

Others claim it. Only Pointer proves it!

# Proven control of Emerald Ash Borer

*Over the last nine years, Direct-Inject™ applications of Pointer Insecticide have saved thousands of ash trees, providing proven control of Emerald Ash Borer (EAB), preventively and curatively, even in heavily infested areas. Numerous arborists have documented their success. Here are two examples:*

## Thousands of ash thrive amid EAB infestation

"Last year I treated around 2000 ash trees and only lost three. Since 2002, in Michigan and Ohio, I've treated thousands and thousands of ash with Pointer Insecticide applied

with the Wedge® Direct-Inject™ system. Nearly all of these trees are thriving, often while every untreated ash nearby has died. I am totally confident that Pointer Insecticide with the Direct-Inject application system is the most effective, efficient treatment available."

**Board Certified  
Master Arborist**



## Case study: 97% survival rate

in Grosse Pointe Farms, Michigan, an island of ash thrives amid a sea of dead trees. Since 2002, Shock Brothers Tree Service has been treating ash trees in the city with Direct-Inject applications of Pointer Insecticide. In that time, only 3 of 640 ash trees being treated have been lost to EAB.



## About EAB

**Emerald Ash Borer, also called EAB, is an invasive beetle** native to Asia that was first identified in North America in 2002. It attacks ash trees by feeding on the water and nutrient tissues underneath the bark. Initial warning signs include woodpecker activity, gradual dying of branches, and thinning of the tree canopy.

**Since 2002, EAB have killed more than 30 million ash trees** in southeastern Michigan alone, with tens of millions more lost in Ohio and Indiana. The insect was identified in northern Illinois and Maryland in 2006, and in western Pennsylvania and West Virginia in 2007.

**Extensive containment efforts have not been successful** in stopping the spread of this destructive pest. "Early on, some tree-care experts said EAB could only be controlled by cutting down trees—eliminating their habitat," notes ArborSystems President, Chip Doolittle. "That is simply not true. Cutting down trees has not stopped the spread and many homeowners cut down trees which could have been saved."

## Pointer® Insecticide

Pointer Insecticide is the only imidacloprid product labeled by the EPA for two-year control. Testing shows one application provides extended control of numerous pests, including Emerald Ash Borers. Annual applications are still recommended for severe infestations.



# FAQ: Controlling EAB with Pointer<sup>®</sup> Insecticide

**Why should I use Pointer Insecticide?** Field results have proven that Pointer Insecticide is an effective, reliable way to protect ash trees from the devastation caused by Emerald Ash Borers. Pointer is an imidicloprid formulation manufactured by ArborSystems. Pointer is applied with the ArborSystems Direct-Inject<sup>™</sup> Tree Treatment System, an easy, fast and tree-friendly way to treat trees that protects tree health and prevents long-term wounding.

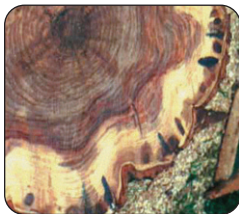
## Why is Pointer better than other treatment options?

There are three reasons to choose Pointer Insecticide applied with the Direct-Inject system over other treatment options.

- First, Pointer has been in use since 2001 and has the longest, strongest track record of preventing and treating EAB infestations. Case studies of Pointer's proven success are shown on [www.TreeResearch.org](http://www.TreeResearch.org).
- Second, Pointer is the only imidacloprid product labeled by the EPA for two-year control. A single application provides protection for two years. Annual applications are still recommended for areas with heavy insect pressure.
- Third, ArborSystems Direct-Inject system is the only trunk injection method that does not require drilling.

**Can drilling hurt my trees?** Yes. Wounds caused by drilling cut off a tree's ability to move and store nutrients. Repeated drilling can seriously impact a tree's vitality.

For conditions like EAB, where repeated treatments will be needed, a non-drilling method is highly preferable.



- Drilling wounds disrupt nutrient movement
- Chemical in cambial zone



Photo courtesy Shigo and Trees, Associates

**Well then, why not spray or soil drench?** The Direct-Inject method injects chemical directly into the cambial zone of the tree. This is where the EAB larva are feeding. The damage caused by feeding larva is what kills the tree. The Direct-Inject method kills the larva quickly and effectively. The chemical also spreads throughout the tree to the branches and leaves, where it kills feeding adults.

Plus, with the Direct-Inject method there are no chemical exposure concerns as can occur with spraying, or off-target issues such as earthworms being killed with soil drenching.

**When should I treat my tree?** For best results, you should treat your ash tree before it becomes infested or exhibits symptoms —as soon as EAB has been identified within 15 miles of your trees.

## How long will it take for Pointer to start working?

ArborSystems Direct-Inject unit delivers chemical directly to where the tree can best use it, so control can be achieved in as little as three to five days.

**How often should my trees be treated?** When treating preventatively, you can treat every two years. In areas of heavy infestation, or if your tree is already infested, annual treatments are recommended.

**What will happen if I treat my trees but the city/neighbor is not treating the trees nearby?** Tree studies and field use since 2001 have shown that Pointer-treated trees can thrive even in areas with heavy insect pressure evidenced by swarming of EAB adults within 50 feet of trees. In fact, groups of treated trees survive in areas surrounded by hundreds of trees which have died from EAB infestations.

**Who should treat my trees?** Pointer Insecticide should be applied by trained tree-care professionals using the Direct-Inject no-drill treatment system.



## The No-Drill Injection Solution

ArborSystems Direct-Inject QC is the only no-drill trunk injection system on the market. The Direct-Inject QC system injects chemical directly to where the tree can best use it, without drilling. Two Quick-Connect couplers on the Direct-Inject QC unit accept Quick-Connect Chemical Packs and Quick-Connect Injection Tips.

Four specialized Quick-Connect Injection Tips are designed to place chemical precisely where each tree's unique vascular structure can best use. Wedgle<sup>®</sup> Tips are for hardwoods, Palm Tips for palms, and Portle<sup>®</sup> Injection Tips are used for conifers.

**The Wedgle<sup>®</sup> Updated!**

**Direct-Inject<sup>™</sup>**  
**TREE INJECTION SYSTEM**

**ArborSystems.com | 800-698-4641**

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