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**LEADER IN NONTOXIC THERMAL PEST CONTROL ANNOUNCES NEW SERVICE**

*Borate product is effective treatment for wood destroying insects*

*January 17, 2007, Los Osos, CA:* CENCAL Thermal Treatment, Inc. announces a new level of nontoxic pest control that will bring even greater efficacy to the treatment of wood destroying organisms.

CENCAL, known in California as a provider of thermal pest control (“Heat”), now offers borate treatments for the elimination of wood destroying organisms.

Borates are low-toxicity minerals with insecticidal, fungicidal, and herbicidal properties. They do not evaporate or volatilize into the air like synthetic pesticides, nor do they pose the considerable health concerns associated with synthetic pesticides. Many consider borates no less toxic to humans than table salt.

According to company President, Scott Birchell, “Borates are causing quite a stir in the pest control industry. As nontoxic pest control continues to earn widespread support from customers looking for ways to eliminate pests, while avoiding exposure to chemicals, our business is well positioned to meet the demand. We have been offering Heat for many years and now with the addition of our borate service, we are able to offer two highly effective treatment options that are safe, nontoxic, and no less affordable than traditional chemicals.”

With the addition of borates, CENCAL is now able to offer two separate treatment alternatives for customers that seek nontoxic pest control. Thermal pest control, also called “Heat,” uses clean, dry heat to accomplish what traditional chemical pest control has done. Heat is a non-chemical yet effective alternative to chemicals that appear to be losing favor among the public and lawmakers due to health and safety concerns.

In conducting a Heat treatment, CENCAL uses a sophisticated combination of industrial portable heaters, ducting, and electronic monitoring devices to raise the temperature of the affected room to a level that kills all life stages of a targeted pest. In the process, Heat offers naturally positive side effects of improved indoor air quality as it oxidizes the air as its being heated to eliminate pests.

The cost of Heat and borates are comparable to that of chemical fumigation, but no move-out is required and the home or business can be reoccupied within hours, instead of days. And borates remain in the wood for years, offering continual treatment of wood destroying pests beyond the initial application.

CENCAL Thermal Treatment, Inc., founded in 1996, is a professionally trained and licensed pest control company that offers the patented ThermaPureHeat® service. The company is one of only a handful of companies authorized to offer this service to its residential and commercial customers. CENCAL uses Heat to eradicate wood destroying insects, bed bugs, and other pests in homes and businesses. With the introduction of its new borate service, CENCAL is able to further expand its non toxic pest control offerings. For more information, visit [www.cencalheat.com](http://www.cencalheat.com).

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