

ATBS Case Study

Advance® Termite Bait System: Bug Master



Advance On The Texas State Capitol

Massive red granite domes present a citadel seemingly unconquerable from all forces. Famous heroes, such as soldiers, firemen, Texas Rangers and a cowboy unflinchingly stand nearby ready to defend the massive structure. Even the Goddess of Liberty watches from the blue Texas sky and blesses the edifice with her protection. Yet neither the imposing walls nor the valiant champions were able to prevent one treacherous marauder from invading this site that is sacred to Texas hearts. The building is the Texas State Capitol in Austin. The villains are one of the most destructive creatures known to mankind – termites. However,

there was one conqueror that was able to protect the Texas State Capitol building and save the day – the Advance Termite Bait System, another innovative pest management solution from BASF. Bug Master saw its advantages and decided to make the switch to the “latest technology” that Advance provides.

Why Bug Master Decided To Switch

Bug Master provides pest control for the Texas State Preservation Board and the Texas State Capitol among other historical sites. Before switching to Advance, Bug Master had been using another termite bait system. “We switched to Advance because it’s the newest



The Texas State Capitol in Austin utilizes ATBS for termite baiting.

generation of termite bait systems,” said Jack Sauer, The Bug Master operations officer. “What first attracted us to Advance was the station design, plus it’s more accessible to termites. Because of its low disturbance entry into the station, it’s less disruptive to feeding termites. We also like the compressed Puri-Cell® cellulose cartridge.” Bug Master, one of Pest Control Technology Magazine’s “Top 100” pest management companies, is headquartered in Austin, Texas. Its territory stretches from Georgetown to San Marcus and from Bastrop to Marble Falls with new accounts expanding to New Braunfels, San Antonio, Houston and Corpus Christi. “We switched from another bait system to Advance because we felt Advance has more advanced technology – we always try to use the most advanced and up to-date products,” continued Sauer. “Our previous bait system was the wave when it first came out in the mid-1990s, but the new design of Advance is less disruptive to termites. We find that the low disturbance of Advance combined with a large bait load [124g] decimates colonies.”

Historical Sites Needed Non-invasive, Effective Protection

Bug Master also chose ATBS because it minimizes non-target exposure to pesticides. With its Quik-Lock™ cap and The Spider® Station Access Tool, ATBS is designed to allow only PMPs entry to stations. Handling the Texas Preservation Board accounts (which also includes the Texas governor’s mansion) is a delicate issue because of the historical contents within the buildings and the buildings themselves. “With liquids, there is drilling,” Sauer explained. “The Texas Preservation Board didn’t want anyone drilling through marble...you don’t want to start drilling at a



*Bug Master PMP,
Gordon Ramsey,
with an ATBS at the
Texas State Capitol.*

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**-Jack Sauer,
Operations Officer of
Bug Master**



historical site.” He continued, “When we first started the account, baiting was the answer to drilling issues.” At the historical buildings, The Bug Master upgraded and converted all of its previous stations to Advance stations at no expense to the Preservation Board. “We presented the Advance stations as the ‘new generation’ of termite bait stations,” Sauer said. “The Board was very receptive to the change.” Bug Master has been providing pest management solutions for the Texas Preservation Board historical sites for more than seven years. Because of the well-tended business relationship, the Board knew it could trust Bug Master to choose the best termite treatment. “I’m proud that we have the confidence and capability to handle such a high profile account,” Sauer added.

Bug Master Switches To Advance with Many Of Its Accounts

Bug Master has had great success in switching its customers to Advance. “When it comes to baits, Advance is the most popular,” Sauer said. “There will always be a place for baiting when it comes to termite control,” Sauer noted. “We have customers who are educated about termite management choices and they prefer bait systems to liquid treatments. With Advance, a few cartridges of bait are used to eliminate a colony – and we only use the cartridges when termites are active. “Nobody has a better station,” he expounded. “I think it is the most inviting station for termites in the industry because of the wood and pure cellulose. Termites love that stuff.” Bug Master is a family owned and operated business that has been servicing Central Texas since 1989.

For more information on the Advance Termite Bait System, visit www.advancetbs.com.