

Spectracide Terminate™ 2000 Instructional Video

SCRIPT

ACCEPTED
MAR - 9 2000
Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the pesticide
registered under
EPA Reg. No. 9688-134

Time	Video Footage	Script
:30	Actor on Camera <ul style="list-style-type: none"> • SHOT OF PACKAGE WITH STAKES, DIGGING TOOL AND BROCHURE • 1.888.545.5837 	<p>Thank you for your purchase of Spectracide Terminate. Proper use of the Spectracide Terminate termite killing system is critical to achieving the desired results. This video has been produced to provide you with step by step instructions on the proper use of the termite killing system.</p> <p>If you have any questions regarding the use of the product, please call 1.888.545.5837</p>
:05	Actor on Camera	Please note the following important points before using the product.
:25	Actor on Camera	For active infestations, get a professional inspection. Since termites eat wood from the inside out, it's difficult to determine the extent of an active termite infestation. If you suspect you have an active infestation in your home, we recommend a professional inspection and some type of treatment to the area where the termites are present.
1:30	<p>“SPECTRACIDE TERMINATE TERMITE KILLING STAKES ARE NOT RECOMMENDED AS YOUR SOLE PROTECTION AGAINST TERMITES”</p> <p>IN ADDITION TO USING SPECTRACIDE TERMINATE:</p> <ul style="list-style-type: none"> • ELIMINATE SOURCES OF MOISTURE FOR TERMITES (split screen, words on top, scenes of moisture areas on bottom. • REMOVE POTENTIAL FOOD SOURCES (split screen, words on top, scenes of food sources on bottom. • APPLY A PRE-TREATMENT (video of house under construction) • HAVE A REGULAR TERMITE INSPECTION (video of inspector with homeowner) 	<p>The Spectracide Terminate termite killing stakes are not recommended as your sole protection against termites. Using the Spectracide Terminate stakes can be an important step in reducing the risk of termite infestation, however there are some additional steps you should take to reduce the risk of getting termites:</p> <ol style="list-style-type: none"> 1) Eliminate sources of moisture for termites. Check for leaky water spigots, sump pumps or sprinklers. Look for any areas that stay moist for a long time, such as mulch or under bricks or large rocks and ensure that water flows away from your home. Also check for interior leaks in pipes or from roof drainage. Pay particular attention to areas near kitchens or bathrooms, and attached porches or decks. 2) Remove potential food sources that will attract termites to the vicinity of your home. These include direct wood-to-soil contact (fences, stairs, trellises), wood piles, stumps or dead bushes and other wood debris. 3) Apply a pre-treatment. When building a new home, check with your contractor for soil pre-treatments that can be applied by an authorized pest control operator. 4) Have a regular termite inspection. Certified termite inspectors can point out other areas that attract termites to your home and may recommend other treatments such as mechanical aeration, soil or foundations treatments. <p><i>See the brochure included in the package for more information on the steps involved in a typical inspection.</i></p>

Time	Video Footage	Script
:15	Actor on Camera <ul style="list-style-type: none"> • SHOT OF PACKAGE WITH STAKES, DIGGING TOOL AND BROCHURE. 	The following section provides detailed step-by-step instructions on the proper usage of the Spectracide Terminate termite killing stakes. You must read and follow all label directions and important usage notes found on the package.
3:00	"STEP 1: MAKE A DRAWING OF YOUR HOUSE" <ul style="list-style-type: none"> • SHOT OF GRAPH PAPER WITH OUTLINE OF HOUSE-HAND NOTING DOORS, BUSHES, CHIMNEYS, ETC. • HAND NOTING TERMITE CONDUCTIVE AREAS ON THE DRAWING. • "AREAS FAVORABLE FOR TERMITE ACTIVITY:" (Bullets on screen) <ul style="list-style-type: none"> • FENCES • STAIRS • TRELLISES • WOODPILES • MULCH BEDS • WOODEN RETAINING WALLS • TREE STUMPS • LANDSCAPING TIMBERS 	The first step is to make a drawing of your house. This should be done before placing any stakes in the ground. The drawing will help you understand what areas are more likely to contain termites, find the stakes during the monitoring process, and keep track of termite activity and treatment around your home. Start with a blank piece of paper, you may find graph paper easier to draw on. Make an outline of the outside walls of your house like this one. Be sure to note areas such as doors, bushes, driveways, chimneys, etc. to help you locate the stakes during the inspection process. Next, you need to note areas around your house that are favorable to termite activity. Start by looking for areas that retain moisture, such as: areas around downspouts, water spigots, air conditioner lines, and low or moist areas with improper drainage. Other areas that are favorable for termite activity are those that contain a source of food for termites. Any place there is direct wood-to-ground contact should be noted. Examples include fences, stairs, trellises, woodpiles, mulch beds, wooden retaining walls, tree stumps and landscaping timbers.
2:00	"PLACING THE STAKES AROUND YOUR HOUSE" <ul style="list-style-type: none"> • VIDEO OF DIGGING TOOL MAKING HOLE AND STAKE BEING PLACED. Actor on Camera	Steps 2 and 3 show how to place the stakes in the ground around your house. First, a demonstration of how to install a stake in the ground. Using the digging tool found in the package, make a hole by twisting it into the ground until it is flush with the ledge located midway up the tool. Pull the tool from the ground and insert a stake. Make sure the top of the stake is slightly below ground level. <i>If you have problems using the digging tool in your soil, you may need to moisten the soil or hammer the digging tool directly into the ground. NEVER HAMMER DIRECTLY ON THE STAKE. If your soil is extremely dry or compacted, you may need to use some other tool to create the hole for the stake.</i>

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	<p>“IMPORTANT POINTS TO NOTE BEFORE PLACING ANY STAKES” (bullets on screen)</p> <ul style="list-style-type: none"> • “DO NOT SMOKE • WASH HANDS BEFORE AND AFTER PLACEMENT • DO NOT SPRAY OTHER CHEMICALS NEAR STAKES • PLACE 2-3 FEET AWAY FROM FOUNDATION OF HOUSE” 	<p>Before placing any stakes it is important that you note the following points to avoid contamination of the stakes: First, do not smoke while handling the stakes. Nicotine from tobacco products may repel termites from the stakes.</p> <p>Second, wash your hands thoroughly before placing the stakes to remove any other chemicals that may be present. Also, be sure to wash your hands after handling the stakes.</p> <p>Third, do not spray any other chemicals near the stakes. Other chemicals may repel termites, making the stakes ineffective.</p> <p>Finally, be sure to place the stakes 2-3 feet away from the foundation of your house. The stakes must be placed outside of any barrier chemical that may have been installed around the foundation.</p>
1:30	<p>“STEP 2: PLACING THE STAKES AROUND YOUR HOUSE”</p> <ul style="list-style-type: none"> • VIDEO SHOWING PATTERNED PLACEMENT OF STAKES. 2-3 FEET FROM FOUNDATION AND NO MORE THAN 10 FEET APART ALL THE WAY AROUND THE HOUSE- GRAPHIC • VIDEO OF PLACING STAKES AROUND HOUSE • HAND MAKING SMALL MARK ON THE FOUNDATION • HAND NOTING DATE AND STAKE PLACEMENT ON DRAWING. 	<p>Step 2 of the directions requires you to place the stakes all the way around the outside of your house. When placing these stakes, be sure to place them 2-3 feet away from the foundation to leave any barrier chemical undisturbed. Place the stakes at intervals of no more than 10 feet apart around the entire house. <i>It may be helpful to use a pattern to help you remember where you place the stakes. For example, start from the corner, take one step out from the house and place a stake. Then place a stake every 3 steps around the entire house. You may also want to make a small mark on the foundation to aid in location of the stakes.</i></p> <p>Be sure to note the date and location of each stake on the drawing of your house so that you can find them during the inspection process.</p>
1:30	<p>“STEP 3: PLACING ADDITIONAL STAKES”</p> <ul style="list-style-type: none"> • VIDEO SHOWING DRAWING WITH CONDUCTIVE AREAS NOTED 	<p>Step 3 of the directions requires you to place 2 or more stakes in each of the areas you noted on your drawing that are favorable for termite activity.</p>

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	<ul style="list-style-type: none"> • VIDEO OF INSTALLATION OF 3 STAKES IN AN AREA CONTAINING MOISTURE AROUND A DOWNSPOUT 	<p>These areas include those that contain a source of moisture or a source of food for termites. Stakes should be placed in groups of 2 or more close together in each of the noted areas. Be sure to place the stakes at least 2 feet away from the foundation to leave any barrier chemical undisturbed.</p> <p>Again, be sure to note the date and location of each stake on the drawing of your house so that you can find them during the inspection process.</p>
1:00	<p>“STEP 4: STORING UNUSED STAKES”</p> <ul style="list-style-type: none"> • VIDEO OF STAKES, DRAWING OF HOUSE AND DIRECTIONS FROM BOX BEING PLACED IN STORAGE BAG <p>Actor on Camera</p> <p>IF YOU LIVE IN AN AREA SUSPECTED TO CONTAIN FORMOSAN TERMITES YOU SHOULD MONITOR THE STAKES EVERY MONTH.</p>	<p>Any unused stakes should be saved for use during the monitoring process. Place any stakes that are no longer sealed in the original tray into the storage bag included in the package. We also recommend that you place the drawing of your house and the directions from the package in the bag, seal the bag and store it in a cool dry place until needed for monitoring.</p> <p>After you’ve completed these steps, please mark your calendar to remind you to inspect the stakes. This is 3 months for most areas, however, IF YOU LIVE IN AN AREA SUSPECTED TO CONTAIN FORMOSAN TERMITES YOU SHOULD MONITOR THE STAKES EVERY MONTH.</p>
3:00	<p>“STEP 5: INSPECTING THE STAKES”</p> <ul style="list-style-type: none"> • CALENDAR GRAPHIC • MAP OF U.S. NOTING AREAS WITH FORMOSAN TERMITES, HIGHLIGHTING GULF COAST, LA, HI, AND CA • INSPECTING A STAKE- PULLING FROM GROUND, HOLDING UP TO LIGHT 	<p>Each stake must be checked every 3 months for termite activity. IF YOU LIVE IN AN AREA OF THE COUNTRY SUSPECTED TO CONTAIN FORMOSAN TERMITES, THE STAKES SHOULD BE CHECKED EVERY MONTH. Formosan termites may be present anywhere in the Gulf Coast region and the Southeastern States but they are especially prevalent in the state of Louisiana. They have also been reported in the Southern California area.</p> <p>Before monitoring the stakes, retrieve the drawing of your house that was created when the stakes were installed. Use this drawing as an aid in locating the stakes and to note any activity you may have found.</p> <p>Once you have located a stake, you may inspect it by pulling it from the ground and looking for signs that termites have been in the stake. You may need to clean the dirt off of the stake and hold it up to a source of light in order to see inside.</p>

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	<p>“TERMITE ACTIVITY IS INDICATED BY:”</p> <ol style="list-style-type: none"> 1) THE PRESENCE OF TERMITES INSIDE THE STAKE 2) SIGNS THAT TERMITES HAVE BEEN FEEDING... 3) MUD HAS BEEN... <p>“STEPS TO TAKE WHEN ACTIVITY IS FOUND:”</p> <ol style="list-style-type: none"> 1) REPLACE EATEN STAKES 2) PLACE 2 OR MORE ADDITIONAL STAKES WITHIN 1 FOOT OF ACTIVE STAKE 3) NOTE AREAS OF ACTIVITY AND ADDITIONAL STAKES ON DRAWING <p>SHOT OF STAKE WITH GRAPHICS OF EACH PASSING MONTH</p>	<p>Termite activity is indicated by:</p> <ol style="list-style-type: none"> 1) The presence of termites inside the stake 2) Signs that termites have been feeding on the stake, usually indicated when the material in the stake is partially or completely missing or appears tattered 3) Mud has been pushed into the stake <p>If termite activity is found in any of the stakes, take the following steps:</p> <ol style="list-style-type: none"> 1) Replace the active stake if it is more than 50% consumed, otherwise place the original stake in the hole 2) Place 2 or more new stakes within 1 foot of the active stake 3) Note the date, activity and additional stakes placed on the drawing of your home. <p>IF TERMITE ACTIVITY IS FOUND IN ANY OF THE STAKES, CHECK ALL STAKES ONCE PER MONTH FOLLOWING THESE DIRECTIONS. Continue monthly inspections until all activity has stopped for 3 months.</p> <p>Place the remaining stakes, the drawing of your house and the directions from the package into the storage bag and mark your calendar for the next inspection date.</p>
1:00	<p>“STEP 6: REPLACING THE STAKES”</p> <p>Actor on Camera</p>	<p>Make sure you minimize the disturbance of termites during all phases of the installation and inspection process. Do this by ensuring that all stakes with activity are replaced before all of the bait is consumed. All stakes must be removed or replaced every 9 months.</p> <p>Read and follow all label directions, important usage notes, and take the additional steps listed under the “Reducing the Risk of Termites” section on the label. The steps you take to reduce the risk of infestation are not a one-time or one-year event. To reduce the risk of termites, you must incorporate a continuous program year to year.</p>
	<p>IMPORTANT USAGE NOTES:</p> <p>Spectracide Terminate termite killing stakes are not recommended as sole protection against termites, and for active infestations, get a professional inspection. Since termites</p>	<p>(voiceover of Important Usage Notes printed on screen)</p>

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	<p>eat wood from the inside out, it is difficult to determine the extent of an active termite infestation. If you suspect an active infestation, we recommend a professional inspection and some type of treatment to the area where termites are present. Stakes do not replace mechanical alteration, soil or foundation treatments.</p> <p>The steps you take to reduce the risk of termites are not a one-time or one-year event. To reduce the risk of termites, you must incorporate a continuous program from year to year.</p> <p>Transflur, the active ingredient in Spectracide Terminate, is a slow-acting insecticide. Termite baits must use slow-acting active ingredients to encourage more termites to eat the bait and die. Because it is slow acting, you will not see dead termites inside the stakes. When termite activity is observed, the stakes are killing termites.</p> <p>Results depend upon many factors and may take 1 to 4 months or longer. The time required for effectiveness depends upon how quickly the termites enter the stake and feed upon the bait. Some other factors include the type of termite involved, weather, moisture, and time of year.</p> <p>This product is intended for use only against subterranean termites, the most common type of termite found in the United</p>	

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	<p>States. If you live near coastal areas in the Southeast, Gulf coast or Southern California, you may have another type of termite known as the drywood termite. The drywood termite lives in undecayed wood with little moisture and does not maintain constant contact with the ground. Therefore, the stakes located in the ground will not work against these termites. A home could have both subterranean and drywood termites in its vicinity. These same coastal areas may also contain Formosan subterranean termites, a very difficult-to-control termite. If you live in these areas of the country, regular termite inspections are recommended to determine if drywood or Formosan termites are in your home. If you live in an area suspected to contain Formosan termites, the frequency of stake monitoring should be increased to once a month.</p>	
	1.888.545.5837	If you have any questions regarding use of the product, please call 1.888.545.5837
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