



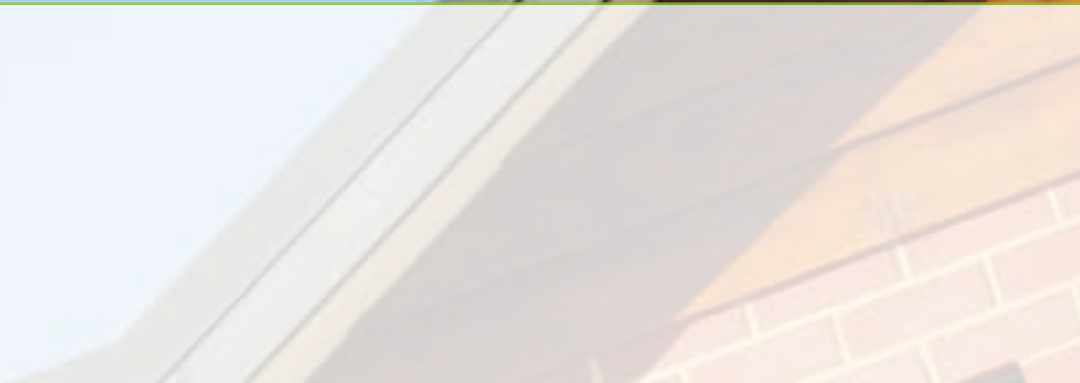
**MAXXTHOR™**  
TERMITICIDE & INSECTICIDE

**DON'T LET YOUR DREAM  
BECOME A  
NIGHTMARE**



**...GET RID OF THE  
PESTS!**

WITH COMPLIMENTS:



# MAXXTHOR™ TERMITICIDE & INSECTICIDE

**Maxxthor is a high-performance, long-lasting insecticide that provides excellent control of termites, spiders, ants, fleas, cockroaches and a wide range of other insect pests.**

**In the hands of your professional pest manager, Maxxthor is a potent weapon in the war against insect pests!**

## IMPROVING ON NATURE.

The active ingredient in Maxxthor is bifenthrin. Bifenthrin belongs to a class of insecticides referred to as pyrethroids. Pyrethroids are modelled after a natural insecticide compound called pyrethrum that is found in the extract of a plant native to Africa, the pyrethrum daisy. Maxxthor is a revved up, synthetic version of pyrethrum that has some qualities that pyrethrum itself lacks.

## DESIGNED FOR PROFESSIONAL PEST MANAGERS.

Only Professional Pest Managers have the training, knowledge and experience to properly protect your home from the threat of termites and other pests. And Maxxthor was developed and formulated specifically for use by Professional Pest Managers to be highly effective and long-lasting.

## SUPERIOR TERMITE MANAGEMENT.

When a chemical soil barrier is the preferred method of termite management, a superior termiticide is required. And when you're controlling termites with a soil applied chemical barrier, it makes sense to use the active ingredient that works the longest. And according to many scientific studies, Maxxthor has the longest lasting residual of any active ingredient currently used against termites.\*

When choosing a chemical barrier product, you also want to be sure to choose one that stays where it's put. Because Maxxthor is very insoluble in water, it will not move or leach from wherever your Professional Pest Manager applies it.

Maxxthor is a water-based insecticide that is further diluted with water prior to use. It also has a very high Log K<sub>oc</sub> value. This is a measure of how tightly it binds to the soil, and of course the bifenthrin in Maxxthor binds more tightly to soil particles than any other termiticide. After the water evaporates, a potent, long-lasting termite barrier is left behind.

Because it is purely water based, Maxxthor is odourless during application and it will not stain.

Maxxthor comes with the full technical support of its manufacturer, Ensyslex. Ensyslex is an innovative, research oriented, privately-owned, international company that has technical support personnel located across Australia. This means total support of your Professional Pest Manager's use of Maxxthor is always available.

## EFFECTIVE AT LOW CONCENTRATIONS.

Independent tests have shown that Maxxthor both kills and repels invading termites. And it does this at much lower levels than many other termiticide active ingredients.

Competing products using other types of active ingredients may require the application of 400% to 1200% as much active ingredient to equal the killing and repelling power of Maxxthor.

That's a clear advantage you'll want at work protecting your property.

## SUPERIOR SOIL PENETRATION AND BINDING.

Maxxthor excels at getting to where it needs to be and staying there. Whether you're dealing with a treatment to a new building under construction or the protection of an existing property, the soil wetting properties of Maxxthor help ensure quality results.

Soil wetting agents used in Maxxthor promote wide dispersion of the active ingredient in the soil. Wide dispersion of the active ingredient means a more complete and continuous barrier is left in the soil. The more complete and continuous the barrier, the less likely breaks in the barrier will occur that would allow termites to enter your property.

## STAYS WHERE IT SHOULD. DOESN'T GO WHERE IT SHOULDN'T.

Once applied, molecules of Maxxthor become tightly bound to individual soil particles. This means it stays right where your Professional Pest Manager, based on their training and experience, places it. Water running in or over soil containing Maxxthor will not cause it to move within the soil or become less concentrated.

Maxxthor is very low in volatility. That means it resists forming a vapour and entering your living space after it is applied. Low or no airborne residues mean you and your family are not exposed to Maxxthor in the air you breathe.

## KEEPS PROTECTING LONGER.

The longer a termite barrier lasts the better. That's obvious. What's not so obvious is the considerable difference between how long some different termiticides remain effective after they're applied. Even when properly applied, the active ingredients in some competing products begin to lose their effectiveness very quickly. A recent, totally independent study by Dr Martin Horwood of Forest Resources Research, New South Wales Department of Primary Industries showed that the active ingredient in Maxxthor was far superior to the so-called non-repellent termiticide actives which broke down within just 12 months!\*

In contrast, bifenthrin has been shown in some studies to still be hard at work after more than 10 years. That's longer than any other active ingredient in use today. And CSIRO studies performed here in Australia also confirm the effectiveness of Maxxthor.

## STARTS TO WORK QUICKLY.

Different termiticide active ingredients control termites in different ways and at different speeds. For instance, some products, referred to as non-repellents, actually allow termites to continue to come and go from the ground to your house for a period of time after they are applied. But Maxxthor forms a barrier that begins to exclude and kill termites from your property the moment it's applied.

## MAXXTHOR – THE RIGHT CHOICE TO MAKE FOR SUPERIOR TERMITE MANAGEMENT.

Maxxthor combines the powerful protective action of a pyrethroid with the longest lasting residual of any termiticide product. Make Maxxthor your choice for termite control today.

## MAXXTHOR - FOR EVERYTHING ELSE THAT MIGHT BE BUGGING YOU.

Maxxthor is highly active against all kinds of pests – spiders, fleas, ants, cockroaches. You name it and most likely Maxxthor can handle it. Maxxthor is much more active against many insect pests than other pyrethroid active ingredients.

And it's the only pyrethroid that's equally effective at low application rates against both spiders and insects. Low application rates are better for you and the environment around you.

## STAYS AT WORK. STAYS WHERE IT'S PUT.

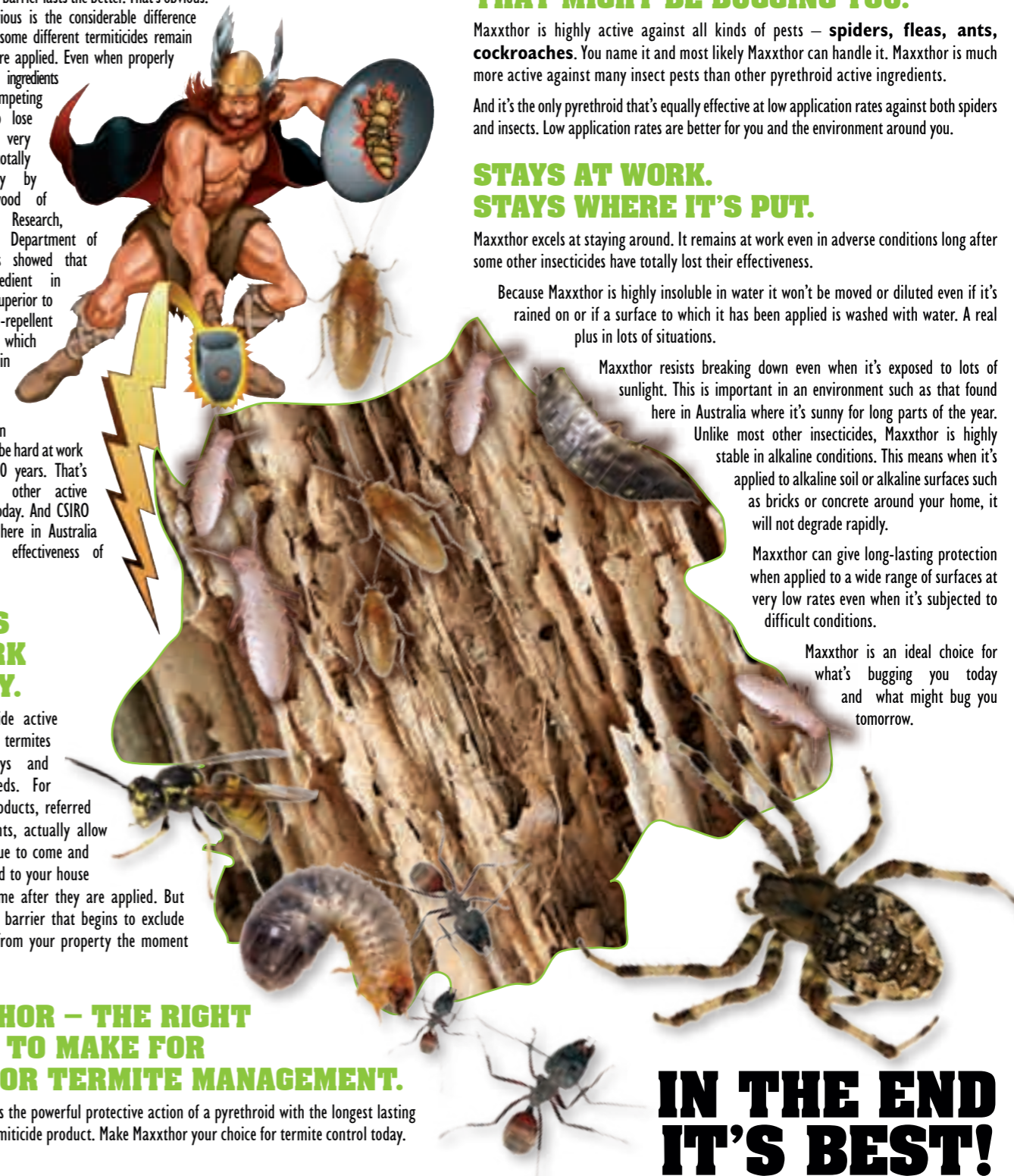
Maxxthor excels at staying around. It remains at work even in adverse conditions long after some other insecticides have totally lost their effectiveness.

Because Maxxthor is highly insoluble in water it won't be moved or diluted even if it's rained on or if a surface to which it has been applied is washed with water. A real plus in lots of situations.

Maxxthor resists breaking down even when it's exposed to lots of sunlight. This is important in an environment such as that found here in Australia where it's sunny for long parts of the year. Unlike most other insecticides, Maxxthor is highly stable in alkaline conditions. This means when it's applied to alkaline soil or alkaline surfaces such as bricks or concrete around your home, it will not degrade rapidly.

Maxxthor can give long-lasting protection when applied to a wide range of surfaces at very low rates even when it's subjected to difficult conditions.

Maxxthor is an ideal choice for what's bugging you today and what might bug you tomorrow.



# IN THE END IT'S BEST!



\* Refer to the recently published scientific study by Dr Martin Horwood, Forest Resources Research, New South Wales Department of Primary Industries. His study Rapid degradation of termiticides under field conditions was published in the Australian Journal of Entomology (2007) 46, 75-78.