

Mr. Freeze

Silvandersson's Cryonite technology takes center stage at Bug Off Pest Control Center's 'The Future of Bed Bug Management' seminar.

Marty Whitford Editorial Director & Publisher

When life gives you lemons, make lemonade. When life gives you ice, make Cryonite. Such is the philosophy of Silvandersson, headquartered in Sweden, where temperatures average 44° F.

Knäred-based Silvandersson, a longtime leader in glue-based pest management solutions, has lowered the mercury bar to arm pest management professionals (PMPs) with Cryonite, an environmentally friendly solution that freezes bed bugs and other structural pest insects dead in their tracks.

Silvandersson's carbon dioxide-powered Cryonite took center stage at Bug Off Pest Control Center's "The Future of Bed Bug Management" seminar, held in April in New York. More than 40 PMPs attended the event, hosted by Bug Off Pest Control Center's owner Andy Linares at the company's recently opened Career Training Center (*see page B28 for a related story*).

Event presenters and bed bug management technology demonstrators included:

■ **Jeff McGovern** — A longtime PMP turned industry consultant, and coauthor, along with his wife Kate, of *Pest Management Professional's* (PMP's) monthly Fact vs. Fiction print column;



■ **Dr. Jeffrey Brown** —

A Board Certified Entomologist (B.C.E.) and director general of the American Academy of Entomological Sciences (www.entomologyacademy.com);

■ **Henrik Björkqvist** — Silvandersson's Cryonite business development manager; and

■ **Linares** — Who introduced Cryonite to the U.S. market in 2008 at Bug Off Pest Control Center's Green Pest Management Summit and inked an agreement with Björkqvist late last year to serve as the exclusive U.S. distributor of Silvandersson's pest-freezing technology.

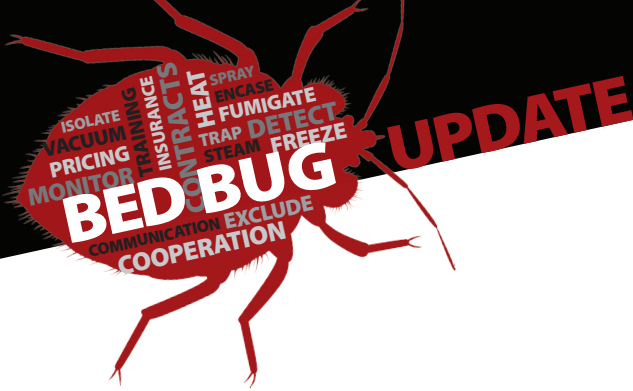
Bug Off Pest Control Center owner Andy Linares serves as the exclusive U.S. distributor for Silvandersson's Cryonite pest-freezing system.

ICING PEST ISSUES

Silvandersson's Cryonite system uses carbon dioxide to create and spray dry ice — at temperatures at or below -108° F — directly onto bed bugs, cockroaches, wasps and stored product pests. Björkqvist said Cryonite knocks down all lifecycles of the pests.

The environmentally friendly product can be used almost anywhere, including food establishments, hotels, hospitals and schools, Björkqvist said. PMPs can spray Cryonite directly onto furniture and bedding — even electrical outlets and electronic equipment — without harming assets, Linares added.

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Cryonite offers two wand options: The Rifle (\$3,900, including shipping) and The Lance (an extendable version that increases PMPs' reach to 18 in., and costs \$5,900). The system comes with a cart, hose, jet nozzle, gloves, goggles and an instructional DVD. The carbon dioxide canister is not included.

Two PMPs attending the event said they already purchased Cryonite systems and were considering purchasing additional units. Two other attendees bought their first Cryonite systems after the seminar concluded.

"Like any new technology, Cryonite has a learning curve," said Cesar Soto, CEO of Freedom Pest Control, based in New York's Bronx borough. "But after a little practice, when you follow step-by-step

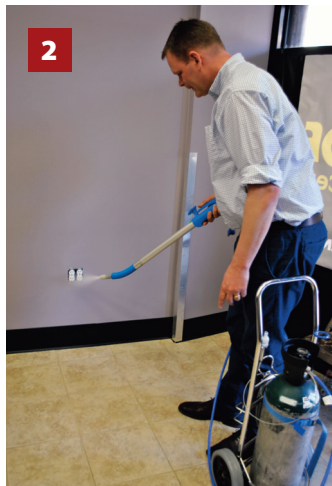
instructions, Cryonite is a quick, safe, effective tool to control bed bugs."

McGovern and Dr. Brown said they've used Cryonite on a number of challenging projects and knocked out bed bugs, cockroaches and wasps.

"Cryonite isn't a silver bullet for bed bugs, but it is a terrifically effective, environmentally friendly tool when in the hands of a properly trained PMP," McGovern said. "Effective bed bug management is all about putting layers of increasing pressure on the pest, and Cryonite provides an excellent option for layer two — after vacuuming up the pests — because it delivers a direct, immediate hit."

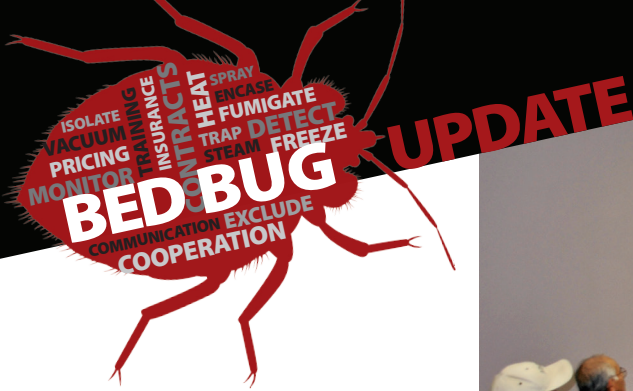
Dr. Brown agreed: "When combined with an effective, green, safe residual such as a soybean protein treatment, and proper exclusion and monitoring practices, Cryonite can serve a cornerstone to an effective bed bug management program. PMPs can't completely avoid *introduction* of bed bugs, but professionals can prevent bed bug *infestations*." **PMP**

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1. Jeff McGovern demos the Technicide duster. **2.** Henrik Björkqvist Cryonites an electrical outlet. **3.** Left to right: event presenters Dr. Jeffrey Brown, Henrik Björkqvist, Andy Linares and Jeff McGovern. **4.** Jeff McGovern sprays Cryonite on a chair as PMPs observe. **5.** Dr. Jeffrey Brown discusses bed bug biology and behavior.





Industry consultant Jeff McGovern educates and entertains PMPs.

PMPs seize education opportunities at Bug Off Pest Control Center's new Career Training Center

Marty Whitford Editorial Director & Publisher

New York-based Bug Off Pest Control Center rang in 2013 by opening its Career Training Center to stage live events for as many as 50 pest management professionals (PMPs) at a time. Andy Linares, Bug Off Pest Control Center's owner, said the industry distributor and educator now occupies three connected storefronts in the Washington Heights suburb of New York's Manhattan borough.

For years, Bug Off Pest Control Center has encompassed two adjacent storefronts: one for its distribution center and administrative offices, and a second, connected space for storage of thousands of different pest management products, training manuals and various Bug Off gear.

Open just six months, Bug Off Pest Control's Career Training Center by July 1 will have held six live events collectively attended by about 200 PMPs, including:

- A two-session, 12-hour seminar in January, covering:
 - » pest management in food processing facilities;
 - » public health issues;
 - » structural pest management trends and tips; and
 - » rodent management best practices;
- A five-session, 35-hour basic pest management training course in February for licensure in New York;
- A two-session, 12-hour termite management workshop in March;
- A special half-day event in April: "The Future of Bed Bug Management" (see page B22 for a recap of this event);
- Another two-session, 12-hour termite management workshop in May; and

■ A one-day, 12-hour preparatory course for the Entomological Society of America's (ESA's) Associated Certified Entomologist (ACE) exam. Dr. Stuart M. Mitchell, principal technical specialist for Sarasota, Fla.-based PestWest Environmental and *Pest Management Professional's* (PMP's) technical editor, will serve as instructor for this course on June 27. Dr. Mitchell brings three decades of experience in the professional pest management industry. A Board Certified Entomologist (BCE), he has served as: a technical specialist, technical director, consultant, expert witness, columnist, author, speaker, interim technical director for the National Pest Management Association (NPMA), and the Entomological Society of America's Board Certified Entomologist Director.

Linares said Bug Off Pest Control Center plans to hold live educational events at its Career Training Center at least monthly. In addition to several special events, Bug Off Pest Control Center plans to repeat its food plant/storage seminar, termite management workshop, and ACE preparatory course two to four times a year, as well as its five-session, basic training course for licensure in New York four to six times a year.

"Bug Off Pest Control Center's new Career Training Center arms PMPs with training on the latest control technologies and techniques so they can turn today's obstacles into tomorrow's opportunities," Linares said. **PMP**

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