



“Mid-summer is a very good time to install termite monitors”

Yes, actually now is a good time to do this. I know monitors are usually placed after a termite control treatment...to detect any further termite activity and as a visual reminder of the company that is protecting the house. But mid-summer is a very good time to install monitors...and to inspect (replace) those already in the ground. Here's why.

Termite foraging is in full swing during summer, especially for those species that tunnel close to the surface. When temperature and humidity are favorable, foraging termites can be found in (moist) bark mulch and wood debris at the soil surface. In fact, wood-based mulch can form a bridge across perimeter-treated soil and the structure. Although termites can eat a small amount of mulch, it provides no nutrition and they soon seek out other food. More suitable food can be found in the wood stake and the cardboard substrate of termite monitors. These can be attractive sites when placed in mulch or other ground covers—including gravel and stone.

Soil covers such as gravel and stone, may not seem very favorable for foraging termites and be overlooked as a place for a monitor. But these substrates are quite favorable—in fact, termites eat more cardboard from monitors in stone and gravel ground covers than in mulch. These rock ground covers do a much better job of lowering the temperature of the underlying soil than mulch; monitors in these materials provide a cool refuge for the day-time foragers of subterranean termite colonies.

Termite monitors are a 'reminder' of which company is providing the pest control service. Mid-summer is a good time to establish or reconfirm that service provider. The extremely wet spring experienced over much of eastern United States has resulted in large populations of earwigs, millipedes, and ground beetles. These critters will be on the march as fall approaches...and homeowners will be looking for help to control them.

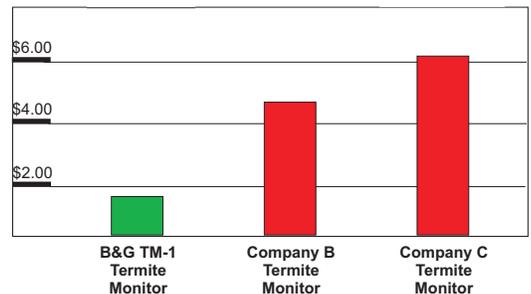
The industry's lowest cost termite monitor is a great investment for tomorrow

Termite monitoring arguably is one of the best investments you can make in your business, bar none. Surveys suggest that homeowners consider termite monitoring a valuable add-on service. And termite hits on your termite monitors create visual proof that there are termites near the structure. Homeowners are naturally concerned when they see termites in the monitors and will request your professional opinion on treatment options.

And termite monitors can **reduce customer cancellations.** Termite monitors **create a visible presence for your company** that carries over when you're not actually on-site servicing the home; which is most of the contract time. As they say, out of sight - out of mind. Termite monitors keep your company visible and relevant to your customer even when you're not there.

The B&G TM-1 Termite Monitor starts at just \$1.57 each when you purchase them unimprinted in cases of 48. Put your name on them if you order 1344 of them and your cost is under \$1.90 each. This ultra low cost permits you to set up a comprehensive termite monitoring program without it eating holes in your production budget.

Request a free sample of the TM-1 Termite Monitor. Please call 800-544-8811 x131



The TM-1 termite monitor is the least expensive termite monitor on the market. Under \$2.00 each, you can afford to invest in a sound monitoring program. 10 TM-1 Termite Monitors cost under \$20.00. 10 competitor's models cost you \$40 or more. Even in good economic times, the TM-1 is your best investment in your customer.

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