

PestManagement

PROFESSIONAL

PMP: The industry's leading technical journal since 1933

2014 BED BUG BUSINESS SURVEY

INSIDE

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Every Mattress Needs Protection®



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BED BUG PROOF



CUSTOMER PROOF

Now with a Numbered Seal to Prevent Fraud!

Bed Bug Proof

Patented BugLock® - Stitched Safety Trench

The seal prevents passage of bed bugs into the encasement even if the zipper clasp pulls away from the end stop.

(US Patent No. 7,552,489, US Patent No. 8,528,134B2, CA Patent No. 2,624,540)

Customer Proof

Secure Seal®

Secure Seal locks the encasement onto bedding ensuring that it is not prematurely removed or removed by non-authorized personnel.

Brian Hirsch | 414.731.1663 | Brian.Hirsch@protectabed.com | www.protectabed.com

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Word From Our Sponsor

Distributing the Goods

Protect-A-Bed works with a network of distributors to provide the products, information and training that PMPs need to do their work effectively and profitably.

The return of bed bugs has brought enormous opportunity for pest management professionals (PMPs). The steady rise in bed bug calls has also brought PMPs a dizzying array of new tools and techniques to combat the spreading problem.

The myriad scientists and researchers who have been studying these blood-sucking insects for years supplement those tools and techniques. They provide a constant flow of new information that gives PMPs a better understanding of how to best treat these steadily spreading pests.

The challenge for PMPs, however, is to know where to turn. With all that information coming at them, it's difficult to filter out the useless information to know which new tools and techniques are

the most effective. Fortunately, they have a built-in filter that does that job for them: distributors.

Protect-A-Bed uses its coast-to-coast network of distributors to help PMPs manage their companies more effectively. Two of Protect-A-Bed's recently introduced products — the Blackout Bed Bug Detector and ThermalStrike — are available through the company's network of distributors. But those distributors do far more than sell products. They provide training, educational materials, continuing educational unit classes, samples and advice to PMPs around the country.

Protect-A-Bed is well known for its highly effective mattress encasements. But we know that's only one tool in the bed bug solution toolkit. Last year, Protect-A-Bed started offering two additional tools:



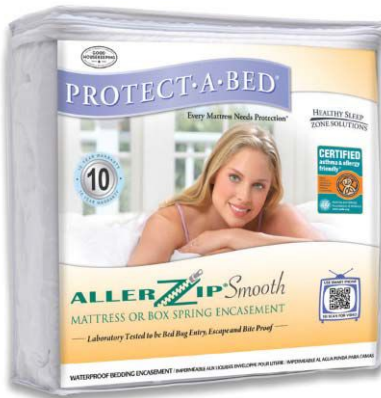
• The Black Out Bed Bug

Detector fits under the legs of a bed frame, and drastically reduces the amount of labor involved in follow-up visits to a residential account. The device is made from a super-smooth plastic that is too slick for bed bugs to crawl up. It requires no powder, which can hide instar-stage bed bugs. Without powder, there is no need for techs to go back to refill the detectors. In addition, the reinforced center won't crack under the weight of the bed.

• Protect-A-Bed also recently introduced **ThermalStrike**, a portable infrared heat chamber that allows bed bug professionals to work more efficiently with their customers. This product, which has no blower or heater (it uses infrared panels to generate heat) costs less than \$200.

In a particularly smart move, one PMP purchased a ThermalStrike unit and left it with the client, a women's shelter. When residents arrive at the facility, they're given a clean pair of pajamas — and their clothes and belongings are put into the ThermalStrike chamber. Within two hours, these items are bed bug-free. It's greatly reduced the infestation rate at the site.

Tips and techniques, tools and information are what distributors bring. The more products PMPs can bring to the job, the more efficient and more profitable the company will be.



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Feeding Frenzy

2014 Bed Bug Business Survey reveals building pressure and revenue.

Marty Whitford Publisher & Editorial Director

Pest Management Professional's (PMP's) 2014 Bed Bug Business Survey saved this author pain and heartache (especially at home). Had *PMP* not been busy crunching numbers from the results of this third annual survey, graciously sponsored by Protect-a-Bed, this author would have been serving jury duty with the Cleveland Common Pleas Court — where a nasty bed bug infestation was just uncovered. But just like one cannot avoid jury duty (my deferred service to the Court begins May 5), one also cannot avoid bed bugs. These days, the cryptic, bloodsucking pests are pressuring everyone from criminals to judges.

Here are just a few highlights of *PMP's* 2014 Bed Bug Business Survey:

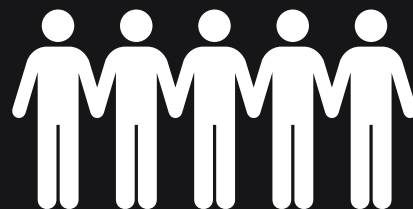
- **Under Pressure** — 50% more pest management professionals (PMPs) report battling *heavy* bed bug pressure than did last year.
- **Show Me the Money** — 50% more pest management companies report bed bug management revenues in excess of \$100,000 per year.
- **Duty Calls** — 90% of PMPs said their number of bed bug jobs rose (58%) or remained flat (32%) in 2013.
- **Standard Operating Procedure** — Mattress and box-spring encasements have become SOP for most comprehensive bed bug management programs.
- **Add-on Service Opportunity** — Few bed bug management pros currently offer storage and disposal bags for mattresses, box springs and furniture.

The report that follows is chock full of factoids, tables and infographics detailing key trends in PMPs' bed bug business 2011-2013, as well as related forecasts for 2014. Please read and share this latest market intel. It's designed to help PMPs benchmark and improve all facets of their bed bug business — from service to sales and everything in-between. **PMP**

You can reach Whitford at mwhitford@northcoastmedia.net or 216-706-3766.

RESPONDENT INFO

138 professionals responded to this January 2014 *Pest Management Professional (PMP)* online survey.



Total Number of Service Technicians Employed

Fewer than five.....	51%
Five to nine.....	26%
10 to 19.....	10%
20 to 49.....	4%
50 to 74.....	3%
75 or more.....	6%

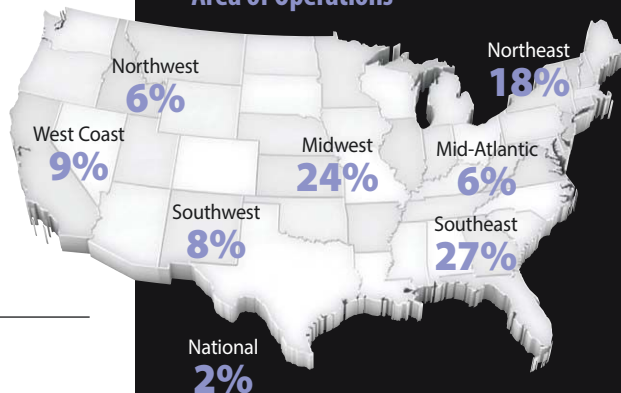
Number of Bed Bug Service Technicians Employed

Fewer than five.....	76%
Five to nine.....	15%
10 to 19.....	4%
20 to 49.....	2%
50 to 74.....	1%
75 or more.....	2%

Number of Branches

One.....	74%
Two to four.....	21%
Five to nine.....	2%
10 to 19.....	1%
20 or more.....	2%

Area of Operations

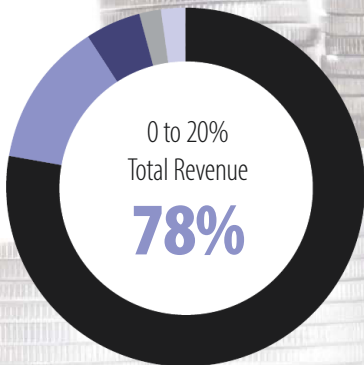




BED BUG PRESSURE BUILDING

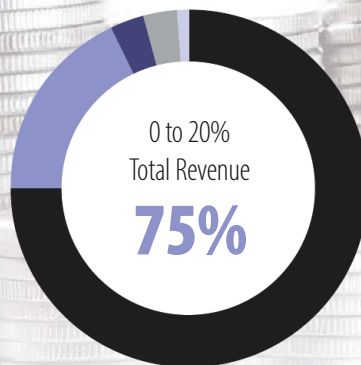
	2014	2013	2012
Heavy	22%	15%	21%
Moderate	47%	45%	45%
Low	31%	40%	34%

Bed Bug Management
(% of Total 2012 Revenue)



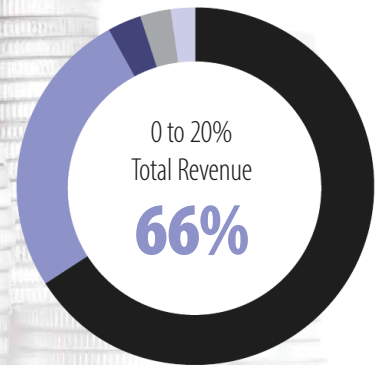
21% to 40% Total Revenue	13%
41% to 60% Total Revenue	5%
61% to 80% Total Revenue	2%
81% to 100% Total Revenue	2%

Bed Bug Management
(% of Total 2013 Revenue)



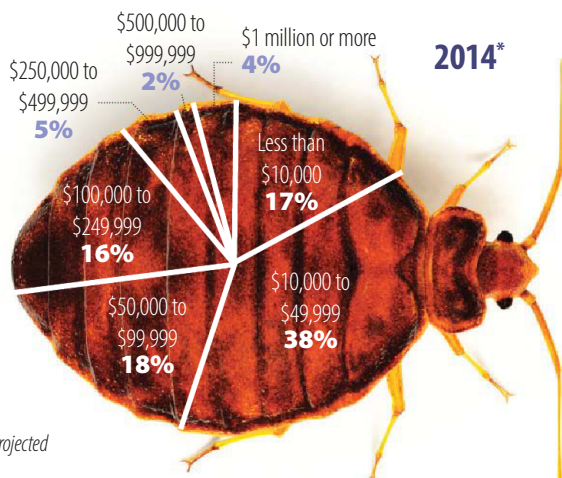
21% to 40% Total Revenue	18%
41% to 60% Total Revenue	3%
61% to 80% Total Revenue	3%
81% to 100% Total Revenue	1%

Bed Bug Management
(% of Total Projected 2014 Revenue)

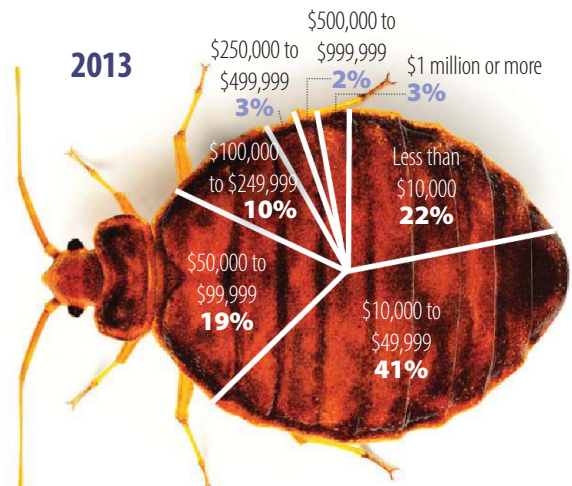


21% to 40% Total Revenue	26%
41% to 60% Total Revenue	3%
61% to 80% Total Revenue	3%
81% to 100% Total Revenue	2%

BED BUG MANAGEMENT REVENUE: MORE SIX-FIGURE PLAYERS



* Projected





2014 BED BUG PRICING:

Moderate Infestation in Single-bedroom Apartment or Condominium



Severe Infestation in Single-bedroom Apartment or Condominium



DWELLING TYPE MATTERS

More pest management professionals (PMPs) are pricing bed bug jobs based on dwelling type — single-family home vs. apartment/condo vs. hotel, for example.

2014



91%

2013



83%



34% do not offer a single-room bed bug treatment option.

2014 BED BUG PRICING BY DWELLING

Which bed bug jobs typically cost the most?

Single-family homes

50%



Apartments and condominiums

25%



Dwelling type typically isn't a significant factor in our bed bug job pricing

15%



Hotels

10%



Severe Infestation Spread across Several Single-bedroom Apartments or Condominiums

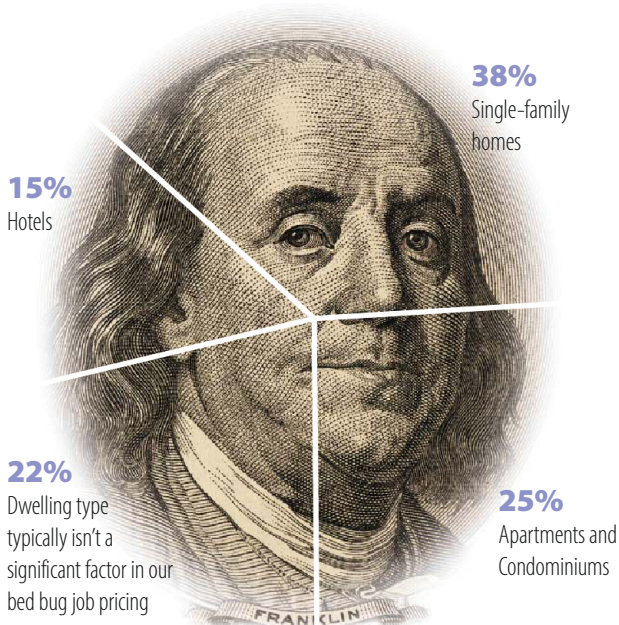


Severe Infestation Spread across Several Hotel Rooms



2013 BED BUG PRICING BY DWELLING

Which bed bug jobs typically cost the most?



Treatment of a Single Room



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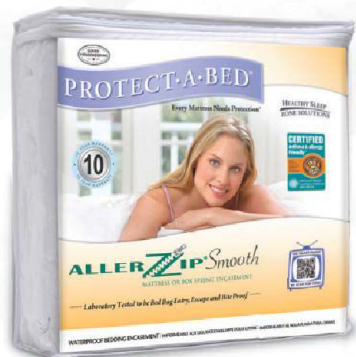
WE INVITE YOU TO JOIN OUR

2014 National Rebate Program

Get **5%**
CASH



BLACKOUT
BedBug Detector



ALLERZIP Smooth
MATTRESS OR BOX SPRING ENCASEMENT

Contact Brian Hirsch to Register:



- **Any Company**
can sign up
- **All Protect-A-Bed,
Blackout &
ThermalStrike**
products apply
- **Purchase Through**
Authorized Distributors

BACK



BED BUG PROOF
BOX SPRING ENCASEMENT





SCOPE MATTERS

67%

of pest management professionals (PMPs) price bed bug jobs based on infestation severity.



70%

offer ongoing bed bug monitoring services.

MATTRESS ENCASEMENTS = STANDARD PROTOCOL

2014

Use as part of a comprehensive bed bug management program.

63%



2013

Are exploring offering mattress encasements as an add-on service.

27%



Currently do not use mattress encasements or plan to do so.

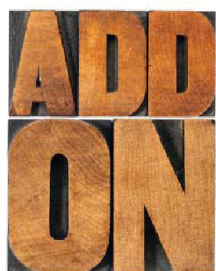
10%



25%



24%



AT CUSTOMERS' DISPOSAL

Only **15%** currently provide mattress/box-spring storage/disposal bags.

Only **10%** currently provide furniture storage/disposal bags.

BOX-SPRING ENCASEMENT USE SNOWBALLING

2014

63%

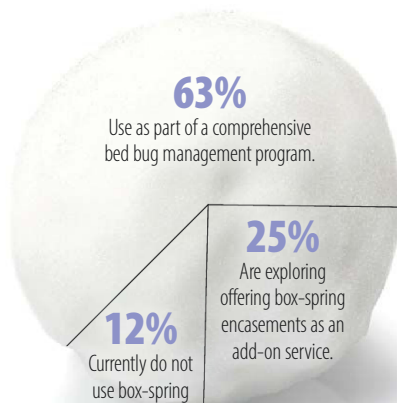
Use as part of a comprehensive bed bug management program.

25%

Are exploring offering box-spring encasements as an add-on service.

12%

Currently do not use box-spring encasements or plan to do so.



2013

26%

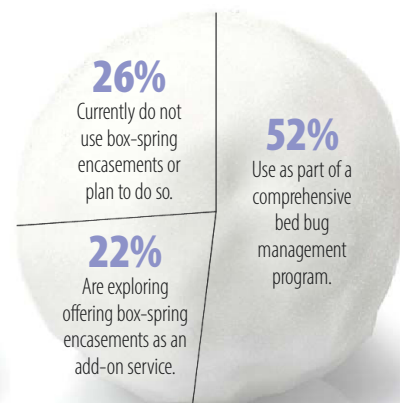
Currently do not use box-spring encasements or plan to do so.

52%

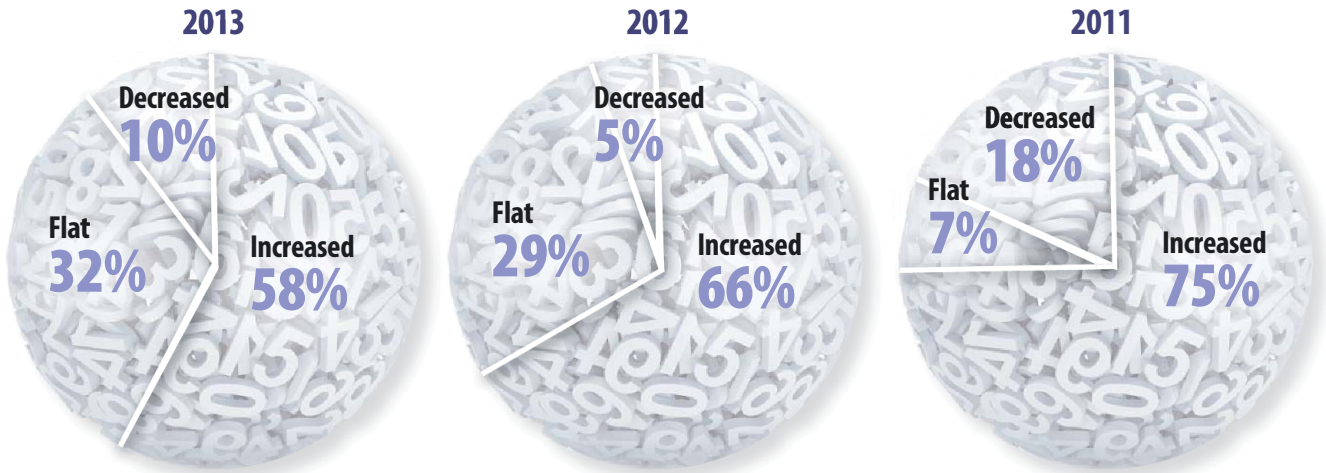
Use as part of a comprehensive bed bug management program.

22%

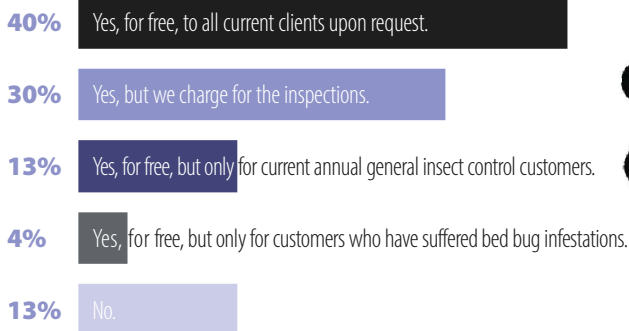
Are exploring offering box-spring encasements as an add-on service.



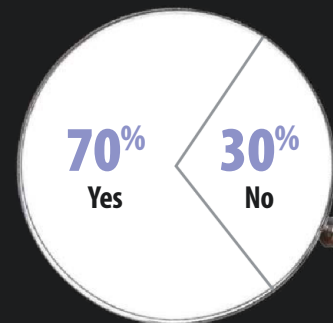
NUMBER OF BED BUG JOBS VS. PRIOR YEAR



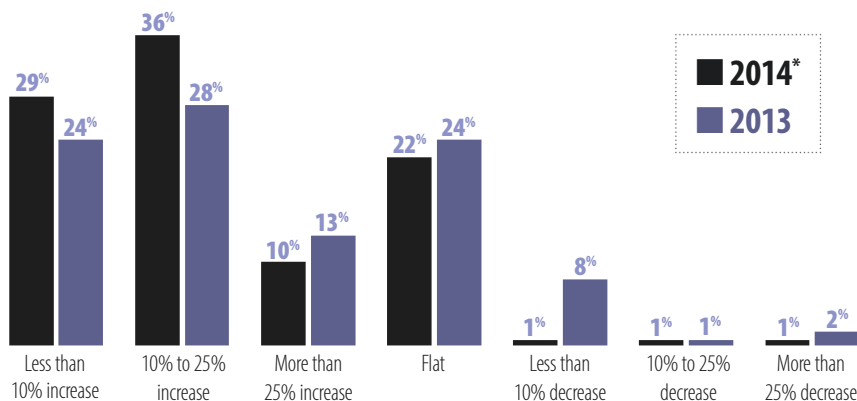
DO YOU OFFER EXISTING CUSTOMERS BED BUG INSPECTIONS?



Do You Offer Preventative Bed Bug Inspection Services?



BED BUG MANAGEMENT REVENUE CHANGES: GROWTH CONTINUES



* Projected

Do you provide free bed bug management services for financially disadvantaged people?





BLACKOUT

BedBug Detector

No tape.
No talc.
No breakage.



**Black Is Shown To
Attract BedBugs**



**Guards To Keep Bed
Wheels Stable**



**Reinforced
Center**



**Powderless
Deadfall Trap**

BlackOut is the latest innovation in bed bug detection. It is used to detect the presence of bed bugs in a structure by simply placing the device under the legs of beds, upholstered furniture, etc. **BlackOut** will intercept bed bugs as they move around in search of a blood meal.



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