

Why Nisus – and our  
**Green**

products – should be your GPM partner.

Since 1990, Nisus has been the world's largest provider of Green Pest Control solutions. Our commitment to green technology is the reason we received a *Green Builder® Magazine* Best of Show award. And the reason why our line of pest management products continues to be among the fastest growing choices of PMPs across the country.



The Power of Borates and How They Work.

Borates are nature's pest control, practically perfect in design. Because the active ingredient in borates is boron, an element that is found throughout nature, they are preferred for use wherever humans and pets must share a pesticide-treated environment. Why? Because they work differently than traditional chemicals. Most pesticides work through a "knockdown" chemical agent designed to attack the central nervous systems of living things. They instantly kill the insects that come into contact with the chemical. But borates actually block a pest's ability to derive nourishment from the food it eats. In other words, as insects ingest boron, their ability to convert food to energy is obstructed. And they starve to death. And so does the entire colony, in the case of social insects that share food, like ants. But humans and pets aren't susceptible to this because unlike target pests, their bodies are able to eliminate excess boron. Powerful control and peace of mind, together in one highly effective treatment program. That's the strength of borates.

And here's an added benefit to you and the environment. Because borates don't attack the central nervous system, insects can't develop immunity... ever. This means your green pesticide program will continue to deliver protection without producing bugs that require even more potent chemicals to be effective.



Nisus:  
**Green**  
from the beginning.

Nisus, from Day One, has been a green company, providing earth-sensitive solutions without compromising the strength and effectiveness of its products.

Its commitment to environmentally aware, yet powerful pesticides is supported by its efforts to maintain one of the most respected industry research centers in the world.

Its commitment to the success of Pest Management Professionals is demonstrated by its unequalled support after the sale, including continuing education, groundbreaking treatment programs and industry-leading product guarantees.

For more information

on Nisus or our complete line of green products, ask for our comprehensive product sheet, or visit [www.nisuscorp.com](http://www.nisuscorp.com).



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earth friendly  
pest control



# It's Your World. Protect It.

Your family, your home, your health, your life—put them all together and you have your world. With that world come responsibilities, like the need to keep it as safe and sound as you can make it. And one way to do that is to keep your home free from pest infestations. Insects play an important role in the earth's eco-system, but when insects invade your world and become pests... it is time for action.

In another time and place, pest management just meant the application of pesticides to eliminate pests. Over the years, pest management has evolved into a more precise science. Leading manufacturers and pest management professionals have been refining products and methods in order to eliminate target pests with the lowest impact on non-target pests and the environment. Now many Pest Management Professionals (PMPs) are moving forward to create the next level of pest management. A solution based on your family and the environment.

Remember, this is your world we're talking about, and in your world, there are options that can benefit your family. At the top of the list is something called *Green Pest Management*, an environmentally sensitive *green* solution that can provide the pest protection you want with the earth-centered properties you need to protect your world.

## What is Green Pest Management?

Green Pest Management (GPM™) is the heart of any green solution to pest management issues. It is the smart choice for anyone who wants to minimize the use of chemicals in and around the home while maintaining an effective, diligent pest control program.

Simply put, GPM is an *integrated*, multi-step approach that works on a different principle than the familiar chemically oriented pest control, which depends totally on the use of chemical applications – including products toxic to people and their surroundings – to be effective. GPM combines prevention and monitoring techniques with a prudent approach to pesticides to render a more responsible, yet highly effective solution.

## The 5 steps of GPM

An effective Green Pest Management program requires the guidance of a Pest Management Professional. When executed properly, it is a true partnership between homeowners and PMPs that can help manage pest populations in and around your home.

### 1. Inspection

This is a critical first step that, when performed correctly and with diligence, can get your GPM program on track. In this phase, your Pest Management Professional will assess your home's risk of infestation. The PMP will identify any existing pests and note cracks, crevices and other points of entry into your home. He will uncover potential food sources, the presence of water sources, and look for signs of existing pest activity. From this your PMP will develop a prevention plan that can drastically reduce your home's susceptibility to invasion.

### 2. Removal of food and harborage

In a chemically oriented approach to pest control, all other steps to discourage and control infestations are ignored in favor of introducing large amounts of pesticides into the environment. In an effective GPM program, however, pests are first discouraged by creating an environment unsuitable for them. This means removing food and water supply sources (including leaky pipes), compost sites, general yard debris, accessible pet food, garbage and other food sources.

### 3. Exclusion

During the inspection process, your Pest Management Professional will identify specific areas of vulnerability to pest invasion and create a customized plan for controlling and eliminating any problems without introducing unnecessary chemicals and hazards. Your PMP will maintain a vigilant effort to remove or seal points of entry into your home and keep them sealed. He/she will help you identify situations such as high moisture areas, overhanging branches or debris piles – which could attract pests or provide pathways into your home. This ongoing service has a major impact on keeping your home from becoming an attractive living site for insects, termites and other pests.

### 4. Judicious usage of pesticides

Even after a thorough assessment of conditions, development of a management plan and creation of a “pest proofing” program, there may be the need to eliminate an existing infestation. Because in GPM, pesticide product application is just one part of an effective multifaceted program, it can be performed with restraint and focus. This means only those pesticides necessary to address your specific problem will be used and only in the locations and quantities necessary. And as much as possible, these products will be specially selected for lower toxicity to people, pets, non-target pests and the environment in general.

### 5. Monitoring

The final part of GPM is an ongoing monitoring program to ensure that your home maintains conditions that discourage pests and to identify the presence of pests before they become full-blown infestations.