

## No more hidden termites with Termatrac

Termites can run but the Termatrac T3i makes it difficult to hide.

Having started in Australia 14 years ago Termatrac is now in use in 29 countries worldwide having spread from Australia to Asia, Southern Europe, Africa and now the Americas. One company in India uses 120 Termatrac units. The new T3i is designed to detect, locate and confirm the presence of termites using termite detection radar, remote thermal sensor with laser guide, and a moisture sensor.

According to **Peter Baldwin**, Termatrac sales and marketing director, the Termatrac T3i has the potential to shift the paradigm in termite detection. "The Termatrac patented radar is the only device on the market that can pick up movement through almost any building material. That level of detection allows for the most highly efficient targeting of termiticide applications possible."

Australian Pest Controller of the Year **Simon Dixon** from Exopest Melbourne said, "Termatrac is science, it's the cutting edge of technology! It has depth. When you walk up to the front door, the customers see that this guy is serious. Termatrac gives you confidence, knowing whether termites are there, and to check that your treatment is working."

Now used by a large number of small independent operators in Australia and all the major Australian companies, Termatrac is successfully entering the US market. Termatrac reached the US in January 2011 in the California and Florida markets. The success of the Termatrac's termite detection radar function is supported by recent research by **Robert Hickman**, market development specialist at BASF Pest Control Solutions USA and **Dr. Brian Forschler** of the University



of Georgia. The study, published in *Insects* in January 2012, evaluated the effectiveness of localised treatment techniques for termite control using the Termatrac termite detection radar to identify live termite activity. The results indicated that the Termatrac was 90.5% effective at locating live termites. "The Termatrac readings were extremely accurate," says Forschler. "If, as recommended, we had moved the Termatrac to different areas the result would have been even more accurate."

"The consistency of the results increased our level of confidence in using the device. We found termites where the data said they would be, even in small numbers." One board tested consistently provided activity data at one location and only eight termites were recovered from that site at the end of the study.

Regardless of the termite species targeted, the utility of the Termatrac offers another benefit to pest managers in Forschler's eyes. "This is really a customer satisfaction tool," he says. "For the first time, you can show a customer activity levels without causing any destruction to property. Then post-treatment, you can prove treatment effectiveness." Such proof

goes far in not only giving customers confidence in the pest manager and the treatment choice, but also peace of mind that their home is once again protected.

**Max Ackland** from Ackland Pest in Victoria said, "If you want to be a professional you've got to have a Termatrac. It's a modern piece of equipment which makes your inspections almost worry free, removes the guesswork and 'what ifs', giving you more confidence. It enhances your expertise and I would not leave home without it."

From a business perspective, the Termatrac can help enhance the bottom line. "In Florida, the termite pressure is intense," says **Allen Fugler**, executive vice president of the Florida Pest Management Association. "Tools like the Termatrac help our pest managers competitively and economically, by increasing sales. It's a business expense that provides a return-on-investment with increased market differentiation."

Forschler agrees. "The Termatrac enhances the credibility factor for pest managers. Every serious professional should consider having one."