

What may still lurk beneath....

....if you settle for the wrong
termite control technology...



www.exterra.com.au

EXTERRA™

Decision time for your termite problem.

You're getting ready to make an important decision. You're going to choose what you believe is the best way to protect what is probably the biggest investment you'll ever make...your home...against termites. This decision is made more difficult by the differences between how different termite control products are applied and how they work.

Make sure the job gets totally done.

Some termite control products can get the termites out of your house and kill lots of termites in the ground, yet still leave the termite colony lurking under your home. To completely eliminate the threat of termites, you need to eliminate their source - the termite colony - that is usually buried deep in the ground under your home. And only certain types of termite control technologies can reliably eliminate the entire termite colony.

Termites live in a colony, so you must eliminate the colony.

Termites live in large underground colonies. So you want all the colony members dead, otherwise they will come back at some time in the future to do further damage.

We think it's just common sense that you should only be satisfied once **all** the colony members are dead. Considering the serious amounts of damage that termites do, we believe you should settle for nothing less than the total elimination of their colony.

Do you just want your termites gone? Or gone for good?

Even the most widely advertised liquid applied termite control chemicals come up short when it comes to the extent of their total effect on a termite colony. Sure, they can be applied quickly and easily. And they can kill the termites that are in your home now; and a lot of the termites in the ground under it. But they haven't been demonstrated to eliminate entire termite colonies in the ground where they originate. There is not one published, peer reviewed scientific paper demonstrating colony elimination of any Australian termite species with any liquid applied termite control product on the market today. In fact the performance claims on the registered product labels for these liquid chemicals (claims which have to be supported by Australian trial data for review and approval by leading, independent scientists appointed by the Australian Pesticides and Veterinary Medicines Authority) make no claim whatsoever regarding colony elimination.

Anything less than 100% total colony elimination isn't gone for good

In fact, under carefully controlled laboratory conditions designed to simulate what occurs when these liquid chemicals are applied around your home, one independent scientific study¹ concluded that one of the most widely advertised termite control chemicals killed only 25% of the worker termites - the type of termite colony member responsible for all the damage done to homes! And another independent scientific study² involving actual in the field research with another widely advertised liquid applied termite control chemical concluded that it had little, if any, effect on termite colonies!

Is 'may' good enough for your home?

Consider these claims concerning termite control product effectiveness. Choose the claim that you would prefer to apply to the termite control technology used to protect your home.

- A. May wipe out the entire colony
- B. Reliably eliminates the entire termite colony

Which claim would you want to apply to the product being used to protect your home?

Claim 'A' is a claim made for the leading liquid applied termite control product. Exterra makes the much stronger claim 'B', reliably eliminates the entire termite colony. And only Exterra stands behind its claim by offering you a \$100,000 Timber Replacement Warranty⁴ your Certificate of Confidence. So there is no risk to you - that's how confident we are in the performance of Exterra.

Treat termites at their source and finish them off. For good.

When it comes to termite control, we believe there is only one gold standard.

Total termite colony elimination backed up by several peer-reviewed scientific papers⁵ that prove Exterra eliminates the entire termite colony.

Eliminate the colony. Insist upon it.

Insist upon Exterra. The End of the Line for Termites.



1. Journal of Economic Entomology 98(6):2143-2152 (2005) - Response of the Formosan Subterranean Termites (Isoptera: Rhinotermitidae) to Baits or Non-repellent Termiticides in Extended Foraging Arenas.

2. Journal of Economic Entomology 98(6):2160-2168 (2005) - Effect of Imidacloprid Soil Treatments on Occurrence of Formosan Subterranean Termites (Isoptera: Rhinotermitidae) in Independent Monitors.

3. For further information on the misleading claims of liquid termite control products including copies of referenced scientific papers visit www.termitecontrol.com

4. Conditions apply.

5. Journal of Economic Entomology 96 (6) 2003 - Field Evaluation of Chlorfluazuron in Eradicating *Coptotermes acinaciformis*.

The Fifth International Conference On Urban Pests - Singapore 2005 - The Exterra Termite Interception And Baiting System In Australia, Thailand And The Philippines.

International Research Group On Wood Preservation - Brisbane 2005 - Evaluating The Exterra Termite Interception And Baiting System In Australia.