

# News Release



## **BASF Pest Control Solutions launches SmartSolution for Fleas**

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ST. LOUIS, MO, August 10, 2011 – Pest Management Professionals (PMPs) looking for a reliable treatment to control fleas can turn to the SmartSolution for Fleas from BASF. The SmartSolution for Fleas is a comprehensive guide that combines a strategic inspection and application plan with the latest pressurized technology and advanced products for flea management.

“The SmartSolution for Fleas is for PMPs who require an efficient treatment that minimizes technician time and labor, and homeowner inconvenience,” said Nick Tresslar, Marketing Manager for BASF. “SmartSolutions go beyond chemical treatments. BASF experts arm PMPs with information they need to create the most effective pest management programs for their customers.”

The SmartSolution for Fleas outlines how to identify the presence of fleas and the source; identify larval developmental sites; assess sensitive situations with the homeowner and implement non-chemical controls as a part of six steps for putting together a comprehensive program.

Additionally, powerful BASF insecticide products are integrated in the SmartSolution for Fleas, including:

>> Prescription Treatment® brand **Alpine® Flea Insecticide with IGR**,

a product that delivers quicker knockdown, longer-lasting control, and

better affordability than the leading competitive flea control product.

>> Prescription Treatment® brand **Cy-Kick® CS Controlled Release**

**Cyfluthrin.**

Prescription Treatment® brand **565 Plus XLO® formula 2 Contact Insecticide.**

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To learn more about SmartSolution for Fleas or other treatments in the family of SmartSolutions (termites, ants, bed bugs, rodents, occasional invaders, German cockroaches, or flies) visit <http://pestcontrol.basf.us/solutions/smart-solutions/fleas/index.html> or contact your BASF Pest Control Solutions sales specialist.

### **About the Crop Protection division**

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With sales of €4.0 billion in 2010, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or follow us on twitter: [www.twitter.com/basfagro](http://www.twitter.com/basfagro)

## **BASF – The Chemical Company**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,400 employees in North America, and had sales of \$17.7 billion in 2010. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, and agricultural products to oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com) or in the Social Media Newsroom at [newsroom.basf.com](http://newsroom.basf.com).

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