

News Release

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BASF leads the way in termite control with the launch of Trelona® Advance Termite Baiting System

- **New Trelona Advance Termite Baiting System makes baiting a more efficient additional or alternative approach**
- **The new system improves efficiencies through a unique, highly potent active ingredient and bait stations that are easy to install and monitor**
- **BASF has been a major innovator in termite control since the launch of Termidor® Residual Termiticide and Insecticide in 2002**

Melbourne, Australia – May 1, 2020 – The new Trelona Advance Termite Baiting System (ATBS) from BASF is now available for use by licensed pest controllers throughout Australia. The system combines two significant innovations: a highly potent new active ingredient and stylish, secure bait stations that are easy to install, check and re-fill. Together they cut down on the amount of bait and time needed to keep properties protected and set a new benchmark for termite baiting.

“We know a lot of pest controllers are looking forward to using this new system,” said Sandra Lafforgue, BASF Professional & Specialty Solutions Portfolio Manager. “BASF products have a well-deserved reputation for making pest control more convenient as well as more effective, and Trelona ATBS is another great example.”

Trelona ATBS gives pest controllers a new level of flexibility in choosing top-line termite protection for each home or business they are called to. “Technicians can tailor the control method to suit the situation, using various combinations of our market-leading termite products,” explained Mark Wilson, Technical Services

Manager, BASF Australia.

“If the terrain does not allow them to install a continuous perimeter protective zone using Termidor Residual Termiticide and Insecticide or Termidor HE Residual Termiticide, they can now put in our Advance Termite Bait System stations. Then they can make a further choice between a traditional monitoring and baiting strategy or installing Trelona in the stations immediately to activate the system from the start – what we call the Active on Application approach. The stations have various clever design features that make it really simple to successfully use either method.”

BASF has been globally recognised as one of the leading innovators in termite control since the launch of Termidor Residual Termiticide and Insecticides in 2002. “Termidor set a whole new standard for the installation of protective zones around homes and other structures allowing pest controllers to achieve even better results in less time,” concluded Lafforgue. “Now, the addition of Trelona ATBS to the BASF range completes their termite toolbox, so a full set of top-quality control methods to meet every challenge is available.”

For more detail, contact your pest control advisor or visit www.trelona.com.au.

About BASF’s Agricultural Solutions division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That’s why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2019, our division generated sales of €7.8 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.