

# PROTHOR<sup>®</sup> TERMITICIDE THE PROTECTOR

The Professional  
Standard for  
protecting  
buildings against  
termites

NOW  
WITH **13 YEARS**  
PROVEN EFFICACY  
IN SOUTH AFRICA

## THE THREAT

### Termites – a serious threat to your most valuable investment

Termites cause hundreds of millions of dollars of damage to homes every single year. The fact is, your home is five times more likely to be damaged by termites than by fire!

#### Termites are a serious economic pest.

The types of termites that damage structures live together as colonies in enormous underground nests. One colony can contain more than a million ravenous wood destroying termites.

Once they have located a structure, termites tunnel underground where they secretly enter and then remain hidden within the structure as they devour it from the inside out. This makes it difficult if not impossible to detect their presence before it's too late to stop their destruction.



Termites are a serious problem that can outsmart many types of termite control products. That's why your house deserves termite protection that can outsmart the smartest termite colony.

**That protection is PROTHOR.**

## THE PROTECTOR

### PROTHOR gives you superior termite protection

Some soil treatment termite control products don't kill termites, instead they repel them. These products are effective when applied in a perfect and continuous gap-free termite barrier, but if there are any gaps in the barrier through which termites can enter, it's 'hello termites'.

#### PROTHOR is different - in two ways...

1



When applied to soil at recommended concentrations, PROTHOR is undetectable by termites as they tunnel through it... and because termites can't detect PROTHOR treated soil, they can't avoid it

2



When termites do tunnel in soil treated with PROTHOR, they are killed by their contact with PROTHOR. And because they can't detect it, they can't avoid contacting it when they tunnel in soil treated with it such as the soil around your home.



PROTHOR™ TERMITICIDE **THE PROTECTOR**

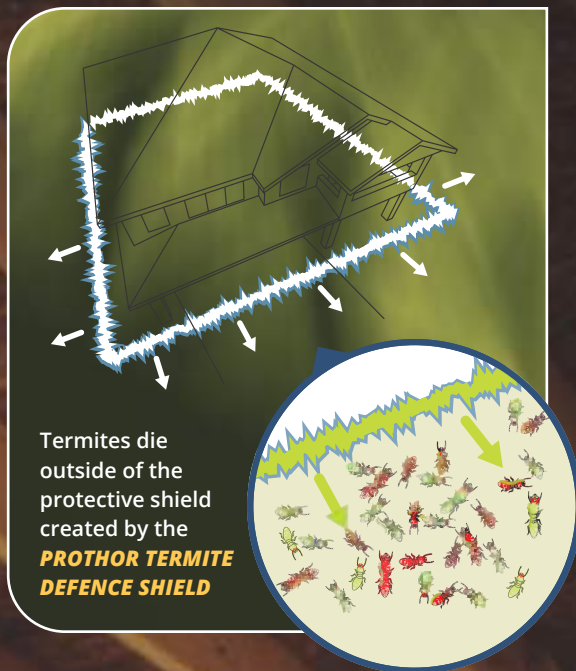
## THE DEFENCE SHIELD

### PROTHOR binds slow to bind tight

The active ingredient in PROTHOR has some very special and unique soil binding properties. Chemists call these special properties **Hysteretic Binding**.

This unique chemistry means that PROTHOR is relatively slow to bind to soil particles, but once it does bind, it grips very tightly. This means better dispersion of the PROTHOR through the soil when it is applied.

But when PROTHOR finally stops moving, it grips the soil particles around it tightly to ensure that your *PROTHOR Termite Defence Shield™* remains in place for a long time; to keep on protecting. This Hysteretic Binding effect is important because it ensures that the PROTHOR *Termite Defence Shield* created around your home is as complete and continuous as possible.



## THE PROTHOR VIRAL EFFECT™

### PROTHOR spreads from termite to termite eradicating the colony

There are two more advantages to PROTHOR that make it even more effective. First, when termites unknowingly tunnel through PROTHOR treated soil, they accumulate PROTHOR on the outside of their bodies. Second, PROTHOR does not immediately kill termites exposed to it.

So when a termite is exposed to PROTHOR treated soil, the delayed toxicity of PROTHOR allows for a period of time after exposure to PROTHOR during which a PROTHOR contaminated termite can interact with non-exposed termite nestmates. Because termites habitually clean or groom each other as part of their social behaviour, termites that clean termites recently exposed to PROTHOR are themselves secondarily exposed to PROTHOR and killed. This transmission of PROTHOR from termite to termite, which cannot be detected or avoided by termites, is referred to as the PROTHOR Viral Effect™.



### And it doesn't stop there.....

Termites are cannibals and when a termite dies their nestmates quickly eat them. Because the cannibal nestmates are unaware of the presence of PROTHOR on the dead nestmate they are eating, they too are killed, thereby multiplying the effects of PROTHOR. What began as the exposure of a small number of colony members to PROTHOR becomes a nightmare for the entire colony.



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# PROTHOR<sup>TM</sup> TERMITICIDE

## PROTECTING YOU

Don't risk your home against termite attack. When it comes to ensuring the protection of your home, PROTHOR has 13-years proven efficacy in South African conditions. In fact, through the South African Bureau of Standards Field Trials model, trials are continuing into the future with consistently strong results.

**PROTHOR and your Professional Pest Manager are protecting you every step of the way...**

1		Your Professional Pest Manager performs a thorough inspection to determine the extent of your termite problem.
2		An evaluation of the construction of your home with regards to a PROTHOR treatment. You may be advised of structural changes to your property to enhance its effectiveness.
3		Your Professional Pest Manager creates the PROTHOR Termite Defence Shield around your property.
4		A follow-up inspection after three months to ensure the success of the program in remedying your termite problem.
5		Your Professional Pest Manager performs annual inspections to ensure the long-term protection of your home.

## PROTECTING THE ENVIRONMENT

We all want to ensure our homes are safe from the ravages of destructive termites. But we also want to do it in an environmentally responsible manner, with minimal impact on the environment and our family.

Deadly as PROTHOR is to termites, it is very low toxic for your family and your pets. This is because the active ingredient in PROTHOR acts specifically against insects while having low toxicity against mammals. In fact PROTHOR contains the same active component that is found in a wide range of veterinary products that are applied directly to dogs and cats to manage fleas. It is also one of the most widely used products for use in protecting food crops from insects. In fact, the active ingredient in PROTHOR is the number one insecticide in the world.

**And PROTHOR is easy on the nose.**

In fact it's almost odourless. Furthermore, studies have shown that during applications of PROTHOR, airborne residues of PROTHOR in the structure are minimal. This means it is safe to remain at home while the PROTHOR Termite Defence Shield is being applied under and around your home. This is unlike some other termiticides which require you to vacate your home while they are being applied.

## LEADING INNOVATION

PROTHOR is designed by ENSYSTE<sup>X</sup>, a privately owned company dedicated to the supply of superior pest products. Unlike other pest management product suppliers, where urban pest control is an add-on, ENSYSTE<sup>X</sup> is singularly focused on the urban pest management market. Research facilities are located at Ensystem's international headquarters, near the world renowned Research Triangle Park in North Carolina, USA; and in Australia.

**ENSYSTE<sup>X</sup>**  
LEADING INNOVATION IN PEST MANAGEMENT

[www.Ensystem.co.za](http://www.Ensystem.co.za)

**CALL 080ENSYSTE<sup>X</sup>**  
**(080-367-9783)**

Active ingredient 200 g/L imidacloprid. Reg. No. L8794 – Act/Wet No.36 of/van 1947

**ENSYSTE<sup>X</sup> SOUTH AFRICA (PTY) LTD**

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