
PRESS RELEASES

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Ecolab® Groundforce™ Ant Program Features Patented Bait-Station Technology

ST. PAUL, Minn., U.S.A., May 12, 2000 - With the annual summer invasion of ants and other foraging insects just around the corner, Ecolab announces a proprietary new program to proactively and safely prevent the pests' entry into healthcare, hospitality, food service, food processing and other commercial facilities.

The new GroundForce™ Ant Program was specifically designed to intercept ants and other crawling insects along a building's exterior perimeter before they have a chance to infiltrate. Administered and maintained by trained Ecolab service specialists, the integrated program approach features the GroundForce™ bait station, a patented and proprietary bait station with several significant advantages over any other bait delivery system on the market. Targeted residual liquid and granular applications round out the program.

Because of their bring-it-back-to-the-colony foraging behavior, ants are best eliminated through the use of baits, in both liquid and granular forms. To be effective, though, these baits must be kept fresh and easily accessible to feeding ants.

All of these requisites are achieved in the GroundForce bait station. Its patented design makes multiple baits easily accessible to ants and insects but secure from children and animals. Its shell also protects the bait from weather and rapid aging. And its shape allows for inconspicuous placement.

"Based on customer surveys, ants have become the #1 pest concern in our business," says Bill Snedeker, vice president and general manager of the Ecolab Pest Elimination Division. "The GroundForce Ant Program allows us to uniquely offer our customers a proactive approach to intercepting and eliminating ants and other crawling insects before they enter their buildings."

Ecolab is the leading global developer and marketer of premium cleaning, sanitizing, maintenance and pest elimination products and services for the hospitality, institutional and industrial markets. (www.ecolab.com)

[Back to Press Releases](#)