



TAURUS® DRY

Termite Control

powered by Fipronil

The team at ABC Home & Commercial Services in Austin, Texas, is currently testing Taurus Dry against drywood termites. They're already seeing results, and are hopeful it could be a great addition to their service offerings.

"There's a void in this market for an effective product such as this," says Dr. J. Santos Portugal III, technical director and entomologist at ABC Home & Commercial Services. "We are absolutely excited about the potential of this new product."

Results from initial accounts have been encouraging, he says, but what really sticks out to termite specialists is the ease of use offered by the PDS.

The flexible straw applicator on the PDS bends into areas of least resistance, allowing termite specialists to work the product further into galleries to make more precise, targeted applications, Dr. Portugal explains. One termite specialists even noted that the device provided the right amount of pressure to get the product deep into galleries, cracks and crevices.

The PDS also adds to the overall professionalism of termite specialists in the field — something never to be underestimated, says Dr. Portugal.

"With this industry, image is a big thing," he adds. "If you come in with a professional image, your customer feels much more confident, in my opinion, on your ability to conduct a professional service."

Taking a look at this product from the other side of the business, Dr. Portugal says he believes Taurus Dry could open new revenue opportunities.

"Drywood termites are quite often treated by whole-house fumigation, which can be expensive and labor-intensive," he explains. "With a product like this, we would have more confidence in offering this spot treatment option as a service, potentially allowing a larger base of customers to utilize our service."

And at the end of the day, that's one of the main factors that drives the CSI to continue innovating.

"One of the things CSI really tries to do in its development is to be very PMP-centric," says Dr. Janis Reed, BCE, technical services manager CSI's product development team. "We try to make decisions that will help the PMP, help their business grow, and help their bottom line. That's where our inspiration comes from."

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-J. Santos Portugal III, Ph.D.
ABC Home & Commercial Services
Austin, TX

