

PROFESSIONAL PEST MANAGEMENT

CONDITIONS ARE  
UNPREDICTABLE.  
YOUR INSECTICIDE  
SHOULDN'T BE.

FOR LIFE UNINTERRUPTED™

syngenta®

TM

## THREE CHOICES FOR COMPLETE PEST CONTROL

It is important to choose an insecticide with comprehensive control to avoid a negative financial impact that can hurt your bottom line. With the active ingredient, *lambda-cyhalothrin*, Demand® CS, Demand EZ and Demand G insecticides from Syngenta Professional Pest Management are three options Pest Management Professionals (PMPs) can rely on to provide residual insect control in easy-to-use formulations.

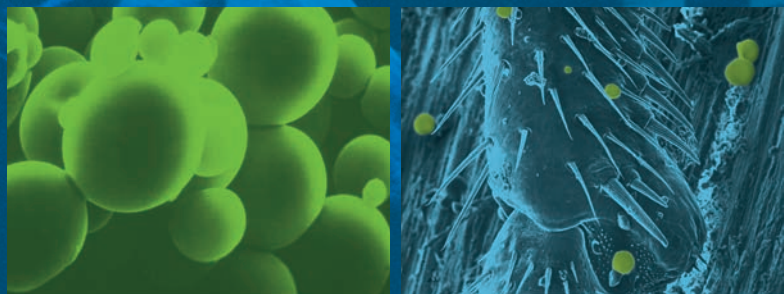


## Demand CS and Demand EZ: Convenience for your Business

Demand CS and Demand EZ insecticides provide comprehensive protection against more than 30 insects such as cockroaches and bed bugs. These water-based products are both low-odor and non-staining, and their capsulated suspension formulation stays mixed and won't clog equipment. Demand CS and EZ are compatible with a broad spectrum of labeled insecticides, synergists and additives. It is important to remember that when tank mixing Demand CS or EZ with another product, always add the Demand product last.

## Demand CS and Demand EZ: The Power of iCAP Technology

Demand CS and Demand EZ feature iCAP™ technology, a unique formulation technology developed by Syngenta. Smaller microcaps release the active ingredient quickly for immediate control, while larger microcaps remain intact and release the active ingredient later for long-lasting, residual control. These multiple-sized microcaps with controlled release set iCAP technology apart from any other microcapsule formulation on the market.

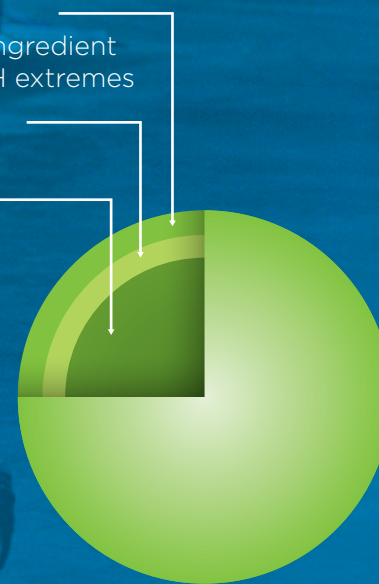


The microcaps shown in green adhere to insects and are easily passed to other insects for thorough control.

## The Makeup of a Microcap

The active ingredient in Demand CS and Demand EZ is first encapsulated in a spongy polymer shell. Then, a smooth outer shell is applied to further protect the active ingredient from environmental conditions. This means the product is strong enough to maintain control between bi-monthly and quarterly service cycles, reducing the need to retreat customer properties.

- Smooth outer layer:** protects the active ingredient from sunlight and pH extremes
- Spongy inner layer:** controls release rate
- Active ingredient**

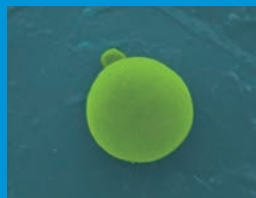


## Demand CS Competitive Comparison

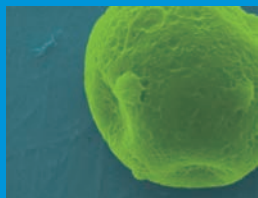
Insecticide Product Feature	Demand® CS	Cy-Kick® CS	Tempo® SC Ultra	Suspend® Polyzone®	Cyzmic® CS
Manufacturer	Syngenta	BASF	Bayer	Bayer	Control Solutions, Inc.
Active ingredient	<i>Lambda-cyhalothrin</i> (9.7%)	<i>Cyfluthrin</i> (6.0%)	<i>β-cyfluthrin</i> (11.8%)	<i>Deltamethrin</i> (4.75%)	<i>Lambda-cyhalothrin</i> (9.7%)
Maximum number of applications	1 application every 21 days (indoors only)	2 application per week (at least 3 days apart)	1 application every 7 to 10 days (maximum of 6 applications on turf per year)	1 application every 21 days	1 application every 21 days (indoors only)
Use sites: food-handling establishments	Crack and crevice or spot treatment	Crack and crevice, spot or surface treatment	Crack and crevice, spot, surface or mist treatment	Do not apply in food/feed areas	Crack and crevice or spot treatment
Use sites: livestock/poultry housing	Surface or crack and crevice treatment (can be applied when cattle are present)	Can be used in and around livestock (no animals can be present)	Crack and crevice or surface treatment (can be applied indoors or when cattle or horses are present)	Crack and crevice or surface treatment (no animals can be present)	Crack and crevice or surface treatment (can be applied when cattle are present)
Use sites: turf and ornamental	Yes	No	Yes	Yes	Yes
Percent of active ingredient per finished gallon	0.015% to 0.06%	0.05% to 0.10%	0.025% to 0.05%	0.01% to 0.06%	0.015% to 0.06%
Personal protective equipment (PPE)	N/A	N/A	Dust/mist respirator when treating overhead	Dust/mist respirator when treating overhead	N/A

## Not All Microcaps are the Same

Microcaps can degrade prematurely from heat, UV light and pH extremes. Demand CS and EZ are made with durable microcaps to withstand the elements.



**Demand CS** capsule remains intact under heat and pressure.



**Cyhalocap**® capsule is damaged under heat and pressure.



**Cyzmic CS** capsule collapses.



**LambdaStar™ Insecticide** capsule fully collapses under heat and pressure.



**Cyonara™** insecticide has crystals – no microcaps.

## Demand G: Advancing Granular Perimeter Pest Control

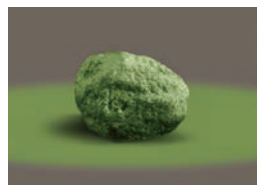
Demand G is a granular insecticide that is labeled for control of more than 30 insects, including various species of ants. Demand G can be used for lawn, landscape and perimeter use, and is able to treat more area per bag than other competitive granules.<sup>1</sup> Demand G also causes no visible staining on surfaces such as brick, tile and concrete.

## Ground-Breaking, Ground-Covering Technology

Demand G with Active Release technology harnesses the power of *lambda-cyhalothrin* in a granular form. In its original state, the granule is infused with the active ingredient. With the power of Active Release technology, the active ingredient is quickly released from the granule and onto the surface where the granule was applied, increasing the area of treated surface. Insects are then exposed to the active ingredient, resulting in efficient control.



Granule at application



Active ingredient releasing



Complete active ingredient releasing

## Homes Treated for Ants Per Bag\*1

Product Rates (Pounds per 1,000 sq. ft./  
Number of sq. ft. treated per bag\*)



**Demand® G insecticide 0.045%**  
(2 lb./12,500 sq. ft.)



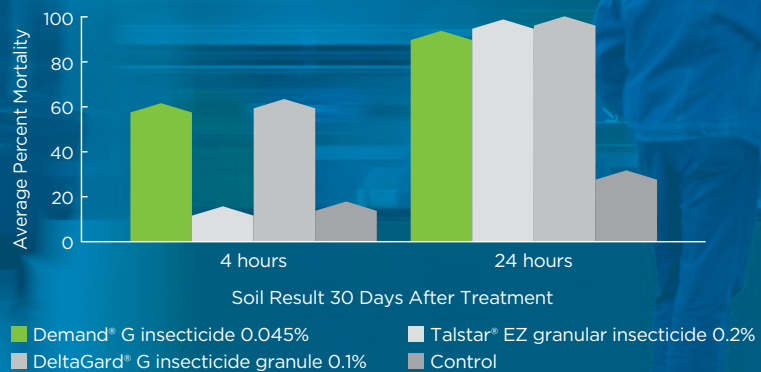
**Talstar® EZ granular insecticide 0.2%**  
(2.3 lb./10,870 sq. ft.)



**DeltaGard® G insecticide granule 0.1%**  
(2 lb./10,000 sq. ft.)

Source: Syngenta, 2012  
Calculated using a 5-foot treated swath, with 200 linear feet.  
Minimum rates used for ants per label.  
\*Based on treated zone of 1,000 sq. ft. (approximate treatment zone for a 2,500 sq. ft. home).  
1 Trials reflect treatment rates and mixing partners commonly recommended in the marketplace.

## Argentine Ant Control<sup>1</sup>



Source: Snell Scientifics, LLC, 2006  
Four replicates used, with 20 ants per replicate.

## Which Demand is Right for You?

Demand CS, Demand EZ and Demand G all differ by the amount of active ingredient in each product. Demand CS (9.7 percent active ingredient) is a concentrated product that requires more precise measuring of product per tank. Demand EZ (2.5 percent active ingredient) offers easier measurement of a less concentrated product. Demand G is the product of choice if a granular formulation is preferred.

### Differences in Formulation

Demand CS	Demand EZ	Demand G
9.7 percent active ingredient	2.5 percent active ingredient	0.045 percent active ingredient
1 qt. squeeze-and-measure; 8 oz. package	Half-gallon squeeze-and-measure; 1 pt. package	Granules in resealable 25 lb. bag
More finished gallons per product container	Easy-to-measure formulation	Provides more treatments per package than traditional granules

## DEMAND INSECTICIDE PROFILE

- ▶ Powered by the active ingredient, *lambda-cyhalothrin*
- ▶ Labeled for control of more than 30 general and perimeter pests
- ▶ Protected by advanced formulation technology, such as iCAP technology and Active Release technology, to provide greater insect control
- ▶ Available as a liquid or granule for added flexibility
- ▶ Formulated to be non-staining with low-odor

With a proven track record of success, Syngenta products are designed to help you get the job done right the first time. Give your customers peace of mind by controlling numerous insect pests with Demand CS, Demand EZ and Demand G.

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To learn more, please visit [www.SyngentaPMP.com](http://www.SyngentaPMP.com) or call 1-866-SYNGENT(A) (796-4368).

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