

THE FMC PEST EXPRESS

NEWS FOR THE PROFESSIONAL PEST CONTROLLER Issue 21 October 2009

In this edition

- HomeGuard Award
- Truth about Bifenthrin
- HomeGuard Brand Equity
- Troublesome Bees
- News and Events

HOMEGUARD GT - A GREENSMART AWARD FINALIST!



Since the introduction of HomeGuard GT to the Pre-Construction Termite Barrier Market in 2008, it has widely been considered the benchmark for high quality Termite Prevention Systems. This has again been reinforced with GT's recent achievement in gaining finalist status in this years prestigious and highly contested 'HIA Greensmart Product of the Year Award'.

To be considered for this award your product must firstly comply with some stringent entry criteria:

Assessment Criteria	HomeGuard GT Criteria Satisfied
1. Reduce Energy/ Greenhouse Consumption	• Low energy in production due to use of recycled materials <input checked="" type="checkbox"/>
2. Low impact to environment	• Eco Specified • Greensmart Partner <input checked="" type="checkbox"/> • Repellent – repels first, then kills • Reduced terrestrial impact
3. Preserves Resources	• Uses recycled polymer materials • Light weight - reduced transport energy <input checked="" type="checkbox"/> • Highly efficient - reduced material use • Eco packaging
4. Product Safety	• Non Hazardous • Non scheduled poison <input checked="" type="checkbox"/> • Concealed installation within structure
5. Reduced Pollution	• Reduced chemical toxicity through life cycle <input checked="" type="checkbox"/>



Technical Manager - Dugald North and National Sales Manager Chris Hill with the Award

The Judges were extremely impressed by GT for its versatile application to fill construction voids of any shape or size, and thereby provide precision termite management by utilizing the products unique attributes of blocking, killing and repelling. GT was included in the final six products chosen for their quality of design devoted to environmental sustainability, uniqueness and usability to the installer and homeowner.

The winner was announced at the HIA Greensmart Awards night, where GT was 'pipped at the post' by the competition winner Solamate Solar Panel. Congratulations to the winner and six finalists of the 2009 HIA Greensmart Awards, it was an extremely tough competition.

This is a great result for HomeGuard / FMC and is a testament to how highly regarded FMC and our innovative products are held in the Building Industry, and within the ever expanding base of industry partners who are environmentally conscious.

Now Available!!

New Product - HomeGuard Termiflex



Turn to the back page for all the latest details

Myths surrounding Biflex solved

See page 2 for details



HomeGuard® and Biflex® are registered trademarks of FMC Corporation, Philadelphia, USA.
Free call 1800 066 355 Website www.fmcaustralasia.com.au or www.homeguardptm.com.au
©Copyright FMC Australasia Pty Ltd 2007

Some truth's about Bifenthrin and Biflex formulations...



Myth	Fast Facts
All EC's are extremely tough on seals and washers in Spray Systems	<ul style="list-style-type: none"> • Degradation of seals is dependent on the solvents / hydrocarbons used in the formulation • FMC uses high quality, non-aggressive solvents in all Biflex formulations • In the development of Biflex Ultra Lo-Odour, FMC conducted trials that proved its advanced formulation does not cause damage to delicate seals in spray and pump equipment.
FMC are not the original manufacturers of Bifenthrin and Bifenthrin Products.	<ul style="list-style-type: none"> • FMC Corporation invented Bifenthrin and patented the molecule in 1982. To this day FMC continue to make improvements to the formulation. • Biflex is the original bifenthrin formulation all other brands are copies.
R&D companies stop spending money once they have released a product.	<ul style="list-style-type: none"> • Since the release of Biflex in 1995, FMC have introduced 5 new formulations, to satisfy customer driven needs. • In 1989 FMC started field trials with Biflex against termites throughout Australia. • 20 years later those field trials are continuing to provide important data which helps FMC deliver quality products that are backed by local data.
Suspension Concentrate formulations and Emulsifiable Concentrate's behave the same way after they are mixed with water.	<ul style="list-style-type: none"> • The particle size of the active ingredient in SC's is far greater than that within an EC. After mixing with water, an SC will tend to 'fall out' of suspension due to the gravitational pull on the relatively large particles. • The accumulation of a.i that has fallen out of suspension can cause blockages in filters, tanks, hoses and pumps. Therefore it is important that an emulsion of SC is kept well agitated throughout its use and not stored for prolonged periods after initial mixing with water.

Biflex - the original and still the best
Why risk using anything else?



Brigade Stops Ants Dead in their Tracks



Chris Durwood, Operations Manager of Complete Pest Control Adelaide, was used to dealing with customer complaints regarding black ant bait treatments. Customers were regularly disappointed with results, even after Chris explained that ant baits require time to work. Personally, Chris was also finding it difficult to measure the success of bait treatments and felt frustrated with poor results.

Rapid knockdown and long lasting residual

However all that changed when Chris started using Brigade Granules. He immediately noticed a decline in customer complaints and an increase in business. Chris firmly believes that Brigade's effective combination of rapid knockdown and its ability to provide a long lasting residual barrier against future ant invasions is a winner!

Now, customers are getting the quick results they expect. "Customer complaints aren't good for business and in the past I felt I was making excuses for a poor treatment," explains Chris.

"At times, customers can be unrealistic in their expectations of pest managers to rid a property of the ant problem. FMC's Brigade Granules, attack the pest problem at the

source. When spread over nesting areas around the property, the product can reduce ant numbers, reducing the number of ants seen by the customer, which builds their confidence that the treatment really works."



Chris Durwood - Complete Pest Control

Together We Build HomeGuard Brand Equity

Since its launch some 4 years ago HomeGuard has quickly established itself as a leader in preconstruction termite barrier market. Our success can be attributed to not only having an excellent product but also to being passionately committed to building the HomeGuard brand.

“HomeGuard® is the obvious choice for termite control”

When building your new home, insist on using the most effective and environmentally safe product available. With HomeGuard, you'll have total peace of mind that your family and pets won't be affected by harmful chemicals or sharp protruding edges. Your new home is protected by a proactive physical barrier system that blocks, repels and kills termites, backed by a 10 year warranty*.

*Insist your builder uses the HomeGuard Precision Termite Management system.



FMC FreeCall 1800 066 355

www.homeguardptm.com.au

In addition to our targeted advertising schedule, FMC has a highly skilled and motivated team that is actively promoting all the HomeGuard products. We are advertising, promoting and talking to Builders, Specifiers, Architects and Consumers on a daily basis. This is good news for HomeGuard licensed installers as you benefit from all of our advertising and promotional activities.

By the end of 2009, the team at FMC will have attended more than 34 trade nights, 9 builder functions and over 30 days of home shows, we will have advertised in over 15 national magazines, and run 12 weeks of national radio advertising (on ratings winner Nova FM) promoting all Accredited HomeGuard Installers.

FMC are actively promoting the
HomeGuard range

What does the FMC ask of you the installer, in return? We **simply ask** that you conduct your work in a **professional manner** and carry out all installations to a **consistently high standard** and in accordance with the HomeGuard manual, thereby reaffirming and further **building the equity** in the HomeGuard brand.

The FMC team are available for any technical advice and sales assistance that you may require and we welcome any feedback or ideas you have so that we can jointly improve and enjoy the benefits of our competitive offer with HomeGuard.

Troublesome Bees Turn To Dust



Kelly Croton

Sandgate Pest Control, a family owned and established pest control business on Brisbane's northside, prides itself on using only the highest quality chemicals and products.

Having been in operation for over 40 years, the team at Sandgate Pest Control know exactly which product is best for each job, and have built a solid reputation based on results.

Their product knowledge certainly impressed one customer recently, using FMC's Dagnet Dust to treat a troublesome feral honey bee population.

Excessive number of feral honey bees in camping area

Whilst undertaking a routine treatment at Moreton Island (off the coast of South-East Queensland), Queensland Parks and Wildlife asked Sandgate Pest Control's operator Kelly Croton to investigate a troublesome bee problem. The Park Ranger had noticed unusually excessive numbers of bees in a camping area and the fact that it was coming up to holiday season meant they were worried campers might soon fall victim to bee attacks.

Further investigation revealed that there was a large hive of feral honey bee's making their home within the wall cavity of the toilet block. It appeared that the space was filled with thousands of bee's nesting in honeycomb.

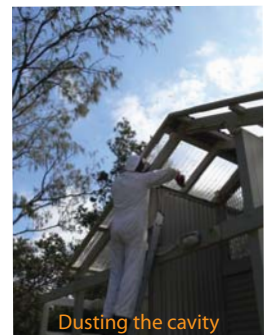
Hundreds of
bees instantly
dropped

Treating feral honey bees is not an easy or enviable task, but in this case there were very few viable alternatives, due to the location of the nest being in close proximity to the public. After exhausting all alternative methods, the Park Ranger asked that the feral population of bees be eradicated (due to the high risk of public injury).

Using an electric blower, Kelly blew FMC Dagnet Dust down into the wall cavity. "I watched in amazement, as literally hundreds of bees instantly dropped out from the bottom of the wall cavity. The treatment worked so quickly that I wasn't even stung once – something I was quite happy about!" laughs Kelly.



Bottom of the cavity after dusting



Dusting the cavity

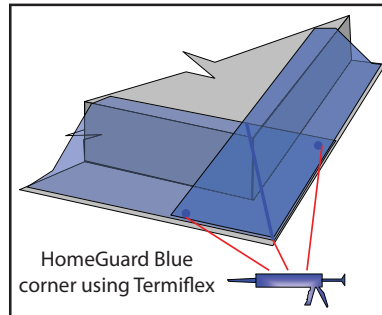
New Product HomeGuard Termiflex

FMC are pleased to announce a new addition to the HomeGuard Range - HOMEGUARD TERMIFLEX an adhesive and sealant. Termiflex is designed to revolutionise the ease, speed and flexibility of installing a continuous HomeGuard barrier. Principally the product allows the secure bonding of HomeGuard Sheet to itself and other pre-construction materials such as concrete, bricks, conduit and metal in various HomeGuard installation methods. HomeGuard Sheet can now be cut and joined, doing away with the "continuous corner", and side fixing is now possible. Additionally Termiflex will provide HomeGuard installers with a highly effective, multifunctional adhesive and sealant which will be adapted to many other uses when installing a HomeGuard system.

Termiflex contains the highly regarded termiticide – Biflex, which ensures termites are either killed or repelled by the product wherever it is applied. After seeking advice from the best chemical engineers in the business and subjecting the product to extensive Australian field trials we have developed a product that provides many qualities including:

- Multifunctional formulation– Adhesive and Sealant
- Easy to apply
- Blocks, Kills and Repels Termites
- Strong bonding characteristics
- Mould and Mildew Resistance

Look out for Termiflex at your local distributor and the warrantable uses installation manual from FMC.



Hole In One For HomeGuard!

Well it wasn't the Australian Open, Tiger Woods didn't show and the fairways weren't lined with galleries of spectators, but in May 2009, 64 golfers teed off at the Inaugural HomeGuard 4 Ball Ambrose Challenge Golf Day at Windaroo Lakes Golf Club.

Builders and Pest Controllers from all over SE Qld turned out to a perfect Autumn day at Windaroo Golf Course, with reputations on the line, fantastic prizes available and the honor to be the first group to earn the prestigious HomeGuard 4 Ball Ambrose Trophy up for grabs.

Aaron Davey from Sequence Homes could always take up the tour if he ever gets sick of carpentry with a massive 300 meter drive down the 10th followed by a 320 meter drive on the 1st to claim both longest drives for the day.

Resident Cop "Sergeant Shono Merci" had an action packed day handing out golf buggy speeding fines and conducting RBT's. A certain builder (who will remain nameless) registered .185 blood alcohol and still managed to hit a "straight" drive!

The winners of the day were Craig and Brian from Mainz Developments taking home the HomeGuard Trophy. Runners up were both Sandgate Pest Control teams.

We would like to thank all sponsors of the day, All Purpose Pest Control, Amalgamated Pest Control, Garrards, Sandgate Pest Control, Sunstate Pest Control and Termite Assassins.

Feedback from installers, builders and FMC staff on the day was positive as all had the opportunity to network and share their HomeGuard experiences and discuss new product development and business opportunities.



WE WOULD LIKE TO HEAR FROM YOU - If you have an interesting story about any FMC product please contact your local area manager and it could be you in the next edition!

FMC Contacts

QLD / NT - Jay McDonald: 0402 999 347

NSW - Trent Giddings: 0411 717 663

VIC - Jason Wright: 0417 648 064

SA / WA - Bruce Turton: 0412 485 108

FMC Head Office: 1800 066 355



New Appointment

FMC are pleased to announce the appointment of Jay McDonald Area Sales Manager Queensland and Northern Territory. Jay has an extensive background in Pest Control so feel free to contact him to discuss any of the FMC range if you require assistance.