

MEDIA RELEASE

FLOOD COMPROMISES EFFICACY OF EXISTING TERMITE BARRIERS
\$600 saving offered per home requiring treatment in flood-affected areas

25 March, 2013, Australia – Queensland properties hit by the floods have become even more susceptible to termite infestations as previously installed barriers are being weakened by water entering treated areas around the home.

Pest control experts Rentokil are advising homeowners in affected areas to have their homes treated as soon as possible to avoid further structural damage.

The company is offering relief of on average \$600* per home in the affected areas for re-treatment and also for first-time treatments.

Simon Lean, Australian Technical Manager at Rentokil, said: “If your home has been affected by floods in the past two years, even if you have previously had a termite treatment, your home may no longer be protected. Flood waters can affect termite chemical soil barriers by physically removing treated soil away from the structure and depositing untreated soil and debris in its place. This can enable termites to bridge or breach and gain access to the home.”

The 25% discount aims to assist residents who have had to shoulder the financial burden of flood damage.

Kate Levy, Head of Marketing Services at Rentokil, said: “Queenslanders have undergone some serious hardships over the past couple of years as a result of the floods, leaving them out of pocket and dealing with a considerable amount of stress. We hope this offer, open to residents in flood-affected areas, can help homeowners who either require first-time treatment or a refresh on previous treatments to protect their home.”

Rentokil has seen an 8.7% increase in termite infestations in Brisbane since the same time last year and this figure is expected to rise as the wet and warm summer offered the perfect conditions for termites.

Simon added: “The continuing heat and rain will further accelerate the rate at which termites develop their nests and this could have a devastating effect on homes that have not been properly protected. The flood has made an existing problem even

worse so homeowners really need to take action.”

It is estimated that one in four Australian homes are attacked by termites**, but termite damage is not covered by home insurance.

If you would like to know more about guarding your home against termites, call Rentokil on 1300 761 947 to arrange a free survey, or visit www.rentokil.com.au.

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The offer is valid until 30 September 2013

* The average cost of treating a home is approximately \$2,500. A 25% discount saves customers \$625.

** <http://www.csiro.au/files/files/plum>

About Rentokil

Rentokil is a global leader in pest control bringing expert, reliable and professional advice to its residential and commercial customers. Rentokil's local teams respond quickly and effectively to help deal with a full range of pest control issues on behalf of their customers – so they can get on with their everyday lives.

Operating in Australia since 1965, Rentokil has built up extensive knowledge of the lifestyle, habits and vulnerabilities of all types of Australian pests that can affect both residential and commercial customers.

Research and Development has always been a key element of our business, delivering an unmatched armoury of products and services our staff can call on as the need arises.