

# THE TEMPRID ZONE

INTRODUCING A DIMENSION WHERE  
ANTS AND PERIMETER PESTS CEASE TO EXIST.

- **Temprid™ delivers unsurpassed ant control**
  - Also eliminates aphids, scale and mealy bugs that produce honeydew, a preferred food source of many ant species
- **The only perimeter pest control product you'll ever need**
  - Broad spectrum insecticide
    - Controls perimeter pests that some competitive products don't
  - Flexible label
    - Can be applied outdoors and indoors
    - Can be applied as a perimeter application 3 ft up and 10 ft out from the structure
- **Money-back, satisfaction guaranteed**
  - The only perimeter pest control product that carries a money-back, satisfaction guarantee



Bayer Environmental Science

**TEMPRID™**

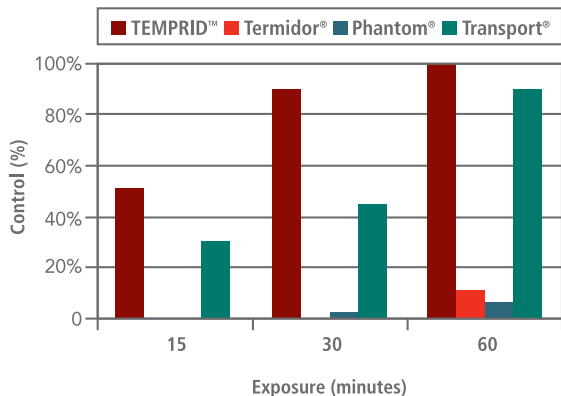
# THE TEMPRID ZONE

## INTRODUCING TEMPRID

- An easy-to-use suspension concentrate (SC) formulation
  - Packaged in a 400mL bottle
  - Maintenance rate - 8mL /gal
  - Clean-out rate - 16mL /gal
- Starts controlling perimeter pests fast
- Better pest stopping power than non-repellents

### Product Efficacy Comparison

Average of efficacy on a variety of ants, household pests and occasional invaders



Source: OE08NARBYF

## HOW TEMPRID WORKS

- Combines the broad spectrum, fast-acting control of beta-cyfluthrin with the systemic residual control of imidacloprid to provide premium performance and efficacy
  - Enhanced potency occurs when the active ingredients are combined
- Dual mode of action controls pest systemically and on contact
  - Devastating to ant populations and their honeydew food sources
- Surface and sub-surface distribution of insecticide
  - Preserves the imidacloprid benefit for soil tunneling pests

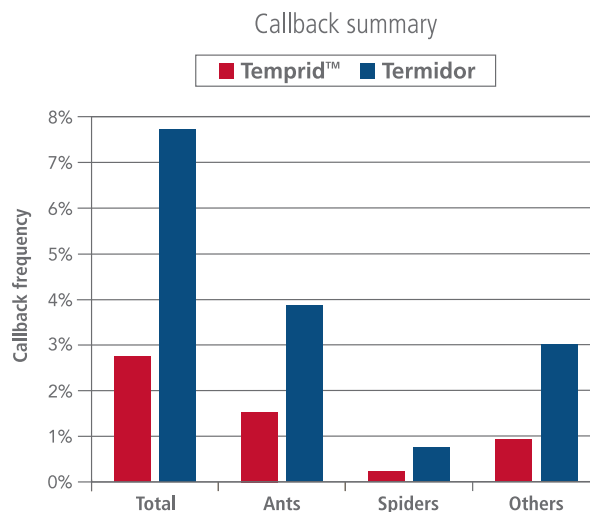
## ENTER A ZONE OF FEWER CALLBACKS AND INCREASED PROFITS

- Improve predictability in your business
  - Reduced callbacks
  - Improved route efficiencies
  - Increased customer satisfaction and retention
  - Simplified business operations – the only perimeter pest product you'll ever need

## TEMPRID REDUCES ANT CALLBACKS

- Results based on a comparison of over 4000 quarterly accounts
- Temprid cuts callback frequency by more than half

### 2008 PMP Perimeter Treatments

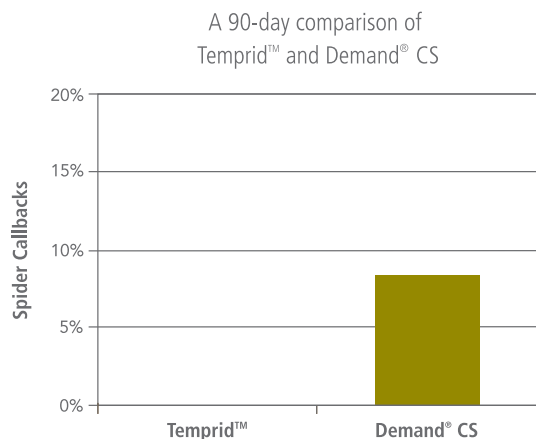


Studies used the same treatment protocol for both products  
Source: OE08NARBYD&BYE

## TEMPRID REDUCES SPIDER CALLBACKS

- Results based on a comparison of over 600 accounts over a 90-day period
- Accounts using Temprid received zero callbacks

### 2008 Spider Control Treatments



Studies used the same treatment protocol for both products  
Source: OE08NARBYL-EBA1

And remember, when you use Temprid, you're Backed by Bayer™ and all the science and technical support that come with it. It's Science for a Better Life.™ For more information ask your Bayer Field Sales Representative, call Bayer customer service at 1-800-331-2867 or visit [www.BackedbyBayer.com](http://www.BackedbyBayer.com).

**BACKED**  
by **BAYER**™

**TEMPRID**™