



THOR'S THUNDER

News & Views from Ensysstex

ISSUE ONE



L-R Dick Murray, Matt Augustyn, Terry Atkins, Debbie Tran, Brian Henschell, Paul Greig, Merise Walton, Keith Love, Debbie Alcorn, Dion Alderton, Steve Broadbent, David Nimocks.

ENSYSTEX ON THE MOVE

“The recent move to new and larger premises is thanks largely to the tremendous support our clients have continued to show to Exterra and the full range of Thor’s Specialty Products,” comments Terry Atkins, Team Sales Manager. “It’s hard to believe the growth that has been achieved in the past four years through a commitment to superior products, competitive pricing and a focus on client service.”

“We had ended up in a situation where we had products stored in three different warehouses so it is really great to have everything under one roof now,” says Scott Hudson, Warehouse Manager, “and with a warehouse more than four times the size of our old premises we will be in a position to serve the needs of our clients better than ever.”

“Ensysstex’s commitment to environmentally responsible pest management strategies has also been reflected in the company’s move,” advises Matt Augustyn, Operations Manager.

“The new Ensysstex warehouse complex is part of a new industrial estate offering ecologically sustainable development principles. The estate includes a riparian zone where water quality is enhanced to attract aquatic life and birds; a 120,000L grey water system; natural ventilation systems to significantly reduce requirements for air-conditioning; and solar hot water, low-energy lighting systems and movement sensors with automatic light systems to ensure lights are only on when required. These are just a few of the ideas implemented to benefit the environment.

Located just a few minutes from our previous premises, our new complex has excellent access to nearby motorways and arterial roads. So if you are in Sydney please stop by for a chat and a coffee!

You’ll find us at: **Unit 3 The Junction Estate, 4 – 6 Junction Street, AUBURN NSW 2144**

**INSIDE // THE ULTIMATE SOLUTION FOR ANTS //
MYTH BUSTERS // MAXXTHOR FAST FLUSHING**



David Nimocks

ENSYSTEX Extra... a word from the CEO

The economist Joseph Schumpeter wrote: “The fundamental impulse that sets and keeps the capitalist engine in motion comes from the new consumers, the new methods of production or transportation, the new markets, the new forms of industrial organization that capitalist enterprise creates.” Schumpeter referred to this process of industrial transformation that accompanies radical innovation as Creative Destruction.

Companies that once revolutionized and dominated new industries, for example, Xerox in copiers or Polaroid in instant photography, saw their profits fall and dominance vanish as they were creatively destroyed by more nimble competitors that either out-competed them in terms of cost and/or in terms of innovation.

In our business, Thor is one of the many forces of creative destruction that are changing our industry for the better. Thor was conceived with the idea

of fundamentally changing the way you source and purchase the products you need to power your business. We believe that Thor is an industry-altering concept that clearly fits the definition of a Creative Destroyer.

The true power of Thor is one of simplicity. In terms of cost and competitiveness, it makes sense (at least to us and our clients) to bring all of the aspects of registering, manufacturing, formulating, selling and distributing structural pest management products under one roof, and in the process squeeze costs out whilst maintaining the highest standards of quality and increasing innovation. The past few years have proven to us beyond a doubt the unstoppable power of this idea. The key now is for us to continue to fill out our line of actives and products, thereby squeezing more costs out and extending our reach in the market. While we still have a way to go, we are off to a great start. Indeed the recent release of Maxxthor in Australia is a classic example of product innovation, product quality and reduced pricing for you.

HAPPY EXPERTS TELL ALL..

Hymenophthor – The Ultimate Solution for Ants

Ensystex’s expertise in the formulation of baits is most marked in the development of Hymenophthor.

Whilst other R&D companies cry, “It can’t be done!”, Ensystex went out and developed a single bait that controls most ant species.

A complex and clever blend of two oil foods, two protein foods and two sweet foods in a unique and unusual matrix, has made for the best ant bait on the market.

So you can go the hard route; determining what species is present, looking up what its food preferences are, before you try and determine which bait is more suited, (only to find out they are in a different feeding mode to normal for any one of a number of reasons!) Or you can simply choose Hymenophthor!

Don’t take our word for it though. Listen to what the experts are saying...

“In seven years of Pest Management, Hymenophthor is by far the best granular ant bait I have used. It has worked on all ant species I have applied it to and I am yet to find a species that it doesn’t work on. I have been extremely pleased with its fast pick up rate and the definite reduction in service calls for ants.”

Ainsley White, Amalgamated Pest Control, Gold Coast



Ainsley White

“True to the label, both black and brown ant species readily consume Hymenophthor. Acceptance is rapid and, when given the choice between Hymenophthor and some other ant control formulations, ants tend to prefer Hymenophthor.

Control has been very good in most cases and seems to occur in 1-2 days. I guess the main benefits are its palatability to a wide range of species, ready acceptance and rapid kill.”

Peter Lamond, Senior Field Biologist - Rentokil



Peter Lamond

“The ants pick up the granules straight away and carry it off down the nest hole. It really does work.”

Dean Foley, DNA Pest Control, Sydney

“I’ve been using Hymenophthor Granular Ant Bait for approximately 4 Months and find it is very effective in controlling several different species of ants without the need to spray insecticides. I find that Hymenophthor Granular Ant Bait is an important tool for ant management within my business.”

Robert Luckens, Rockingham Pest Control WA

“Hymenophthor works very well against all black ant problems where I have used it.”

Mick Earle, South Coast Termite Solutions NSW

MYTHBUSTERS

Mythbusters #1 Who Owns the Exterra Stations?

Answer: You, our Exterra Authorised Operator.

It must be nearly two years ago now since we made this change at the request of our clients. Yet there are still people out in the Industry who talk about not using Exterra because Ensysyex owns all the Stations and can take them back at your expense. Of course our competitors love to grasp at this straw as they continue to misinform people. Yet it was over two years ago now that we first advised in writing that this was no longer the case. So let's totally Bust the Myth!!

Clause 2 of the Other Terms and Conditions section in the original Exterra Licence Agreement; DOES NOT apply. It is you, the Exterra Authorised Operator, who owns the Stations. When you purchase Stations, or any other componentry, you own them!

Thus when you sell your service to your client, it is for you to choose whether you pass ownership of your Exterra Stations to the homeowner as part of your contract. They are your Stations to decide. Hopefully that is clear enough for even our competitors to follow.

NB: If you would like an updated version of your Licence Agreement, with this clause removed, please see your local Exterra Technical Support Manager.

Mythbuster #2 – I must have a Handheld Computer to Scan Stations Barcodes.

Reality: There is NO REQUIREMENT for you to use a Handheld computer (PDA).

The use of a PDA remains an option, and it is entirely your choice as to whether you use a PDA and scan barcodes or not.

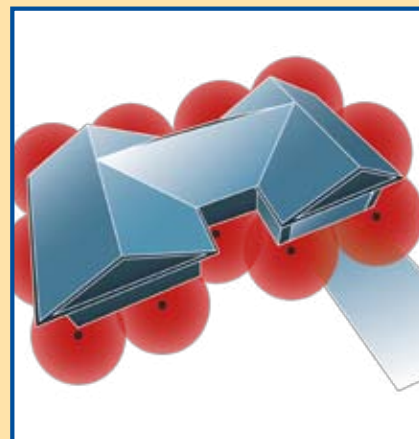
As the market and technology keep changing so does Ensysyex and Exterra! And we will keep growing with you. You now have three options for monitoring and recording your Exterra sites and Stations.

Option 1 - you use a PDA and scan the Station barcodes on installation and on each inspection. This data is then synchronised with your personal computer. i.e. the way Exterra was originally set up.

Option 2 - you generate the barcodes in the Exteris software on your personal computer after initial installation. You then generate a report for use on your field inspections and simply, and quickly, enter this data into your computer back in the office. This is the method preferred by most of our AOs.

Option 3 - you use your own software to manage the Stations and simply log the Stations into Exteris for reporting site fees. This allows you to integrate your Exterra installations into your own systems and removes the need to double enter data.

If you'd like more details of the flexibility of the Exterra systems; and the great benefits, not to mention lower costs associated with the Exterra Site Fee based systems simply give us a call on 13 35 36.



MAXXTHOR FAST FLUSHING

Sometimes you need a strong flushing or knockdown action when dealing with certain tricky jobs, or clients. Yet you also want the superior performance of the powerful residual action of Maxxthor (100g/L bifenthrin).

So how do you get both? The solution is easy, just add either Deltathor (10g/L deltamethrin) or Cyperthor (25g/L cypermethrin) to your tank mix of Maxxthor. These are added at their lowest label rate. i.e. 75mL per 10L for Deltathor or 60mL per 10L for Cyperthor.

Both deltamethrin and cypermethrin are alpha-cyano pyrethroids. It is the alpha-cyano structure on the pyrethroid molecule that cause repellence in insects. So when you add these to your tank mix you will get that strong flushing action.

The bifenthrin used in Maxxthor is a non alpha-cyano pyrethroid, so it has little flushing action. Of course in most situations this is its great benefit, and explains why it is our number one selling specialty insecticide. Maxxthor kills more effectively and for longer than most other products, though it doesn't flush or knockdown the insects as quickly. This lack of repellence is why we strongly recommend it for mosquito control and forming the Maxxthor Mosquito Protection Zone.

PRODUCT NEWS

Maxxthor Breakthrough Technology – Micro-fine Suspension Concentrate



Ensystem's ongoing commitment to R&D and technical innovation has been highlighted with the recent release of Maxxthor Termiticide and Insecticide. Technical Director, Steve Broadbent, advises, "Ensystem broke new ground when we were the first company to submit a registration to the APVMA for a professional strength 100g/L water-based, bifenthrin product.

Maxxthor represents a truly superior formulation when compared to traditional suspension concentrates. Ensystem has invested in the most sophisticated milling technology available. This has enabled us to develop a product with a uniform particle size of less than 3 microns. Most suspension concentrates use particle sizes closer to 10 - 20 microns, so this represents a great leap forward in technology. This is why we refer to it as a Micro-fine Suspension Concentrate.

The benefit to you is that we can provide a water-based, odourless product for around the same price as old-fashioned emulsion concentrates! This truly gives you a Multi-purpose Insecticide and Termiticide that you can use in most situations. The micro-fine particle size ensures even and more effective soil distribution. It also gives you faster kill effects on insects and spiders. This is because the smaller particles penetrate the insect's cuticle quicker for fast control. Many pest managers have expressed a preference for an EC for spider control as it knocks them down

faster, even though the residual action was not as long. Now you have the best of both worlds!"

Ensystem is one of the largest suppliers of high quality bifenthrin products to professional pest managers around the world. Ensystem is totally committed to the long term future development and support of bifenthrin. "We have invested strongly in bifenthrin" advises Steve Broadbent, "and hold comprehensive data packages including our own toxicology data, efficacy data and soil movement studies. This is why we know this is the optimal formulation."

Ensystem's technical support and knowledge base for bifenthrin was exemplified recently when Ensystem were the only company able to provide the required technical support in a timely fashion to assist Termguard with the additional data requirements needed for their Codemark Accreditation program. This commitment to technical expertise and support for bifenthrin was later recognised with a special award presented to Ensystem at the annual Termguard Conference in Coffs Harbour. Termguard recommend Maxxthor for use in their Codemark accredited reticulation systems.

"Indeed, as a consequence of the success of our bifenthrin based products, Ensystem recently had to add additional particle milling and production capacity to meet demand! This ensures we can continue to provide Maxxthor at a truly competitive price.

So for the "sidewalk to sink" or "curb to cupboard" solution to your pest problems you need look no further than Maxxthor – termites, cockroaches, mosquitos, ticks, flies, spiders, ants, etc – indoors or outside. Maxxthor, the proven performer that's priced to kill from the team that supports bifenthrin.



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Call 13 35 36

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