

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

# PMP Pest Management PROFESSIONAL

Nisus ..... T2

BASF ..... T3

2020

# TERMITE

# BATTLES

SPECIAL ADVERTORIAL INSERT

## Prevent damage

Bora-Care provides effective termite treatment within builders' timeframes

**F**inding a pretreatment product that would effectively control termites was only part of the equation for one pest management company.

Massey Services also wanted the product to be environmentally friendly and work within their builder partners' schedules.

After years of searching for the right type of treatment, the Massey team discovered Nisus Corp.'s Bora-Care, which met all of their criteria.

### NEW CONSTRUCTION SOLUTION

Based in Orlando, Fla., Massey Services serves customers through its various offices in Texas, Louisiana, Oklahoma, North Carolina, South Carolina, Georgia and Florida.



Adam Jones

The company offers pest prevention services to both residential and commercial properties, with about 90 percent being in the residential

sector, says Adam Jones, vice president of quality assurance at Massey Services.

Massey primarily uses Bora-Care as its new construction pretreat option when the home qualifies, based on its construction type, Jones says. Bora-Care can be used as a pretreatment to prevent and control termites, wood decay fungi, carpenter ants, wood-boring beetles and other insects.

Jones says new construction pretreats are an important part of Massey's business, but for years, "we struggled with finding the right type of treatment that coordinated well with the builders and their production schedules. Bora-Care allows us to apply the treatment efficiently to ensure we're not interrupting a builder's timeframe."

### GREEN OPTION

Massey Services also wanted to find a product that offered a more environmentally responsible approach toward protecting homes from termite damage, and Jones says Bora-Care also met that requirement.

As a green, borate-based product, Bora-Care uses a patented glycol solution that penetrates wood and provides long-term residual protection.

### RELIABLE RESULTS

Bora-Care helped Massey reduce its callback rate, too, Jones says: "Retreats are now an uncommon occurrence."

A low retreat rate saves resources, aiding in the business's growth. This pretreat product has not only benefited Massey Services, but Bora-Care also makes working with builders easier and more efficient for both parties.

Building crews don't have to evacuate the site during application, and treatment is not weather-dependent, which allows building projects to move forward regardless of

## TERMITE BATTLE

**COMPANY:** Massey Services

**BATTLEFIELD:** 90 percent residential, new and existing construction

**WAR STORY:** "Several years ago, Baton Rouge, La., flooded, and we were able to effectively and affordably retreat all our customers' homes who were affected by the flood," says Adam Jones, vice president of quality assurance at Massey Services. "We used Bora-Care with Mold-Care, which allowed much greater value and service to our customers."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Nisus Bora-Care products

**WEBSITE:** NisusCorp.com

conditions. Because Bora-Care is applied during the dried-in phase of construction, there is no need to coordinate pest control companies and cement companies.

"Bora-Care has allowed us to better serve our builder partners," Jones says. "The Bora-Care pretreat process provides a more efficient production schedule for both us and our builders."





## TERMITE BATTLE

**COMPANY:** Pest Management Systems

**BATTLEFIELD:** Residential, commercial and industrial

**WAR STORY:** Billy Tesh, owner and president of Pest Management Systems, knows termite services better than almost anyone.

The industry award winner is a longtime member and past officer of the National Pest Management Association and has worked with federal lawmakers on industry legislation. When facing infestations, Tesh and his crew design treatment plans unique to each building. For example, Pest Management Systems was once called to an old grain mill that had been converted to offices. Termites were found during the renovation. One problem area was the basement, where wood touched soil and massive wooden beams went through moist masonry walls. Technicians had to use care when applying products because workers occupied the basement. Their multiprong approach included injecting Termidor HE termiticide into voids inside the wooden beams. The result was no more termites.

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Termidor HE termiticide by BASF Pest Control Solutions

**WEBSITE:** [PestControl.basf.us](http://PestControl.basf.us)

# From lab to market

PMP Hall of Famer chooses Termidor® HE High-Efficiency Termiticide for application efficiency and the toughest jobs

**B**illy Tesh knew the effectiveness of Termidor® HE High-Efficiency Termiticide, a termiticide by BASF, even before the product hit the market.

Tesh, owner and president of Pest Management Systems in Greensboro, N.C., worked



**Billy Tesh**

with BASF and North Carolina State University on the original field tests for Termidor HE termiticide, shortly after it came out of the lab.

Tesh tried Termidor HE termiticide on a “hoarder house,” with limited access and a legion of termites on the third floor. Within a month, he found all the termites were gone, and technicians didn’t have to disturb the termite tubes.

“It was amazing to experience that and see it firsthand,” says Tesh, a longtime industry veteran and a *Pest Management Professional* Hall of Fame member (Class of 2017). “Once we started using it, our customer complaints went away.”

Even when Termidor HE

termiticide was still in the lab, Tesh had confidence in it. Termidor HE termiticide is a nonrepellent: Termites not only directly contact and ingest the active ingredient, they carry it back to their colonies.

“And Termidor HE is stable in the soil,” Tesh adds.

### FAST AND ODORLESS

Tesh likes Termidor HE termiticide because it works quickly, and technicians don’t need to apply much product. Customers like it because it’s odorless. In addition, Tesh says, the product’s maker has a solid reputation.

“BASF is a good company that supports the industry,” he says. “They stand out.”

Tesh says Termidor HE termiticide is ideal for jobs where inspection was difficult because of the building’s structure or maintenance. For

example, if rot is occurring under a home’s concrete slab, technicians can’t see whether termites are there or if the chemicals they apply reach the soil. Termidor HE termiticide’s effectiveness helps compensate for those unknowns.

