

# News Release



## Termidor® DRY Termiticide receives state registration in New York

For more information contact:  
Tom Hill  
BASF Corporation  
Tel: (919) 547-2829  
E-mail: [tom.hill@basf.com](mailto:tom.hill@basf.com)

ST. LOUIS, MO, July 27, 2011 –**Termidor® DRY Termiticide** from BASF Pest Control Solutions is now registered in the state of New York. **Termidor DRY** is a new method of treating drywood and subterranean termites, in virtually any wood, almost anywhere.

### About **Termidor DRY**:

>> Patented Microllose™-based formulation is a *purified micro-crystalline*

*cellulose* matrix, an extremely appetizing (more so than wood itself)

termite food source

>> For use in gallery treatments inside structures and on off-structure

treatment sites including trees, utility poles, fencing, decking, railroad

trestles, piers, beams and other structural or landscape timbers

>> Comes in small, prepackaged, ready-to-use vials, which can be used to

treat multiple structures and sites depending on termite infestation

>> Kills termites and can be transferred among termites via the **Termidor**

“Transfer Effect™”

“We are thrilled to be able to offer **Termidor DRY** to our New York-based customers,” said Nick Tresslar, Marketing Manager, BASF Pest Control Solutions. “The **Termidor DRY** formulation, applicator, method and uses create significant opportunities for the industry. **Termidor DRY** can be used in nearly any wood, almost anywhere, offering pest management professionals (PMPs) another option for termite control and opportunities to expand their termite business.”

To purchase and apply **Termidor DRY**, BASF requires each pest control company to become a **Termidor®** partner through an online training program before you can purchase **Termidor DRY**. For more information, PMPs should visit the “Become a BASF Partner” section of [www.pestcontrol.basf.us](http://www.pestcontrol.basf.us) or contact BASF Sales Specialist Tom Dolan at 908-238-9629 or [tom.dolan@basf.com](mailto:tom.dolan@basf.com).

BASF Corporation  
26 Davis Drive  
Research Triangle Park, NC 27709  
<http://agproducts.basf.com>

PMPs should visit <http://pestcontrol.basf.us/TermidorDRY> to learn more about **Termidor DRY**.

To locate a BASF Sales Specialist visit [www.pestcontrol.basf.us](http://www.pestcontrol.basf.us).  
Find us on Facebook!

### **About the Crop Protection division**

With sales of €4.0 billion in 2010, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or follow us on twitter: [www.twitter.com/basfagro](http://www.twitter.com/basfagro).

### **BASF – The Chemical Company**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,400 employees in North America, and had sales of \$17.7 billion in 2010. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, and agricultural products to oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com) or in the Social Media Newsroom at [newsroom.basf.com](http://newsroom.basf.com).

Users must always read and follow label directions.

Termidor® termiticide/insecticide and Termidor® *DRY* applications can only be performed by a licensed pest control professional.

Termidor termiticide/insecticide is not registered for termite use in the state of New York. Termidor DRY registration is pending as of March 7, 2011 in CA and NH (not submitted to AK).

© 2011 BASF Corporation. All rights reserved.