

PREMISE® LIQUID TERMITICIDE/INSECTICIDE
Product Fact Sheet

Termite Lifestyle

- Termites are socially interactive insects. They live together in a colony and rely on each other for survival. Worker termites forage for food and feed other colony members through a process called trophalaxis. Soldiers protect the colony from outside invaders. All termites assist each other in grooming. The termite colony is a well-organized, socially interdependent society. Without feeding, grooming, and protecting each other, the colony would not survive.

How Premise® Protects Your Home

- Premise, introduced by Bayer, delivers long-lasting effective termite elimination.

- Premise is a non-repellent termiticide, meaning that termites do not detect that Premise is present. Premise creates an undetectable “Treated Zone®” around the home, where termites unknowingly eat treated cellulose or tunnel into treated soil. As the active mode of ingredient, imidacloprid, to “non-infected” termites, they transfer this action, called the Domino Effect®, is extremely effective in controlling termites and protecting the structure of a home. Termites “infect” other termites and die.



- Unlike Premise, repellent termiticides work by creating a continuous barrier. As a result, the termites forage through cracks in the barrier and penetrate the home. Premise’s non-repellent chemistry offers better protection by not relying on this continuous barrier and, unlike other termiticides, you don’t have to wait to protect the structure of the home.

Premise Safety and Environmental Concerns

- Premise has been successfully used for eight years in homes in the U.S. and 11 years internationally. Imidacloprid, the active ingredient in Premise, is the most widely used insecticide in the world with a proven track record of success – less than one percent retreat rate. The active ingredient in Premise is commonly used in consumer products for both people and pets. Premise has no odor.

Treatment Options for Powerful Termite Protection

- Premise gives PMPs a variety of application options that can be customized to control *any* termite infestation. Whether it’s a ground and/or aerial infestation, Premise delivers immediate outdoor and indoor control.