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Control Solutions Inc. and ADAMA Consumer & Professional Solutions have created a partnership that utilizes their worldwide resources, yet allows them to remain easily accessible to PMPs.

By **MARIE KNOX** | PCO Technical Manager, Product Development

Marie Knox is PCO technical manager, product development, Control Solutions Inc. She can be reached at mknox@control-solutionsinc.com.



Here at the CSI offices in Pasadena, Texas, we are grateful for the exciting year 2015 was for us; we're looking forward to an even better 2016. Thank you for being a part of it!

We continue to focus on our Combination Chemistry product development platform, following up on our successful product launches of FUSE Termiticide/Insecticide and Tekko Pro Dual IGR Concentrate with several products for both the pest management and the turf and ornamental markets in 2016. Products developed based on this platform have a strong focus on multiple active ingredients, with differing modes of action formulated into a single, unique product.

Adding to our excitement is our ability to develop new and novel formulations, making products and active ingredients more effective and creating additional solutions for your pest management issues. We'll keep you updated as we

expand our facilities and production capabilities throughout the year.

In addition to Combination Chemistry-powered products, we are also thrilled to be launching a new nematocide with the proprietary active ingredient fluensulfone, which offers a new mode of action in the professional turf market. Marketed under our Quali-Pro brand, Nimitz Pro G is at press time pending registration from the U.S. Environmental Protection Agency (EPA).

STRENGTH THROUGH PARTNERSHIPS

At CSI, our ultimate goal is to be the best possible partner for our suppliers and customers. We believe in the partnerships we have with our customers as well as our partnerships with our distributors, and we strive to strengthen them every day. One way we do this is to consistently check in with our customers, to make sure what we are developing truly fits a desire or need they may have. Feedback from our customers fuels our daily endeavors.

Two "products" of our collaborative discussions with customers were launched in Nashville, Tenn., at the National Pest Management Association's (NPMA's) PestWorld event in October: the *Taurus 10-Year Promise* and the *Fuse Fits 8-Year Promise* for termite applications. They represent our pledge to stand behind and support our products — and our customers who use them. We have outlined these Promises online at www.controlsolutionsinc.com/promises, where you can find out more information, how to sign up, download forms and ask questions. You may also ask your local CSI representative for more details.

Our future is indeed bright here at CSI, and that is something we are grateful for on a daily basis. We have a strong and dedicated team, and we're excited for the possibilities 2016 holds for us. We're not resting on what we've already accomplished, though. We are looking toward the future and hard at work developing new and innovative Combination Chemistry-driven products for launch in 2016 and beyond. Our product development philosophy at CSI focuses on looking beyond basic product development toward innovative new active ingredient combination possibilities and proprietary chemistry; we believe this truly is the future of products for the industries we serve.

If you're already a CSI partner, thank you — we really do appreciate you! If you're just now looking into how we can serve you, welcome to the family and we look forward to growing Better Together.



Hold the line

Crushing callbacks and keeping termite customers happy requires equal parts education and communication.

BY **WILL NEPPER** | Senior Editor

Of all the insects managed by the pest management industry, termites might be, if not the toughest to eradicate, the pest whose management involves the most numerous potentially complicating factors. Geography, necessary tools, types of structure construction and soil type can all factor in, as do severity of infestation, history of the structure and management plans specifically tailored to each job. The same can be said of many other types of pest management, but termites are more likely to involve journeys into crawlspaces, perimeter trenching, drilling — not to mention obstacles that don't necessarily accompany most other types of jobs, from water pipes to gas lines.

Like any other job, different pest management professionals (PMPs) will have different tactics for serving their termite customers. And then there are the callbacks and managing customer expectations — things to be considered for any type of pest management, but potentially more complicated where termites are involved.

GREAT EXPECTATIONS

Managing customer expectations means giving the customer a reasonable idea of what will be done, how it will be done, and how long it will take to get satisfactory control of the situation. Because of the multitude of factors, termite work can be relatively complicated. Making sure your customers know what to expect will help to make them feel like part of the team, rather than reluctantly trusting the PMP they've hired is doing what needs to be done.

"It's important to have a consultation prior to a termite inspection," says Ertell Whigham, technical director for Pointe Pest Control, Bridgeport, Pa. "Let your client know what it is you'll be doing, and what it is you'll be looking for."





Consultations, Whigham says, can put customers' minds at ease because they already feel like they're on the same page with the technician they've hired. They have a better understanding of the complexity inherent in the work, as well as a reasonable idea of what to expect.

Whigham adds, however, that a key factor in the consultation phase must be honesty, even if you fear you're telling customers something they don't want to hear — "this will take more than one visit," for instance.

The more detail you provide, the better chance you have of convincing customers they've hired the right company for the job. Joe Giaimo, president of Crest Termite Control in East Haven, Conn., asserts that the more a customer understands, the more likely and willing he or she will be to work with you.

"Explain the concept of creating a treated zone around the structure," Giaimo says. "Explain areas that need to be drilled or trenched, crawlspaces that need to be accessed, stored items that need to be removed and vegetation that might require trimming prior to treatment."

Giaimo suggests offering an abridged education on the chemicals used might help retain reasonable expectations. There's another potential benefit of a quick rundown of the tools being employed for the job.

"You may also want to mention the chemical being used, especially if that chemical has positive selling features such as long residual, non-leaching, low odor, low volatility and low toxicity," Giaimo says. This would seem especially pertinent now in a social climate that puts more value on "going green," he notes. If you can explain why what you're using is a "greener" option, by all means, call it out.

A brief tutorial on termites goes even further toward helping customers make sense of what their technician is doing and why.

"You should sit down with the customer and explain how termites work and behave, what type of damage they cause, and how your company is going to solve the problem," says Fred Markowich, owner of Guardian Pest Control, Plainview, Conn.

Markowich suggests taking customer education to the next level by providing visuals.

"It can help to draw a graph of the home for your client," Markowich says. "Show them where the damage is, and what treatment that damage calls for."

Giaimo says as important as it is for customers to understand the treatment, it's equally important they understand what's required of them.



DO it Right

We asked our experts to provide some of their top **DOs** when conducting termite work.

- **Do** indicate all damage on your graph, not only to help the technician during treatment, but to safeguard against customers pointing to what they believe is new damage. A thorough graph showing the damage was there prior to treatment helps prevent this scenario.

— Fred Markowich, Owner, Guardian Pest Control, Plainview, Conn.



- When checking a structure's interior, **do** be sure the interior dimensions match the exteriors. If they don't, you may be dealing with a slab addition, a crawlspace or a dead area.

— Joe Giaimo, President, Crest Termite Control, East Haven, Conn.



- When possible, **do** try to get paid at the time of service. Many termite jobs are being done because the customers are selling their home, and once they move, it can be very difficult to find them and collect payment.

— Fred Markowich, Owner, Guardian Pest Control, Plainview, Conn.



- **Do** make sure you've allotted enough time to conduct a thorough inspection.

— Ertell Whigham, Technical Director, Pointe Pest Control, Bridgeport, Pa.



"Explain what you will do as well as what they must do," Giaimo says, adding that confirming their understanding in writing is a logical safeguard against skewed expectations, or customers who plead ignorance when it's time to pay their bill. "Have termite specifications and all additional agreements written into your contract before the job, so there's no misunderstanding," he says.

PATIENCE IS A VIRTUE

Misunderstanding is often the key catalyst to creating a callback situation. That misunderstanding

can often stem from a customer's fear that the treatment hasn't worked — before it's been given the time it needs to do the job.

Markowich says that, as long as the technician is providing treatment in accordance with label instructions, callbacks should be minimal. But sometimes even when customers understand what the product does, they don't have a very good grasp on the timetable involved with getting results.

"It's one call we do get," Markowich admits. "A customer still sees termites right after we do a treatment, and this is concerning to him or her. And because we're using a non-repellent, it takes time for the treatment to work. Explain this at the outset, and the sight of a termite in the immediate aftermath of treatment won't be as alarming."

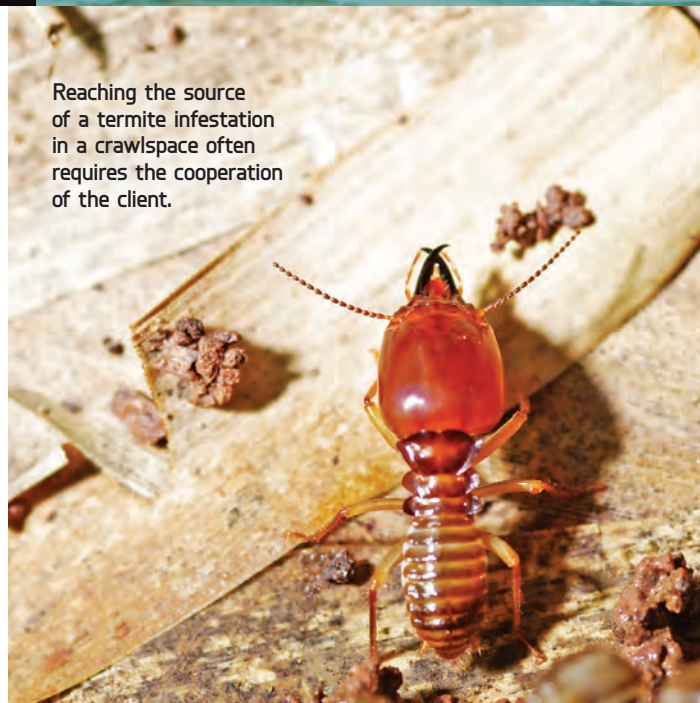
With regard to products used in termite eradication, Giaimo says the industry is fortunate to be operating in an age when termiticides are "very effective."

"This wasn't always the case," he points out. "Products are so effective now, that retreat rates are way down compared to 15 or 20 years ago." He warns, however, that leaning too heavily on quality products can create problems of complacency on the part of the technician.

"The chemicals still need to get to all of the necessary areas," Giaimo says. "And that is your responsibility."

Whigham's top suggestion for preventing callbacks is sending an experienced wood-destroying

Reaching the source of a termite infestation in a crawlspace often requires the cooperation of the client.



insect (WDI) technician from the start — "and give them the appropriate amount of time to do a thorough inspection."

After inspection, there are other callback-proofing tactics that Giaimo asserts are too often overlooked during actual treatment.

"In addition to doing the job thoroughly, don't skimp on chemical," he says. "During the application, pay special attention to the areas that showed signs of infestation during inspection, *and* all areas you find that are conducive to

The numbers for last year's callbacks on new termite treatments reflect positively on companies dealing in termite management, with the majority of respondents (**43%**) reporting **NO** callbacks for termite jobs.

Callback Percentage on New Termite Treatments





infestation.” Giaimo says this might include drilling and injecting damaged wood for quicker control, in addition to soil treatment.

AN OBSTACLE COURSE

Regardless of how diligent your WDI inspectors and technicians are and how many callback-preventing safeguards are put in place, termite work has a knack for throwing curveballs. Many can be noted during inspection, but that doesn’t make them any easier to overcome during treatment.

Giaimo reports that in many cases, additions and alterations to the original structure create seams and other termite-welcoming access points that are hidden or difficult to access.

“However, if termites are gaining access through these areas, they need to be accessed and treated,” he says. He offers some common obstacles PMPs are likely to encounter on termite jobs: “Added slab rooms that require drilling from the interior, slab rooms that require drilling, but are covered with wood flooring or glued carpeting, and crawlspaces with no points of access.”

Some less common, but still typical obstacles Giaimo cites include old stoops left under added rooms or decks, exterior grade-level decks over soil or concrete, and pavers along exterior structure foundations.

“These situations need special consideration,” he says. “After you decide what needs to be done to access and treat special areas, discuss it thoroughly with your customers to be sure they’re in agreement with your approach.”

DON'T forget ...



To err is human, but there are plenty of preventable no-nos you might not have considered when going to war with wood-destroying insects. Here are a few recommended **DON'Ts** from our knowledgeable industry voices:

- **Don't** do any drilling or trenching until potential hazards (sump pumps, wells, curtain drains or French drains, pipes or wires, underground electricity, underground sprinkler systems, etc.) have been identified. Likewise, never drill without using a drill stop, because even unlikely areas can have hidden hazards.
— Joe Giaimo, President, Crest Termite Control, East Haven, Conn.
- **Don't** shortcut the graph! Use all of the relevant symbols required, and make sure you don't leave out pertinent information.
— Ertell Whigham, Technical Director, Pointe Pest Control, Bridgeport, Pa.
- **Don't** send an undertrained technician out to do the job that holds the most potential liability. Train and supervise until you're sure your technician is capable.
— Fred Markowich, Owner, Guardian Pest Control, Plainville, Conn.
- ... and finally, **don't** forget to thank your customers for their business.
— Ertell Whigham, Technical Director, Pointe Pest Control, Bridgeport, Pa.

If some obstacles stem from prepping an account or completing a job, Giaimo suggests it's perfectly reasonable to hire specialized professionals to prep an area prior to treatment or make repairs afterward. Likewise, there's no crime in consulting a peer.

“If you come across a situation that you're not sure how to handle, or are uncomfortable with, consult someone experienced who can give you proper guidance,” he says.

Factors out of your control — like weather conditions — are best battled with a contingency plan already in place. But Markowich underscores the granddaddy of them all: Fighting the competition that underprices termite work. In those cases, he says, “the best you can do is let the value of your work speak for itself, and spread via satisfied customers.” PMP

NEPPER is senior editor of *PMP*. Contact him at wnepper@northcoastmedia.net or 216-706-3775.



Control Solutions Inc. (CSI) is launching two new warranties against termite re-infestation for pest management professionals (PMPs). CSI is offering the Taurus® SC Ten Year Promise and the Fuse® Fits Eight Year Promise that meet or exceed industry standards. Should a PMP need to re-treat a structure, CSI will cover the cost of re-treatment, including chemicals and labor or insurance deductible costs. PMPs can visit the website (www.controlsolutionsinc.com) to register under "Affiliate Resources". Online, PMPs can learn the proper

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10
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application methods, learn inspection techniques, download helpful tools, and register structures to be covered by the these Promises. These new Promises will offer PMPs security in knowing that using Taurus SC and Fuse to treat structures for termites is not only economical but is now guaranteed to eliminate termite re-infestations for years after proper treatments. When it comes to protecting you and your customer's homes, CSI has you covered.

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Formosan termite research continues

From taxonomy housekeeping to teak's role as a natural repellent, entomologists continue to uncover fascinating facts about *Coptotermes formosanus*.

BY **HEATHER GOOCH** | Editor

Often only the structural damage left behind tells the tale of termites' presence. Managing these wood-destroying insects can be a lucrative service, and a big-time headache for some when it comes to callbacks. Entomologists at termiticide manufacturing companies and universities worldwide are on the hunt to learn as much as they can about termite biology and behavior, to devise better means of termite prevention and control.

With that in mind, let's take a closer look at three recent studies that uncovered some interesting insights about the Formosan subterranean termite, *Coptotermes formosanus*.



A family portrait: Young hybrid termite offspring, eight months after the light-colored female Formosan termite, bottom right, mated with the darker male Asian termite, bottom left, in Florida.

UF/IFAS TEAM DISCOVERS HYBRID TERMITE IN FLORIDA

Dr. Nan-Yao Su and a team of additional University of Florida (UF) entomologists have discovered that Formosan and Asian (*C. gestroi*) subterranean termites are beginning to mate and start new hybrid colonies in South Florida.

While researchers have yet to determine whether hybrid colonies are fertile or sterile, it likely poses a danger, notes Dr. Su, an entomology professor at the UF Fort Lauderdale Research and Education Center, part of UF's Institute of Food and Agricultural Sciences (IFAS).

"Because a termite colony can live up to 20 years with millions of individuals, the damaging potential of a hybrid colony remains a serious threat to homeowners, even if the hybrid colony does not produce fertile winged termites," he explains. "This is especially true when the

colony exhibits hybrid vigor, as we witnessed in the laboratory."

UF scientists previously thought the two termite species had distinct swarming seasons that prevented them from interacting. Their new research indicates not only an overlap of mating seasons where the two species co-occur, it shows that male Asian termites *prefer* to mate with Formosan females rather than females of their own species, increasing the risk of hybridization.

However, Dr. Thomas Chouvenc cautions pest professionals from adding "hybrid termite control" to their repertoire just yet — at least those outside of the Florida Coast, Hawaii or Taiwan. In an interview with *Pest Management Professional (PMP)*, he explains that distribution of the two species overlap only in a three-county ecological niche of the Sunshine State.



“Asian termites, although one of the most invasive species worldwide, can only survive in tropical climates,” explains Dr. Chouvenc, a UF/IFAS entomologist who continues to assist Dr. Su on the study. “By contrast, the Formosan termite likes warm temperatures, but needs temperate climate as well. It doesn’t survive in the Florida Keys, for example, because of the higher temperatures there. The Miami metropolitan area provides a climate mix that is perfect for both species to survive and swarm — which unfortunately coincides with a densely urbanized area.”

Since the research was originally published in the March 2015 edition of *PLOS ONE*, a scientific, peer-reviewed journal, Dr. Chouvenec says, two other

localities have sprung into view where both termite species can thrive — and perhaps have a hybrid population. “Our colleagues are currently monitoring termite flight activity from the southern tip of Taiwan and from the Hawaiian island of Oahu to compare with our observations from Florida,” he says. “But we are not certain whether hybrid populations have been established in the other areas because there are so many factors at work here. Both species have to swarm at the same time and place. They also have to have a compatible behavioral and genetic component to be able to interbreed.”

Back to the Florida hybrid population: Whether the offspring of these two “cousin” species are able to reproduce, or be like the result of a horse and a donkey — a sterile mule — remains the golden question. Dr. Chouvenec says there are two ways we’ll eventually find out:

1 Hybrid colonies may never produce alates in the laboratory or the field, which would eliminate the possibility of hybrid dispersal. However, “mule colonies” could still do a significant amount of damage, even if it’s a one-generation colony.

2 “We may eventually detect hybrid alates in the field, or obtain them in the laboratory, and check whether they are fertile across generations,” he says. “Unfortunately, we have to be

patient, because termites take five to eight years to mature.”

A recent study by Dr. Su and one of his UF graduate students, Runxin Cao, identified the optimal temperatures at which various termite species prefer to tunnel and transport food. The study has been an immense help, Dr. Chouvenc says. “We’re using that study as baseline data, and applying it to our study of the hybrid. We want to see if the hybrid more closely resembles the Formosan, Asian or neither. But it gives us a head start on the equation.”

Still, don't expect the hybrid termite to spread as quickly as, say, the hybrid imported fire ant (*Solenopsis invicta* x *S. richteri*) or the Africanized honey bee (*Apis mellifera scutellata*). By comparison, termites take a long time for their density to increase and spread, thanks to their long life cycle.

“The Formosan termite was introduced to the United States in the 1960s, but didn’t become a problem until the 1980s in South Florida,” Dr. Chouvenc points out. “So if the termite hybrid eventually establishes in Florida and follows that pattern, there will be a couple decades before being detected in the area. The worst-case scenario is that the hybrid is fertile and can tolerate cooler climates, but still it would take many decades to establish outside of Florida.

“Is this hybridization a fluke? Are we looking at an evolutionary step?” he says. “Will it resemble the Formosan or Asian species more in feeding preference and distribution? We have many questions, but we’ll keep on asking them — because long-term, Formosan and Asian subterranean termites are here to stay, and the risk of hybridization remains high.”

More online:

- Florida termite collection sample website: <http://frec.ifas.ufl.edu/termites-in-florida/termite-distribution/>
- The University of Florida's *Pest Pro* magazine cover story on the hybrid: http://pestpromagazine.com/dl/issues/Nov-Dec_2015_web.pdf
- Summary of food transportation and tunneling survey: <http://aes.oxfordjournals.org/content/107/3/696>



While primarily a problem for Southern states, Formosan subterranean termites, such as this soldier, have been the focus of several recent research studies.

STREAMLINING THE *COPTOTERMES* FAMILY TREE

Drs. Su and Chouvenc are also part of a consortium of 31 termite researchers worldwide who are trying to determine the list of species in the

Coptotermes genus. Most descriptions of “new”

Coptotermes species happened between 1900 and 1950, Dr. Chouvenc explains, and in 2013 researchers realized the 100-plus species actually numbered less than 70. Three years later, they are theorizing even those 69 species are likely to comprise just 21 species.

“Going through the taxonomic literature, there are some ‘species’ that nobody has seen a sample of for decades. It is challenging to sample the species’ DNA and see whether it correlates with another existing species,” he tells *PMP*. “The problem with *Coptotermes* overall is that there can be morphological differences within the species — and sometimes with a single colony. Sampling around the world and genetic testing will ultimately clear up the confusion, and the many termite experts involved were able to reach a consensus on which direction to take.”

More online:

- Royal Entomology Society abstract: <http://onlinelibrary.wiley.com/doi/10.1111/syen.12157/full>

- ESA's *Entomology Today* analysis: <http://entomologytoday.org/2015/12/22/termite-experts-attempt-to-solve-taxonomic-cold-cases/>

TEAK AS KRYPTONITE TO FORMOSAN TERMITES

A recent U.S. Department of Agriculture study examined the natural resistance levels six exotic woods have to the Formosan subterranean termite. Drs. Mary Cornelius and Weste Osbrink found teak worked so well that the mortality of termites feeding on the wood was greater than that of starved termites.

The study looked at 10 different species of commonly available lumber: Alaskan yellow cedar, birch, Brazilian jatoba, Honduran mahogany, Peruvian walnut, red oak, redwood, Southern yellow pine, spruce and teak. The team found six had a natural resistance to termites (causing an average mortality of more than 75 percent). Likely surprising few pest management professionals (PMPs), Southern yellow pine and spruce offered the least resistance, per the study. Birch and spruce also had little resistance.

The study concluded that the “toxic chemical components of teak hold the most promise as wood preservatives.” PMP

You can reach GOOCH at hgooch@northcoastmedia.net or 330-321-9754.

More online:

- ESA's *Entomology Today* analysis: <http://entomologytoday.org/2016/01/04/some-types-of-wood-contain-natural-chemicals-that-are-toxic-to-termites>

- Abstract from *International Biodeterioration & Biodegradation*: <http://www.sciencedirect.com/science/article/pii/S0964830515000906>



TERMITE MANAGEMENT SURVEY

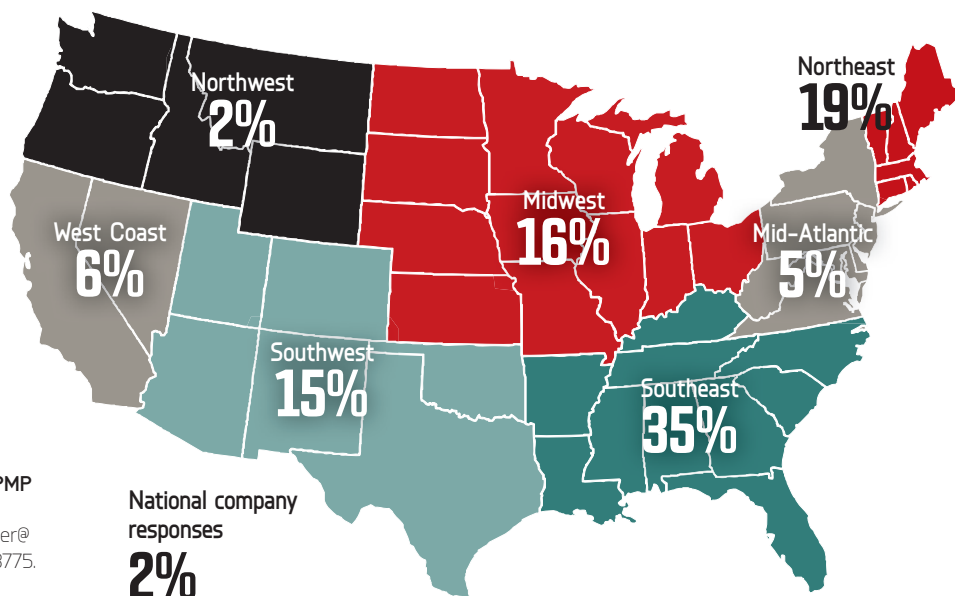
BY **WILL NEPPER** | Senior Editor

PMP SURVEY RESPONDENT PROFILE

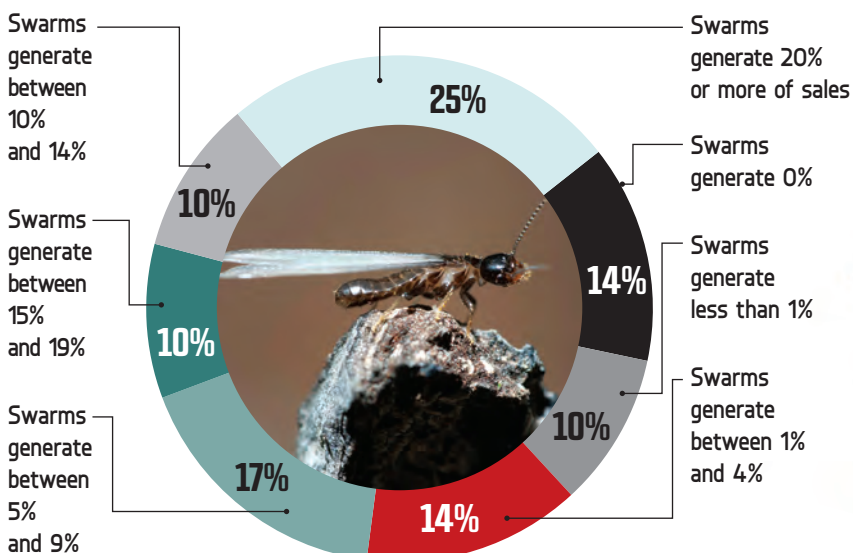
Companies surveyed were from the following regions:

Pest Management Professional (PMP) recently reached out to our readership via survey to gauge how the industry goes about the business of termite management. The info culled from this survey has been distilled to provide a current snapshot of technologies and techniques being employed by professionals in their wars against these property-destroying pests. PMP

You can reach NEPPER at wnepper@northcoastmedia.net or 216-706-3775.



New Termite Jobs Triggered (in part) by Swarms



SWARMS

Gauging to what degree swarming helps sell termite jobs produced mixed results. The majority of respondents (25%) report swarming is partly responsible for 20% or more of their termite work.



TOP 5 Termite Control Solutions

The 5 most often used technologies:

#1 Liquid treatments

#2 Bait applications

#3 Borate treatments

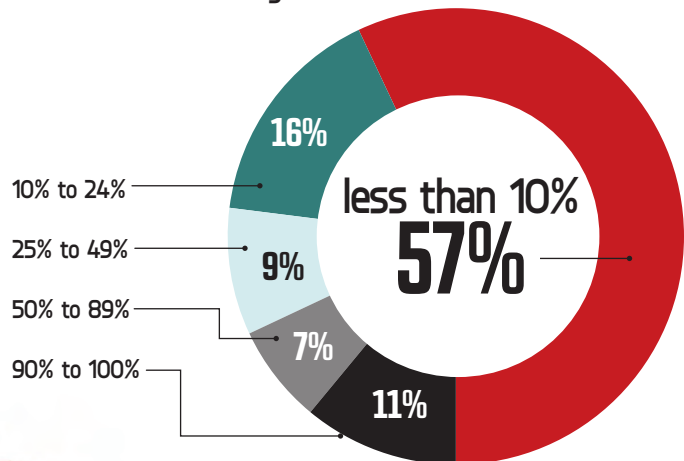
#4 Other solutions

#5 Fumigation



TERMITE BAITING TRENDS

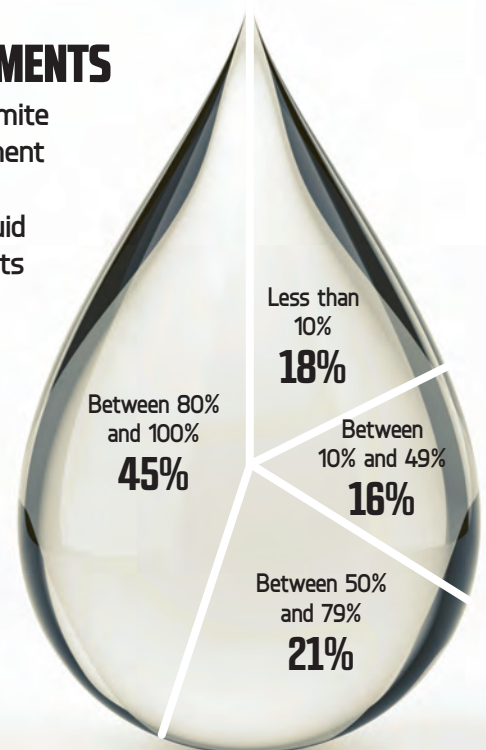
2015 Termite Management Revenue from Baiting:



Readers say the **#1** opportunity in termite management is: **a rebounding economy.**

LIQUID TREATMENTS

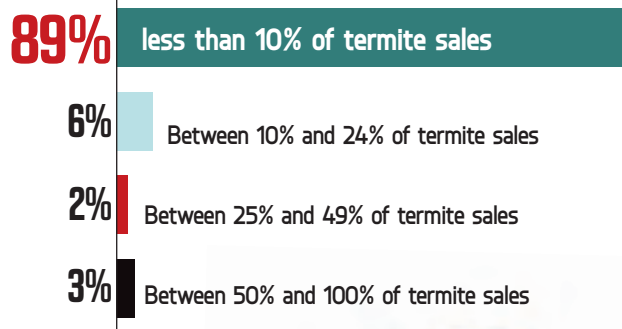
2015 Termite Management Revenue from Liquid Treatments





FUMIGATION JOBS

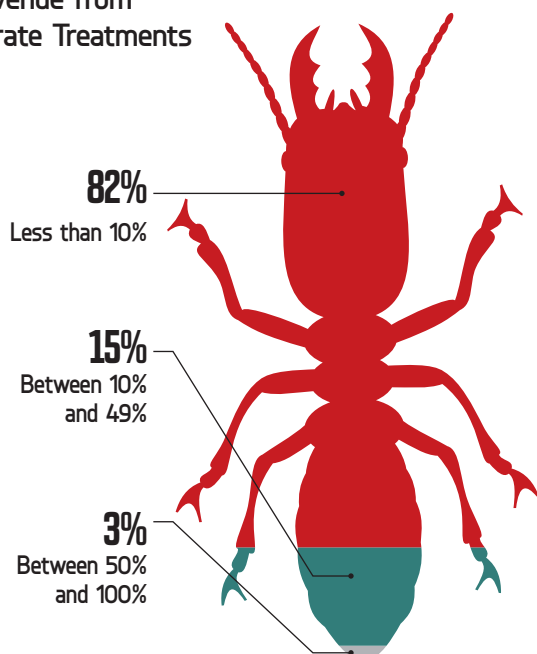
2015 Termite Management Revenue
Generated from Fumigation Jobs



Readers say the **#1 obstacle**
in the termite management business is:
the lack of swarms.

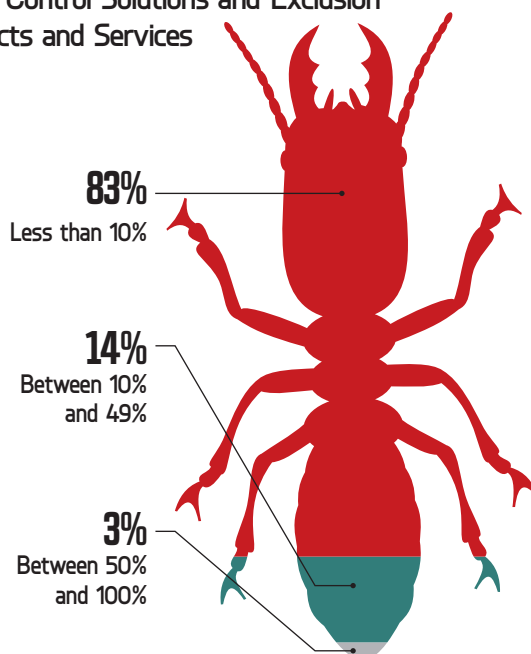
BORATE TREATMENTS

2015 Termite Management
Revenue from
Borate Treatments



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2015 Termite Management Revenue from
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Fuse[®] Termiticide/Insecticide contains 6.6% fipronil and 21.4% imidacloprid: two of the most widely-used, often-trusted and always-proven termite killers available. Both fipronil and imidacloprid are undetectable by termites so they pick up the active ingredients and transfer it back to the colony. Fuse is then transferred to other termites through social contact, soon after the entire colony is destroyed.

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