

It's Tough Fighting an Enemy You Can't See

HIDDEN MOUNDS MAKE FIRE ANTS HARD TO CONTROL

AMDRO® IS A BAIT...AND BAITS PROVIDE THE BEST FIRE ANT PROTECTION YOU CAN BUY.

Agricultural experts overwhelmingly agree. In fact, more than 90% recommend the use of a bait product for the control of fire ants. That's because fire ant colonies can extend *six feet below the ground* and are connected with an intricate network of tunnels.

Foraging worker ants are highly attracted to AMDRO. They think it's food and carry it deep into the mound, feeding other ants and the queen. **AMDRO kills the entire colony in 3 to 14 days.**

AMDRO® KILLS BOTH VISIBLE AND HIDDEN MOUNDS.

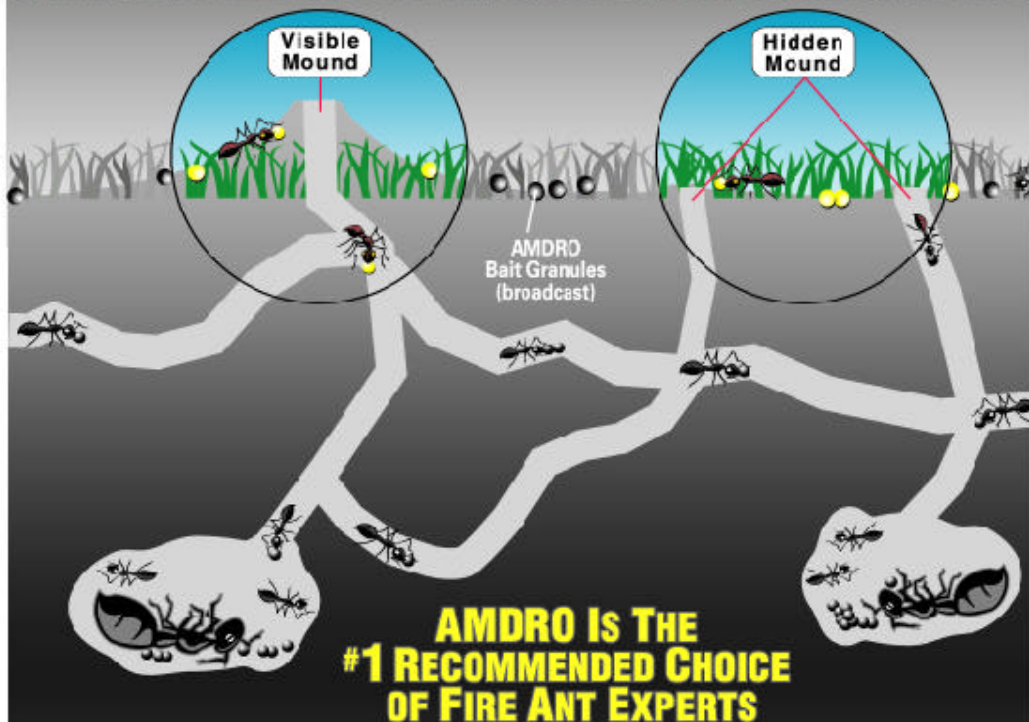
Treating visible fire ant mounds isn't enough. That's because many fire ant mounds are hidden in the lawn or garden and not built up above the ground.

By broadcasting AMDRO over your entire yard, fire ants find the bait: ... the bait doesn't have to find them. Most fire ant products only treat the mound. AMDRO's unique formula is made to treat the mound and the entire yard.

AMDRO® PROTECTS YOUR YARD FOR UP TO FIVE MONTHS.

Research conducted at a leading agricultural university concluded that broadcast treatments provide significantly longer protection than mound only treatments.

Mound treatments last for only five weeks, while broadcast treatments of AMDRO provide season long protection for up to five months!



HERE'S HOW IT COMPARES TO OTHER LEADING BRANDS

AMDRO®
Fire Ant Bait

SPECTRACIDE®
Fire Ant Killer Granules

ORTHENE®
Fire Ant Killer

BAYER®
Fire Ant Killer

Fast Acting Bait

YES

No

No

No

Labeled for Mound and Broadcast Application

YES

No

No

No

Kills Visible and Hidden Mounds

YES

No

No

No

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ORTHENE® is a registered trademark of Ortho

SPECTRACIDE® is a registered trademark of United Industries Corp.