

# Success Story:

Unbeatable Ant Control with **Alpine® WSG Water Soluble Granule Insecticide** and **Termidor® SC Termiticide/Insecticide** at Atlanta Motor Speedway

 **BASF**  
The Chemical Company

## Blasingame Pest Management, Inc.

### Situation

For pest management professionals, avoiding callbacks is a top priority. And high-profile pest problems depend on reliable, effective solutions.

Billy Blasingame, owner of Blasingame Pest Management, Inc., has one particular customer for whom he simply cannot afford to be called back.

“One of our key clients we treat for ants is the Atlanta Motor Speedway,” Blasingame said. “If the first treatment doesn’t work, we’ve got a big problem. We can’t just go back and treat a few weeks later because the place has crowds of people. The job has got to be done right the first time.”

For the past two years, Blasingame and his team have treated the Atlanta Motor Speedway for ants prior to its big race event on Labor Day weekend. More than 300,000 fans, race drivers and media partners gather at the track during the event.

“Lots of eyes are on our job,” Blasingame said. “For example, we don’t want ants in the driver lounge or media center. That would look really bad, not only for the Speedway, but also for us.”

In the past, Blasingame typically used **Termidor® SC termiticide/insecticide** from BASF, however, this year they also added a new BASF product, **Alpine® WSG Water Soluble Granule Insecticide**, as part of an integrated approach.



Billy Blasingame of Blasingame Pest Management, Inc.

### Solution

Based on a thorough inspection, Blasingame and his team decided on a multilayered strategy, using **Alpine WSG Water Soluble Granule Insecticide** for the interior treatment and **Termidor SC termiticide/insecticide** for exterior perimeter treatment.

“Where we really took advantage of the **Alpine WSG [Water Soluble Granule Insecticide]** and **Termidor SC [termiticide/insecticide]** was in all the infield buildings and other ancillary buildings that are typically only used during race time,” Blasingame said. “They have essentially been closed since the previous race season. For the interiors of some of the ancillary buildings, we used **Alpine WSG [Water Soluble Granule Insecticide]**. It’s got a label that’s very user-friendly, and broad. And the fact that it’s a nonrepellent is extremely important to us, especially when we’re dealing with ants.”

**Alpine WSG Water Soluble Granule Insecticide** is an easy-to-use product with a flexible label that kills some of the most common insect pests, including ants, bed bugs, fleas, house flies and German cockroaches.

  
**Alpine® WSG**  
WATER SOLUBLE GRANULE INSECTICIDE

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**Termidor SC termiticide/insecticide** has always been Blasingame's go-to product for ant control, and the Atlanta Motor Speedway is no exception.

"**Termidor SC [termiticide/insecticide]** is almost exclusively our initial ant treatment as a company. If we start a job and it involves ants, we're going to use **Termidor SC [termiticide/insecticide]** nine out of 10 times," Blasingame said. "There were some places on the property with heavy Argentine ant infestation last year. Coming back this year, we could really tell a difference the treatment last year made. Even the customer noticed."

### Success

The Atlanta Motor Speedway has been very pleased with the treatment by Blasingame and his team.

Ed Clark, President of the Atlanta Motor Speedway stated, "Blasingame Pest Management has provided excellent pest management services for Atlanta Motor Speedway for quite some time. We are very pleased with the level of service we have received, not only in our corporate office complex but also throughout our entire facility. We couldn't host the thousands of loyal fans from across the nation who attend our events without Blasingame's dedication to doing the job right the first time and every time."

Due to the success Blasingame saw with **Alpine WSG Water Soluble Granule Insecticide**, they will be incorporating the product as part of their arsenal. Especially since these days they are getting lots of flea infestation calls.

"Fleas were almost nonexistent around here for a number of years. In the last 12 months or so, they've just been crazy," Blasingame said. "It really sparked our interest when we found out that **Alpine WSG [Water Soluble Granule Insecticide]** is labeled for interior flea treatments. Because **Alpine WSG [Water Soluble Granule Insecticide]** has such a broad label, we'll be able to cut down on the number of products we have to carry with us. We can treat for fleas at one job and general pests on another with the same product."

And they'll continue to use **Termidor® SC termiticide/insecticide** as part of their arsenal for eliminating ants.

"We've had so much success using **Termidor SC [termiticide/insecticide]** for ants, we've gotten several new referrals because we were able to get rid of their ant problems," Blasingame said.

**Always read and follow label directions.**

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For more information, visit:  
[pestcontrol.basf.us](http://pestcontrol.basf.us).

  
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