

**Extends the  
life of the active  
ingredient.  
Not the pests.**

**BASF Pest Control Solutions**  
*The Evolution of Better Pest Control*

 **BASF**  
The Chemical Company

# SMARTCAP: High-performance. Residual control.

From the best dilutable spray options on the market.

## SMARTCAP TECHNOLOGY

SmartCap Technology from BASF offers the best in microencapsulation formulation science to provide you with the enhanced residual control and durability on porous surfaces, virtually eliminating costly callbacks.

### CY-KICK® CS

A 90-day residual multi-use insecticide that goes everywhere.

### PERMACAP CS™

A great solution for effective, monthly or bi-monthly pest control.

### MICROCARE® 3% CS

Extend the life of pyrethrum with the only microencapsulated botanical-based, general-use spray.

## SMARTCAP BENEFITS

- **Extended residual control** – SmartCap Technology significantly enhances the residual life of products.
- **Enhanced performance on porous and highly absorbent surfaces** – Microencapsulation effectively stands up to concrete, mulch and other surfaces as the polymer shell protects the active ingredient making it readily available to pests.
- **Shortened contact time for pests** – Insects easily pick up the optimal sized SmartCap microcapsules, leading to the fast diffusion of the active ingredient into the exoskeleton of the pest.
- **Lower mammalian toxicity** – The microcapsule is designed to release the active ingredient into the exoskeleton of insects – while reducing its exposure to mammals.

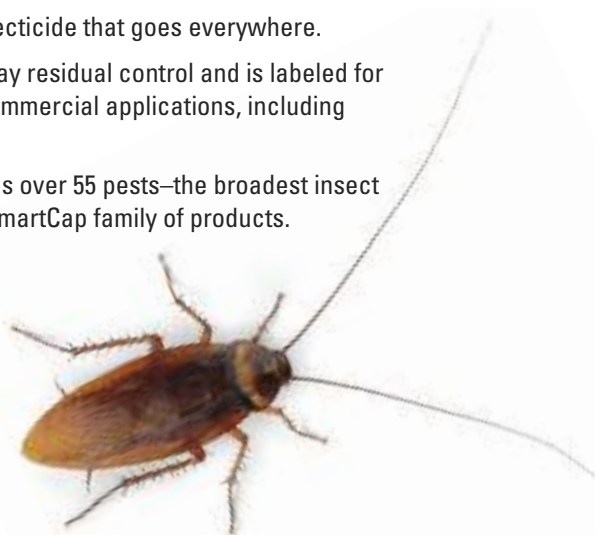


# The smart choice for a multi-use insecticide that delivers 90-day residual control.

Our flagship microencapsulated multi-use spray features cyfluthrin with broad-spectrum killing power for the most demanding pest control situations.

## CY-KICK CS BENEFITS

- The multi-use insecticide that goes everywhere.
- Delivers real 90-day residual control and is labeled for residential and commercial applications, including food handling.
- Effectively controls over 55 pests—the broadest insect spectrum of the SmartCap family of products.



Cy-Kick® CS



# Choosing a proven performer – Cy-Kick CS

<b>FEATURE</b>	<b>CY-KICK CS</b>	<b>BENEFIT DELIVERED</b>
Long Residual	✓	90 days
Performance on Porous Surfaces	✓	Microcaps stand up on tough surfaces
Proven Formulation	✓	Smartcap Technology is a high performance formulation
Surface Coverage	✓	Insects easily contact the optimally-sized Smartcap microcapsules
Broad Label	✓	Residential, commercial and food-handling
Pest Spectrum	✓	55+ pests
Proven Active Ingredient	✓	Cyfluthrin is a widely used insecticide in structural pest control

Cy-Kick® CS



# The smart choice for upgrading from EC and flowable products.

Designed for monthly or bi-monthly pest control service, PermaCap CS empowers you to upgrade from permethrin and bifenthrin products to the performance of microencapsulation. Labeled for residential and commercial applications (no food handling), PermaCap CS is a great solution for an effective spray program.

## PERMACAP CS BENEFITS

- A general use permethrin spray with longer lasting 30- to 60-day residual control.
- Labeled for residential and commercial applications.
- Great solution for effective, “cool season” control.
- Effectively controls 50 insects.



PermaCap CS™



# The smart choice for a general-use spray on sensitive accounts.

Offering seven- to 14-day residual control, Microcare 3% CS is perfect when you want the “soft appeal” of pyrethrum and need the residual of a microcap.

## MICROCARE 3% CS BENEFITS

- An effective botanical product solution.
- Offers seven to 14-day residual control.
- Labeled for residential and commercial applications, including food handling.
- Effectively controls more than 50 insects.



## Microcare® 3% CS



The BASF SmartCap™ family  
of products includes:



SmartCap Technology offers the best in microencapsulation formulation science to provide you with the enhanced residual control and durability on porous surfaces, virtually eliminating costly callbacks.

# EARN YOUR FREE GOLF HAT!

Buy \$75 worth of any BASF SmartCap™ family of products, then mail in this form with proof of purchase for your free hat.



Name

Company

Address

City  State

Zip

Email

Phone

Fax

Valid only for licensed PMPs. Limit one hat per company. Offer good 3/1/09 to 12/1/09. While supplies last.

**Please mail this redemption form along with qualifying invoices to:**

BASF  
SmartCap™ Flyer/ATTN: Kathy Clintsman  
3568 Tree Court Industrial Blvd.  
St. Louis, MO 63122

# SMARTCAP™ TECHNOLOGY

The smart choice.

See  
free offer  
inside!



Always read and follow label directions.

[www.PestControl.basf.us](http://www.PestControl.basf.us) • Cy-Kick and Microcare are registered trademarks and SmartCap and PermaCap are trademarks of BASF. The Cy-Kick, Microcare, SmartCap and PermaCap logos are trademarks of BASF.

© 2009 BASF Corporation. All rights reserved.

81-0112 2/2009