



Premise Pre is the premium
termitecide at an affordable price.
That's good news for everyone.

Preventing termite infestations before
they have time to damage your customer's
home is key. It's also a smart way to let
customers know that you are looking out
for them by going beyond what's expected.

Now you can do both – at a reasonable
cost – with the long lasting control of
Premise Pre-Construction insecticide.



Everyone benefits when
a home is treated with
Premise Pre.



PREMISE[®]

PRE-CONSTRUCTION

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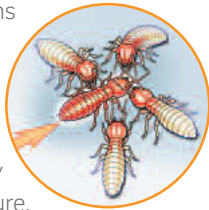
How is Premise® so different?

Premise is the most commonly used insecticide in the world, and no wonder. It offers high performance, affordability and excellent value all around:

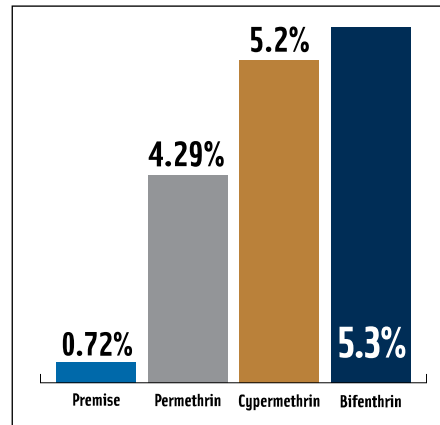
- Termites cannot detect the presence of Premise, so a perfect application is less critical (termites can slip through a repellent gap as small as 1/32")
- Unlike some other termiticides, it won't harm plumbing

Premise is the original non-repellent termiticide.

Since Premise is a non-repellent, termites can't detect it; instead, they come directly in contact with the active ingredient, -imidacloprid. Most of the other commonly used pre-treat termiticide products are repellent, which means that termites avoid treated areas, but continue to search for gaps in the treatment from which they can attack the structure.



Builders, Pest Management Professionals, and Design Center Architects can all benefit from using Premise Pre instead of less effective alternatives like cypermethrin and bifenthrin. Here's how.



Data from a study conducted in Arizona. Bayer worked with 2 pre-treat companies to review over 4 years of pre-treat history records for pyrethroid and Premise treatments in 80,000+ homes.

Pest Management Professional

It's simple. Premise Pre is easy to use. And retreat rates are dramatically low — customers' records indicate that the retreat rates with Premise® are less than 1%, compared to upwards of 5% with pyrethroids. These results were determined through a survey of treatment records over many years and thousands of treatments.

- Broad label flexibility saves time and labor
- Customer satisfaction and retention are increased

Premise also gives you the opportunity to renew contracts with Quality Wrap labeling. In most states, if a bait or borate treatment is used as a primary treatment, Premise can be used secondarily as an outside foundation wall or spot treatment.

Builder

Today it's more important than ever to differentiate yourself from your competitors. And you know that a satisfied customer means word-of-mouth referrals.



Offering Premise Pre-construction as an upgrade is a great way to accomplish all these goals:

- Customers know that you're looking out for them—even after the warranty is up
- You're protecting your reputation
- You're offering maximum quality at a price that's minimal for them, and you
- You're adding additional value to your property

It's also reassuring to know that Premise® significantly out-performs the pyrethroids that have been used for pre-construction treatment in the past. They may seem cheaper, but their retreat rates are high.

Design Center Architect

It's always nice to have options and your customers will appreciate that you are offering them one more smart choice. They can also feel confident choosing Premise Pre, because it offers excellent performance and minimal risks. And by giving them the opportunity to upgrade their termite protection, you can upgrade their perception of you.



Our promise

When you use or recommend Premise Pre, you're Backed by Bayer™ and all the science and technical support that come with it. If you have any question at any time, visit BackedByBayer.com, contact your Field Service Rep, or call us at 1-800-331-2867.

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