

# Leading-Edge Chemistry Cuts Callbacks, Generates Referrals



FROM SCORPIONS TO STINK BUGS,  
DEMAND INSECTICIDE PROVES TO  
BE A FORMIDABLE FOE FOR A BROAD  
ARRAY OF STRUCTURAL PESTS.

Greg Hunt, president of Preventive Pest Control, Phoenix, Ariz., likes the long-term efficacy of Demand CS, even in difficult environments like 120-degree temperatures.

Like the Crown Leadership Award winners, Syngenta products are proven performers that deliver results. Learn how PMPs rely on Syngenta's technical expertise and innovative products to gain the upper hand when battling a broad range of pests.

#### DEMAND® CS DELIVERS: FROM SCORPIONS...



Scorpions are nothing to fool around with so when a developer of high-end real estate in Queen City, Ariz., reached out to Preventive Pest Control for help, Branch Owner Justin Bradshaw took action.

Bradshaw didn't know the severity of the infestation until the customer gave him a jar half-filled with the pests. On any given night, the homeowner could go outside with a black light and pull 40 to 50 scorpions off his property. "It was just an ongoing battle that terrorized his family," he said.

And a frustrating one, as the customer already had tried numerous pest control companies and various treatment approaches with no success.

Bradshaw immediately started bi-monthly perimeter and yard spot treatments using Demand® CS insecticide with iCAP Technology™. Within two months, the developer's scorpion problem dropped to one or two pests every other month. "The effect that Demand CS had on those



scorpions was just unbelievable,” recalled Bradshaw.

In Phoenix, Preventive Pest Control Owner Greg Hunt faced his own scorpion problem. When he moved into his neighborhood he had no idea it was “the most infested scorpion area on the map.”

He applied Demand CS around the perimeter of his home, got results, and soon was signing up the neighbors. It was the “buzz of the neighborhood,” recalled Hunt.

The treatment didn’t completely eliminate the pests, but homeowners who had the Demand barrier “force field” saw significantly fewer scorpions than those who did not.

Hunt has relied on Demand CS for most of his company’s 15 years. Preventive Pest Control now operates in six states and has nine locally-owned branches serving more than 50,000 customers. “We decided early on in our career that if we are going to do this, we are going to do it right,” he said, which included using the best products available.

Switching to a lower-cost product in a tight economy is tempting, but in the long run it doesn’t deliver the promised margins, according to Hunt. He tried a different product once – “one of the biggest mistakes of my career.” Employees expressed so much concern about not providing reliable results he switched back to Demand CS. “Once you compromise your product you are compromising your service.”

And if you are going to guarantee that service, you’d better back it with a product that holds up for 60 to 90 days, even in difficult environments like 120-degree temperatures, he said. “Demand has proven itself time and time again, year after year.”

Bradshaw continues to get referrals for service with Demand CS from his developer client 11 years later.

People won’t refer their business if they know you’re compromising the protection of their greatest investment by using a lesser product, advised Hunt. “At the end of the day, you have to use what is going to take care of the customer.”

#### ...TO STINK BUGS



As they march across the nation, brown marmorated and kudzu stink bugs have many pest management professionals scrambling for control solutions.

Now they can rely on Demand CS and Demand EZ insecticides to control these non-native pests on outdoor surfaces in 33 states. The pests recently were added to the

Demand CS and Demand EZ have a long history of reliably controlling more than 30 common insects and pests. The addition of the brown marmorated stink bug (*Halyomorpha halys*) and kudzu (or Globular) stink bug (*Megacopta cribraria*) gives professionals’ a long-lasting control option that can withstand adverse environments.

Syngenta’s patented iCAP Technology keeps the products’ active ingredient on the treated surface, “so it is available to the pests without breaking down,” said Roper. A proprietary manufacturing process encases the active ingredient, lambda-cyhalothrin, in different sized microcapsules that hold their shapes and stay where sprayed

#### THERE ARE MICROCAPS, AND THERE’S ICAP

##### What makes Demand® CS and EZ insecticide reliable?

It’s all about the formulation. The patented iCAP Technology™ from Syngenta encapsulates lambda-cyhalothrin in a strong, dual-walled polymer, which forms cross-links around the active ingredient and extends its release rate up to 90 days.

And, a mixture of capsule sizes provides both immediate and long-term control: smaller capsules cling to insects for quick knock down, and larger capsules release active ingredient over time.

Long residual is essential to providing a reliable, preventive service, said Preventive Pest Control Owner Greg Hunt in Phoenix. “Customers can sleep well at night knowing Demand capsules around the house are protecting it from whatever is out there.”

A 2010 study by the Syngenta Vero Beach Research Center found the complex formulation of Demand CS maintained a higher level of insect mortality on porous and non-porous surfaces for longer periods compared to generic microcap formulations of lambda-cyhalothrin. Even 60 days after treating unfinished drywall, Demand CS controlled 80 percent of German cockroaches.

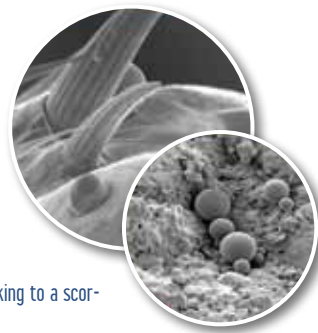
“When you use a microcap that doesn’t have a quality formulation, it will either implode or seep down into the surface so there isn’t enough of the active ingredient available on the surface for the insect to access and the control is reduced,” said Research and Development Specialist Carol Wyatt-Evens.

The complex microcap formulation of Demand CS makes it ideal for indoor and outdoor use. It has little or no odor, is water-based, and has low, flexible use rates for structures, food handling areas, lawns, turf and ornamentals.

Because it controls more than 30 insects and pests, “we don’t need to have a huge array of products on our belts,” said Hunt.

Plus, customers think the electron-microscope photos of Demand CS capsules sticking to a scorpion are really cool, he added.

“Those pictures speak volumes to what is happening at people’s homes,” added Hunt. “When I can demonstrate the technology for a customer visually, that can make all the difference.”



products’ labels as part of a FIFRA Section 2 (ee) recommendation.

These stink bug species have few, if any, natural enemies, explained Dr. ElRay Roper, senior technical representative, Syngenta Professional Pest Management. “They can build up huge populations, and, until now, pest management professionals have had few tools labeled to help control these invasive pests around homes and other structures.”

for up to three to four months, providing an effective barrier treatment (see related story).

Pest management professionals using Demand for stink bug control should have a copy of the label and the FIFRA recommendation on hand when treating. The full Section 2 (ee) recommendation and a list of states where it is applicable can be found here: <http://www.syngentaprofessionalproducts.com/speciallabels>. 📄