.

Contrary to the common misconception, homeowner's insurance does not cover termite damage. That's a lot of money spent on unwelcome guests. Taking the proper precautions will not only defend your house, it will save you a lot of money in the long run.

Premise provides years of protection for your home. Premise is applied to soil to create a protective Treated Zone between termites and the wood in your home. Its unique chemistry binds to soil and won't wash away.

Formosan, Eastern subterranean, desert or drywood. In contrast, repellent termite control products create chemical barriers to keep termites away but not kill them.

Eventually, termites find breaks in repellent-treated soil that allow them to invade the home. And since termites don't get a lethal dose from a repellent treatment, the termite colony isn't eliminated.

Premise kills termites in three important ways:

- There's no barrier, so termites don't avoid it.
- As foraging termites tunnel, they consume Premise.
- Termites also contact Premise as they forage in treated soil.

## How Premise protects



## Why non-repellents work better



Premise is the original non-repellent termiticide; termites can't sense it's there, so they tunnel through the treated soil and become exposed to the active ingredient.

## Ant control, too

Premise also makes an ideal soil treatment to control ant populations around your home. As with termites, ants neither detect nor avoid Premise. They touch it, consume it, and are controlled quickly.



**PREMISE**<sup>®</sup>

## Termites or flying ants?

Homeowners often mistake flying ants for termite swarmers and become alarmed. But look closely and you'll see several differences.

**Termites:** Straight antennae • Two pairs of wings of the same size and shape • Broad waist • Short legs



**Flying ants:** Elbowed antennae • Two pairs of wings, with rear wings smaller than front wings • Narrow or pinched waist • Long legs



## Let us protect your home with Premise

Your family's well-being comes first when deciding what's best for your home.

As professionals who work with termite treatments daily, we're as concerned about product safety as you are. And we only choose products that are reliably effective. That's why we recommend Premise from Bayer.

Nearly a decade of real-world use has shown Premise eliminates termites without affecting people or pets. And Premise has virtually no odor. You can stay in your home during treatment without worry.

You can trust Premise and us to protect your home from termites and ants. That's true peace of mind.



# PEACE OF MIND BEGINS WITH TERMITE PROTECTION YOU CAN TRUST.



**PREMISE**<sup>®</sup>





### Trust your home to professionals using the best products

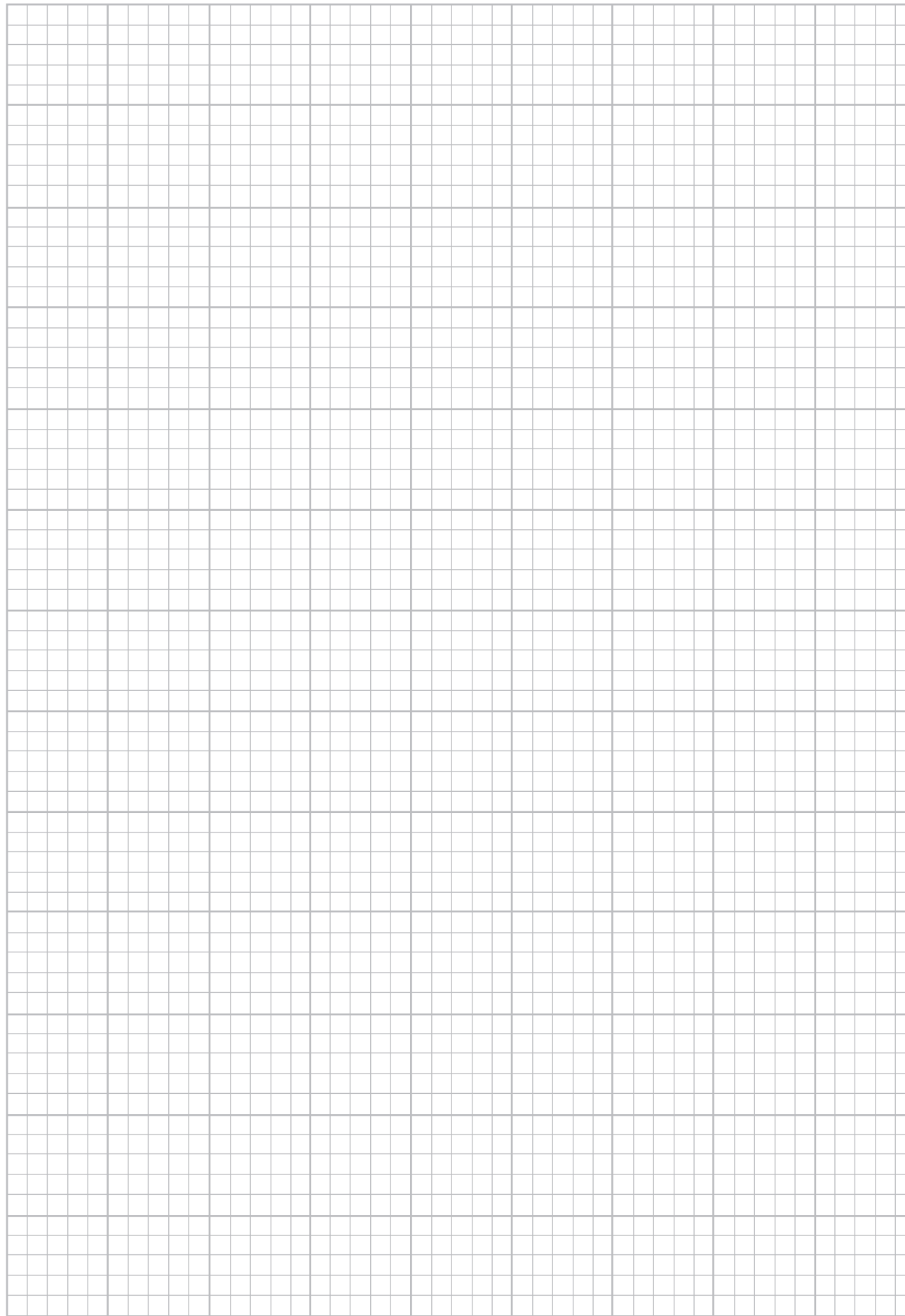
Termites put your home at risk for serious and expensive damage that could turn your biggest investment into your biggest expense. What's worse, termites may have been quietly eating your house from the inside out without your knowledge.

Termites live in soil and forage for food and water. If they encounter your home's foundation while foraging, they'll follow any crack, crevice or plumbing line into your house. (They only need an opening 1/32-inch wide.) They may enter through wood in direct contact with soil or by building pencil-sized mud tunnels from ground level to where the house's wood frame begins. Termites also can enter through expansion joints in the foundation and utility and plumbing openings.

### Stop worrying

By consulting a professional, you've taken an important first step. Today, effective treatments can eliminate existing termite infestations and protect your home against future invasions. Professional termite control is a site-specific process that requires:

- **experience and training to recognize signs of termite activity**
- **understanding termite behavior, construction practices, structural features, soil types, water drainage patterns and climate to identify your home's vulnerable spots**
- **specialized knowledge, equipment and tools**
- **products available only to licensed termite control professionals**



## PREMISE FROM BAYER: THE BEST SOLUTION.

We recommend these steps to make an informed decision about protecting your home from potentially devastating termite infestations:

- **A thorough inspection — inside and out, from the roofline to the foundation — will confirm whether termites are present, uncover potential termite trouble spots, and help determine the best approach to eliminating any existing infestations and preventing future problems.**
- **If there is an existing infestation, we'll provide specific treatment recommendations based on factors such as your home's age and structure, its history of infestation and previous treatments, potential termite entry points and any existing infestation, and your family's unique needs.**
- **Finally, we'll apply Premise to eliminate any current infestation and create a Treated Zone™ around your home to prevent termites from returning.**

