

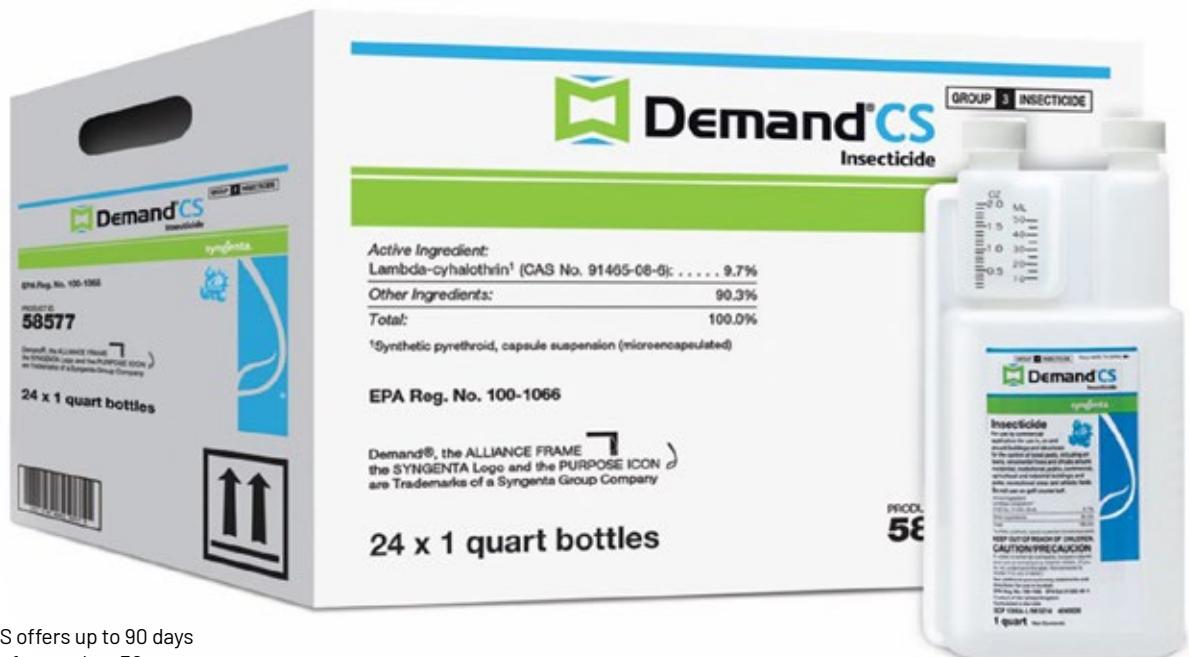


**THE CROWN
LEADERSHIP**
AWARDS // 1988-2021

ADVERTORIAL

CONTROL YOU CAN COUNT ON

Demand CS insecticide gives PMPs confidence between service visits and introduces new services that boost the bottom line.



Demand CS offers up to 90 days of control of more than 30 pests, including mosquitoes, ticks, fleas, ants and cockroaches.

It's not unusual in rural, northwest Kansas to drive 80 miles to perform pest control service. As such, technicians might see those customers only a few times a year.

But that doesn't stop Hinkle Termite & Pest Control in Colby, Kansas, from promising clients a pest-free environment. "We put a guarantee on that service," says Nolan Hull, the company's assistant manager.

Demand® CS insecticide, the company's go-to product for exterior perimeter treatment, makes this possible, he says. "We have a lot of faith in Demand CS," assures Hull.

The insecticide, he says, stands up to the harsh Kansas weather and sun, which can readily break down competing products.

Why does Demand CS last longer?

"The unique design of its microcap differentiates it from other, similar microencapsulated formulations," explains Dr. Eric Paysen, technical services manager for Professional Pest Management (PPM) at Syngenta, North America. "There have been lots of microcaps that have attempted to copy this technology from Syngenta and none of them have come up with that secret sauce," he says.

Lambda-cyhalothrin, the active ingredient in Demand CS, is encapsulated with iCAP technology™, a proprietary formulation technology from Syngenta that protects it from weather and regulates its release. The microcaps are composed of two polymer walls with a spongy interior. The inner and outer walls are cross-linked, creating a strong bond – the larger the microcap, the greater the number of links, and thus the greater its durability.

These microcaps vary in size from 5 to 25 microns. The smaller ones fall into cracks and crevices where pests harbor and break soon after application, delivering fast knockdown. The larger, more durable microcaps sit atop the treated surface. They break down over time, slowly releasing active ingredient for a long-term residual.

Additionally, the microcaps are lipophilic; they're attracted to the lipids in the insect's waxy exoskeleton. "As insects trail through the minefield of microcaps, it's almost like a magnet with the microcaps adhering to their exoskeletons," says Dr. Paysen. "As the insects move around, the microcaps rupture, releasing a lethal dose of the active ingredient."

Reliability creates new service opportunities.

Trust in Demand CS led Sherrill Pest Control in Manchester, Tennessee, to introduce a new carpenter bee program in 2020.

Previously, the company applied a generic insecticide to log and wood structures only when customers called to complain that the bees were drilling into their homes. Callbacks, however, were a problem.

That's when Jason Heiser, a senior service team lead at the company, suggested switching to Demand CS. The difference was notable. "It works phenomenally," he says.

Sherrill Pest Control now markets a preventive carpenter bee service in early spring that typically requires only one treatment because of the effectiveness of Demand CS. This aligns with the company's commitment to environmental stewardship.

"We don't want to apply any more product around a person's home than what we have to (in order) to get a good end result," explains Heiser.

Revenue for the service doubled last year, and Heiser expects additional growth as word of the program spreads. "We've gotten really good results and minimal callbacks with Demand CS," he says.

Callbacks are the bane of the industry. They disrupt the customer's life and the workflow of the pest management professional (PMP). They reduce company profitability and technician earning potential.

Features & Benefits

Demand CS is a tried-and-true pest control solution with nearly three decades of use in the structural pest control industry. The popular insecticide offers peace of mind, reliability and flexibility, according to Syngenta, with a powerful active ingredient and proprietary formulation that targets dozens of pests, helping to reduce callbacks. Other features and benefits include:



Immediate and long-lasting control with iCAP technology, which helps the product easily adhere to pests' waxy cuticles as they travel along treated surfaces and protects the active ingredient from harsh environmental conditions like UV rays and pH extremes.

Residual control with controlled release of the active ingredient *lambda-cyhalothrin* for up to 90 days.



Control of over 30 common pests, including mosquitoes, ticks, ants and cockroaches, as well as guaranteed control of public health pests as part of multiple SecureChoiceSM assurance programs.

To learn more about Demand CS and SecureChoice assurance programs, visit SyngentaPMP.com/DemandCS.



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Demand CS is available in 8 ounce (right) and 1 quart (left) bottles.



Demand CS, however, has delivered proven, long-lasting control of pests for many PMPs. In fact, it is the product that allowed the industry to shift to quarterly from more frequent control programs.

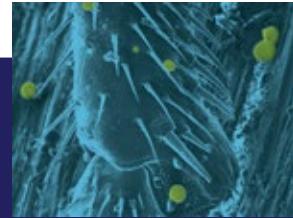
“More products are entering the industry claiming 90-day control, but this has been a trusted product for many PMPs throughout the years,” reminds Dr. Paysen. “The control that PMPs get with Demand CS speaks for itself, and it continues to be the pinnacle of success for many.”

Customers expect results, which means it’s important to choose products wisely. “It just seems like Demand [CS] is the one that gets you the best results – the longest results – for the customer,” says Heiser.

A broad label listing 30-plus pests – mosquitoes, ticks, spiders and scorpions, among them – is just one more reason to use Demand CS, say PMPs. 🍷



To learn more about Demand CS and the residual provided with iCAP technology, visit SyngentaPMP.com/DemandCS.



The lipophilic microcaps, shown in green, adhere to the insect’s waxy exoskeleton.

WHAT IS iCAP TECHNOLOGY?

Demand CS with iCAP technology was the first micro-encapsulated pyrethroid product in the professional pest management industry. As a unique and highly effective formulation developed by Syngenta, it forms millions of multiple-sized, dual-walled microcaps around the active ingredient (*lambda-cyhalothrin*) that easily adhere to pests’ waxy cuticles as they travel along a treated surface. Smaller microcaps release the active ingredient quickly for immediate control, while larger microcaps release the active ingredient later for long-lasting, residual control. Demand CS is part of the PestPartnersSM 365 Program from Syngenta.



“AS INSECTS TRAIL THROUGH THE MINEFIELD OF MICROCAPS, IT’S ALMOST LIKE A MAGNET WITH THE MICROCAPS ADHERING TO THEIR EXOSKELETON.”

– DR. ERIC PAYSEN, TECHNICAL SERVICES MANAGER FOR PPM AT SYNGENTA, NORTH AMERICA

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FOR LIFE UNINTERRUPTED[™]

“We need a **proven, reliable product.** Demand CS works and continues to get results.”

BEN STOWE
MOXIE PEST CONTROL
LEES SUMMIT, MO.

There's a reason why 90% of Demand[®] CS insecticide users agree it's a must-have product for perimeter pest control.¹ Demand CS with iCAP technology[™] offers excellent, long-lasting control of more than 30 pests including cockroaches, mosquitoes, ticks and more. Plus, as part of several SecureChoice[™] assurance programs, Demand CS can help you guarantee control of certain public health pests.

See what PMPs are saying at SyngentaPMP.com/DemandCS

   @SyngentaPest #DemandCS

 **Demand[®]CS**
Insecticide

syngenta.

PROFESSIONAL PEST MANAGEMENT

FOR LIFE UNINTERRUPTED[™]

¹Source: 2020 TechValidate survey
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