

# ARROW EXTERMINATORS: TALSTAR USER SINCE 1996

**F**ew customers have had more experience with FMC's iconic insecticide brand, Talstar, than Arrow Exterminators.

The Atlanta, Ga.-based pest management firm has been using Talstar since the product's debut in 1996. With annual revenues topping \$300 million, Arrow started in 1964 as a family-owned company. It now boasts 155 service centers and more than 3,000 employees providing services in 12 states.

Arrow first used Talstar as a termiticide but over the course of time, the company realized the product provides value against other pests, too.



**Kevin Burns**

"We expanded it to be our choice for exterior perimeter applications," explains Arrow Chief Development Officer Kevin Burns. "From there, we went to using it as our primary insecticide for mosquitoes — and it remains our primary

adulticide for mosquitoes today."

Arrow continues to use Talstar for termites and as an exterior perimeter treatment for general pests, as well.

## VERSATILITY AND CONVENIENCE

One of the biggest issues PMPs face is trying to maximize efficiencies, both financially and in the daily routes of their technicians. Having a broad-label product like Talstar, Burns says, has helped Arrow technicians perform more jobs by not having to regularly change products.

"We want to use a product that has the target insect on the label, and we've got it mixed in the tank at the application rate and ready to go, whether we use a backpack sprayer or a rig," he adds. "Then we

can pull up and use that product and make good applications to take care of multiple pest problems."

Nothing surpasses a good relationship over the course of time, professionally or personally. In pest control, being able to work with companies that you can come to rely on is like an extension of your team and that's how Burns says he feels about his relationship with FMC.

"The first thing that comes to mind when I think of FMC is the support they give the industry overall — their support of the National Pest Management Association and other industry associations," he says. "They have supported Legislative Day and PestVets, just as two examples, for so many years and continue to support the industry."

Burns also notes that FMC's product innovations are another benefit to both Arrow and the industry at large.

"They've continued to do research on new products and develop new applications and formulations," he adds. "We need new technologies, products and applications to drive our business forward."

On the other hand, Burns says, having FMC stand behind its established products, such as the Talstar brand, is just as important.

"Talstar has been a go-to product for us for more than 25 years, and provides the control and assurance that we want for our customers," he concludes.



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**FMC**