



A new going away
present for termites.

PREMISE[®]
GRANULES

A revolutionary way to provide homeowners added protection and peace of mind.

Revolutionary new Premise[®] Granules gives homeowners added protection and peace of mind against subterranean termite species.

- ◆ Only non-repellent termiticide in granule formulation
- ◆ Use as perimeter application or spot treatment
- ◆ Apply during initial visits, annual inspections and renewals
 - Spot treatment use rate: 3.0 ounces per linear foot of trench
 - Perimeter use rate: 3-10 ft perimeter band application, 1.8 pounds per 1000 square feet

Premise® Granules. A low-cost, additional layer of non-repellent termite protection.

Apply to:

- Bare soil, landscaped areas, turf grass and mulch areas
- Areas surrounding structures that are subject to termite attack
- Non-structural wood-to-soil contact situations

Quick and easy -- start killing termites instantly.

- Can be used before full structural treatment
- No mixing or set-up time
- No water needed to apply
- No bulky, heavy equipment needed
- Premise® Granules let you start protecting your customer's property immediately

Consider the revenue/profit opportunity.

- Upgrade your annual inspection
- Add value to your renewals
- Extra protection says "added value" to your customers

Simply your best choice for non-repellent termite control.

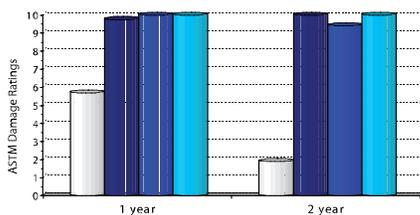
- Active ingredient, Imidacloprid, is tried and true
- More effective than repellent insecticides which rely on barriers that pests can simply walk through
- Instead, termites walk or tunnel through treated areas, then carry Premise back to their nest mates. This way, one termite can help kill hundreds of others. That's the power of the Domino Effect.™

Premise Granules is Backed by Bayer, which means it's backed by Bayer science and service no extra charge:

- Training, at your location or ours – BayerES Mobile University, the 5th Week Training Series, Coast to Coast seminars and convenient web programs
- Technical experts who troubleshoot problems
- Marketing tools you can customize for your business

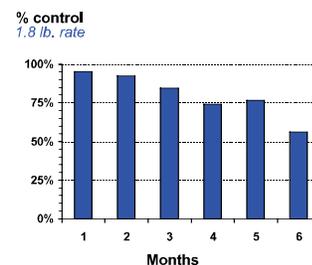


Efficacy: Soil Incorporation



□ Control ■ 5.2 oz/ft2 ■ 2.6 oz/ft2 ■ 1.3 oz/ft2
0 = Total Destruction 10 = No Damage

Efficacy: Perimeter applications



Termite activity is reduced by >75% for nearly 6 months. Reduces chance that termites will find house protected by perimeter applications!

Relax. You're Backed by Bayer.

Training. Troubleshooting. Innovating. Count on us to help you build your business now and for years to come. Get the data at bayerprocentral.com or 1-800-331-2867.

