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YEARS OF PROTECTION



THE SENTRICON® SYSTEM:
Thirty Years of Innovation



The Sentricon® System: 30 Years of Innovation



The History of Hexaflumuron (the Sentricon® System)


To our customers, our Certified Sentricon Specialists® and to the industry: Since revolutionizing the business of termite control in 1995, the Sentricon® system has protected millions of homes, businesses, historical sites and other structures from damaging termite infestations, and is the most-recognized brand in termite control.

To help mark the 30th anniversary of the introduction of the Sentricon system, we've partnered with PCT magazine to bring you the story behind Sentricon: how the active ingredient was developed, how the Sentricon system was brought to market, how the system has changed over the years, and how we've supported Certified Sentricon Specialists (CSSs) as they've built and expanded their businesses.

We're also highlighting comments from a few of our CSSs on how Sentricon has helped them improve their bottom lines through improved customer and employee retention, increased sales of bundled preventive services and improved cash flow. Our relationship with our CSSs is the foundation upon which the success of the Sentricon system has been built, and our shared commitment to the business of termite control is a vital component of our continued innovation.

As we recognize the 30th anniversary of the introduction of the Sentricon system, we at Corteva Agriscience offer our thanks to the research community that made Sentricon possible, to the nationwide team of CSSs, to our dedicated research and field sales teams, and to the customers who have given us their trust. ♦

1981	Discovery of hexaflumuron chemistry.
1987	Dr. Nan-Yao Su discovers the termite self-recruitment process.
1988	Hexaflumuron gets its name.
1989	Dr. Su determines hexaflumuron excels as a termite bait.
1989	Dr. Su and Dow AgroSciences sign a joint venture to research and develop the industry's first termite bait delivery system.
1991	Field testing begins.
1992	Dow AgroSciences applies to the Environmental Protection Agency for federal registration and an experimental use permit.
1994	Recruit® termite bait (hexaflumuron) receives EPA registration and is the first product to be registered under the agency's Reduced Risk Pesticide Initiative.
1995	The Sentricon® system launches commercially with the Recruit termite bait label.

A photograph of Dr. Nan-Yao Su, an older man with white hair and a goatee, wearing a light-colored polo shirt. He is smiling and holding a rectangular, perforated metal prototype of the Sentricon station. The background shows a laboratory setting with shelves containing various glassware and equipment.

Dr. Nan-Yao Su with an early prototype of the Sentricon station. Dr. Su was the first researcher to document the tendency of worker termites to leave pheromone trails leading other workers to a food source.

The Story of Sentricon®

To understand and appreciate how far termite control has come since the introduction of the Sentricon® system, we have to go back more than 30 years. For much of the 20th century, subterranean termite control meant liquid termiticides placed around and underneath the treated structure. And while liquid products are still used in certain circumstances, liquid treatments have had challenges from the beginning, and still have challenges today.

First, it's difficult to ensure a gap-free treatment perimeter. Weather, shifting ground and the specifics of a given structure can all result in "holes" in the treatment — holes that can allow termites to pass through. In addition, the liquid termiticides used for much of this century tended to break down over time, further

reducing the effectiveness of the treatment.

And then there's the intrusiveness factor; at best, liquid treatments involved trenching around the treated structure; at worst, treatment required drilling through a concrete foundation.

With all that said, termite control prior to 1995 left a lot to be desired. But the entire industry would soon change, thanks to a dedicated researcher working in a lab in the southeastern United States.

DISCOVERY... Dr. Nan-Yao Su, an entomology professor and researcher with the University of Florida, had been studying termite activity for years in an effort to discover and develop more effective termite control products and methods. It was Dr. Su who first documented the process of

termite "self-recruitment," or the tendency of worker termites to leave pheromone trails to lead other workers to a food source; he knew this natural process could be used to more effectively deliver a termiticide to the colony.

The challenge? The product would have to be both undetectable and lethal to termites, and would need to be slower-acting, so as to allow the natural biological processes to distribute the termiticide throughout the colony. And, ideally, the product would be more environmentally friendly than the products used in liquid treatments, and therefore more readily accepted by homeowners.

Enter hexaflumuron. Originally developed for agricultural usage, hexaflumuron proved to be the secret weapon Dr. Su was searching for. Why?

The Sentricon® system revolutionized termite control by delivering total colony elimination, without the need for trenching or drilling, and without the chemical use associated with liquid treatments.

- **It uses self-recruitment against termites.** As termite workers leave pheromone trails that lead back to the bait, foragers continue to feed and bring it back to the colony.
- **It disrupts the termite molting process.** Hexaflumuron is an insect growth regulator that stops termites from molting. When termites can't molt, they die.
- **It's slow-acting and undetectable by termites.** Foraging termites feed and carry the bait back to the nest to share, delivering a lethal dose to the colony. Because foraging workers feed the rest of the colony, when they die off, the colony starves and dies — including the queen.
- **It's an environmentally responsible termite treatment.** Because hexaflumuron is an insect growth regulator, it is harmless to people and pets. Plus, it doesn't take a lot of the active ingredient to be effective.

... AND DEVELOPMENT. But the discovery of hexaflumuron as a termiticide was only the first step in the development of the Sentricon® system. Working with researchers from Dow AgroSciences, Dr. Su developed the original Sentricon baiting system, designed to deliver a lethal dose of hexaflumuron to the entire colony using an in-ground, tamper-resistant bait station.

To say the Sentricon system revolutionized termite control would be an understatement. In addition to being the first product registered under the



Environmental Protection Agency's Reduced Risk Pesticide Initiative, Sentricon gave termite control specialists the option of using a system that required no liquid products, no trenching and no drilling; an entire house could be treated in a fraction of the time required for a liquid application. In addition, the unique mode of action of hexaflumuron meant that the entire termite colony — not just a few workers — would be eliminated.

The Sentricon system was brought to market in 1995, boosted by an aggressive

consumer marketing effort designed to help drive name recognition and educate homeowners on the dangers of termite infestation. In 2000, Sentricon was awarded the Presidential Green Chemistry Challenge Award for replacing “widespread applications of pesticide in the soil around houses and other structures,” reducing “the use of hazardous materials” and reducing “potential impacts on human health and the environment.”

But, as it turns out, we were just getting started. ♦



The Recruit® AG FlexPack® termite bait gave CSSs a valuable tool for the treatment of aerial termite colonies, and allowed placement in corners or other hard-to-reach areas.

Sentricon®: The Evolution

Though the original Sentricon® system was a game changer for pest control professionals and their clients, the innovation didn't stop once the system was introduced. The evolution of Sentricon brought a new active ingredient, a new bait matrix and a new above-ground station, which helped make Sentricon a household name in termite control.

FIRST TERMITE-SPECIFIC ACTIVE. While hexaflumuron, the original active ingredient in Sentricon, was rightfully hailed at the time of its discovery, researchers knew there was still room for improvement in speed of action, dosage, half-life of the active ingredient and overall efficacy. That commitment to continuous improvement led to the discovery of noviflumuron, the first active ingredient developed specifically for termite control.

Like its predecessor, noviflumuron is a chitin synthesis inhibitor that kills termites by stopping the molting process. And, just like hexaflumuron, noviflumuron is effective because it uses the

termite's own biological processes against the colony, and because it's slow-acting and undetectable. But noviflumuron adds speed — colony elimination occurs in just half the time, using one-third less bait — and a high level of efficacy against Formosan termites.

REVOLUTIONIZING COLONY ELIMINATION. Ongoing research and development continued to push the performance of the Sentricon® system and provide CSSs with greater scheduling flexibility. Recruit IV, introduced in 2006, offered quarterly monitoring and double the active ingredient of Recruit III.

When Recruit HD was introduced in 2010, it became the first termite bait to gain a once-per-year service schedule. Not only did Recruit HD contain more than double the noviflumuron as Recruit IV, it offered another secret weapon: Always Active™ technology. The patented formulation of Always Active technology allowed the bait to stand up to extended exposure to subsoil environments, helping reduce the labor required for monitoring and maintenance while also

offering a more convenient experience for customers.

While perfecting our in-ground bait formulation, we were also researching a solution for aerial colonies. When Recruit AG was introduced in 1997, it allowed CSSs to place bait in direct contact with foraging workers when discovered on foundations or in crawl spaces. The Recruit® AG FlexPack® bait station, introduced in 2015, made it even easier to install bait packs in corners, around pipes or any other above-ground location where termites can be intercepted.

BETTER AND FASTER THAN EVER.

Today, thanks to ongoing input from the Certified Sentricon Specialist community, the Sentricon system has continued to evolve. Features such as RFID-equipped bait station top caps have helped service technicians get in, do the job and move on to the next site, while Sentricon with Always Active technology has given CSSs and their customers the confidence of knowing their homes and businesses are protected, 24/7. ♦



Sentricon® and Partnership Support

The partnership between the Sentricon® system and Certified Sentricon Specialists® (CSSs) has been the foundation of our shared success. Everything from the creation of the first in-ground baiting system to the fine-tuning of our revolutionary active ingredient has been achieved through the power of our combined dedication to protecting our communities. That's why our most valued partnership has always been with our CSSs.

PARTNERS FROM THE START. When we launched the Sentricon® system in 1995, we introduced the pest industry to a radically different method for treating termites, one that allowed us to totally eliminate a termite colony, without the trenching, drilling and other complications of liquid treatments.

But this innovative approach meant there was a learning curve for Authorized Operators, as our CSSs were originally known. In those early days, field sales and technical experts for Sentricon would work one-on-one to provide technical and sales training. The training covered topics such as how to sell the product, how to install and service the stations, and how to keep electronic records; for some early CSSs, this was an introduction to computer-based record-keeping.

As the business grew, the need to streamline Authorized Operator training quickly became clear. So to help gather all our training materials into one place, we created a 3-inch thick binder packed full of educational information and authorization training.

Then, in 1997, we introduced "The Book," which gave Authorized Operators information on how to market their businesses, their brands and their services to homeowners and commercial property owners alike. It also included marketing and promotional materials like consumer pull-throughs and door hangers — items now considered relics from the past, but that were revolutionary at the time.

And while The Book is no longer in use, it helped shape and evolve the tools and resources available today. We continue to invest in our industry partnership through:

- **Online training** at Sentricon University, which goes beyond the basics and helps close more sales, handle objections and more
- **Tips, testimonials and resources** shared on Sentricon Central
- **Videos to help educate and inform homeowners** about the Sentricon system



When the Sentricon® system was introduced in 1995, the idea of in-ground baiting was new to the termite control industry. Early training materials and efforts helped our "Authorized Operators" to better understand — and more effectively sell — baiting as a proven method of termite colony elimination.

From the introduction of The Book to our current web-based marketing and technical resources, our priority has always been to ensure the success of our Certified Sentricon Specialists and to help grow the business of termite control. Now, after 30 years, our commitment is stronger than ever. The partnership that began the moment the first in-ground bait station was installed is as strong today as it was 30 years ago, and continues to generate critical insights, drive product improvements and maintain the leadership position of Sentricon in termite control. ◆



While Formosan termites pose a unique challenge to any termite-control system, Hunter Ford, president, Atlantic Pest and Termite Control, Inc., says, "I haven't had a single re-emergence after treatment with the Recruit AG stations. Plus, using Recruit AG is a lot more cost-effective than standard liquid treatments, it's less labor-intensive, and it's easier on the employees."

30 Years Later: Sentricon® and the Business of Termite Control

Today, the Sentricon® system has successfully treated millions of termite infestations, and continues to deliver total colony elimination without the time, expense and labor required for liquids or foams. That's why CSSs across the country rely on the Sentricon system — even when they're facing the dreaded Formosan termite.

"During my first 12 years or so of doing termite work, we just never saw Formosans," says Jeremy Logsdon, Preventive Pest Control, Houston, Texas. "Then, about eight years ago, we started seeing a few, then a few more, mainly in the coastal areas. And then every year after, they moved farther inland; now they're downtown, they're in north Houston, basically in every area that we service."

"At first, we were doing in-ground stations and foaming aerial cartons," Logsdon says. "But once we had some experience with Sentricon and saw how it worked, we quit foaming and started using the different formulations of Recruit AG, because we felt like it gave a more thorough elimination."

Hunter Ford, president of Atlantic Pest and Termite Control, Inc., Charleston, South Carolina, says his success with Sentricon gives him and his technicians the confidence to walk into any situation and know they have an answer, even for the most fearsome Formosan infestations.

"I haven't had a single re-emergence after treatment with the Recruit AG stations," Ford says. "That's peace of

mind for our customers and for me personally, and it's a huge benefit for the business. Plus, using Recruit AG is a lot more cost-effective than standard liquid treatments, it's less labor-intensive, and it's easier on the employees."

"I have no doubts whatsoever about the product," Ford says. "I can talk to that customer, let them know what to expect, and as we go through that process, what happens is exactly what I told them would happen. I've just seen Recruit AG work too many times; I believe in it."

BUSINESS-BUILDING BENEFITS. But efficacy is only one of the benefits Sentricon offers CSSs and their customers. The annual monitoring requirements, ease of installation and cash flow-friendly business model have helped cement the position of Sentricon as the leading termite treatment in the United States, and have helped CSSs build their businesses as well as their own brands.

"Being able to offer customers a one-time treatment, without hitting them every five years with a big re-treatment cost, that's done a lot for us," Ford says. "And I think it's key that customers can see the product work; they can see the stations, they see our technicians coming in to check them, they see that they're getting something for the money. That has a lot of value."

Kevin Sherrill, Sherrill Pest Control, Manchester, Tennessee, says the easy installation process has helped his firm

maximize the productivity of every technician, and get closer to the universal technician model.

"Everyone on our team can install Sentricon," Sherrill says. "And that means we're not getting bogged down during peak servicing hours with time-consuming tasks like sending out specialists and drilling around homes"

For HTP Termite & Pest Control, Huntington, Tennessee, Sentricon helps create more customer touchpoints and helps keep HTP top-of-mind as a one-stop pest control company. "Sentricon has helped us with retention rates because we're able to be at the home a little more often," says Todd Simpson, HTP owner. "We can contact our customers through renewals, and we can bundle it with other pest control to add more value each time we do stop at the home."

Still, at the end of the day, customers want to see their termite problem disappearing, Logsdon says. And that, he says, is where the Sentricon system excels.

"Customers see termites coming through the walls or swarming around lights, and they get understandably anxious," Logsdon says. "We'll get them set up with the Recruit AG stations on the spot. We want the termites feeding on that bait right away, because once they start eating, it's just a matter of time before the colony is eliminated." ♦

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YEARS OF PROTECTION



YOU KNOW WHO'S **NOT
CELEBRATING OUR 30TH BIRTHDAY?
TERMITES.**

**THE SENTRYCON® SYSTEM AT 30:
READY FOR WHAT'S NEXT.**

Thirty years ago, the Sentrycon® system revolutionized termite control. Every year since, we've kept working to be better and faster — which is why we're still the standalone solution. Why stop now? Here's to the next 30 years and beyond.

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