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PMP Pest Management PROFESSIONAL

2015 BED BUG MANAGEMENT SURVEY

Trends in bed bug pressure,
control tools, pricing and more

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INSIDE: Word from Our Sponsor: What's in your toolbox? **BB3** • Survey & Analysis **BB4-BB10**

MISSION BRIEF:

_APPLICATION AREAS:

MATTRESS SEAMS
MATTRESS EDGES
MATTRESS TUFTS
BED FRAME
BOX SPRINGS
INSIDE EMPTY DRAWERS
CLOTHES CLOSETS
CRACKS AND CREVICES

NIGHT STANDS
CARPET EDGES
HIGH AND LOW MOLDINGS
WALL VOIDS
BEHIND WALL HANGINGS
WALLPAPER

_APPLICATOR:



_LOCATION:
BEDROOM

_OBJECTIVE:
ELIMINATION



_TARGET SITED:
BED BUGS



_SOLUTION:
STRYKER®

Control Solutions Inc. has many weapons in it's arsenal to control bed bugs; **Stryker® Insecticide Concentrate** is a very versatile weapon. With an extensive list of application sites and quick knock down power, Stryker should be on the front lines in the battle against bed bugs. Stryker is formulated with pyrethrins plus a piperonyl butoxide synergist. Available in one pint and one gallon containers. Always read and follow label directions.

Contact your local distributor or CSI representative for more information. Stryker is a registered trademark of Control Solutions Inc., Pasadena, Texas 77507. This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



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What's in your toolbox?

By **MARIE KNOX** | PCO Technical Manager, Control Solutions Inc.

More often than not, bed bug jobs require a toolbox approach — almost always taking more than one type of product (repellent, non-repellent, liquids, dusts, monitors, etc.) and more than one method (sanitation, heat treatment, steam, residual product, fumigation, etc.) to achieve control of an active infestation. There is also no guarantee that homeowners will not re-infest their home with bed bugs again. This can happen easily in a number of ways: kids bring them home from college; they're brought in on luggage from a recent trip; houseguests may bring them in; furniture purchased from thrift stores or garage sales may be infested; discarded infested mattresses are picked up and brought home; the list goes on.

Let's take a look at sanitation and residual products. Many products are labeled for bed bugs, but several steps must be taken before any residual treatment is made. Homeowners must be communicated with; this may be the most important step so that a pest management professional (PMP) can set the homeowners' expectations ahead of time and let them know they will have responsibilities — chores, if you will — prior to and during the treatment process. Depending on the treatment method(s) chosen, it can take an average of two to five visits to a home to gain control and verify that it is bed bug-free. The first visit is usually the inspection, and then the homeowners may be asked to follow a prescribed list of duties, including:

- throwing out infested mattresses;
- hot washing and drying linens, clothes and draperies;
- hot drying water-sensitive articles;

- packaging all cleaned items in clean plastic bags; and
- storing clean items far away from the infested room(s) before the PMP can return to do the first treatment.

The first treatment may involve dismantling furniture, removing outlet covers, lifting carpet edges, etc. The treatment can be made using a number of different products, followed by putting it all back together once the treatment is completed and dry. Next, a PMP should generally revisit the structure at 10- to 14-day intervals to re-inspect and perform additional residual treatments if needed. (Always following the product labels concerning retreatment intervals.)

MATTRESS CONCERNS

If a mattress is infested, it is generally recommended to throw it away and not introduce a new one until after the infestation has been resolved. If a homeowner insists on keeping an infested mattress, and it is treated with a properly labeled product, then it is highly recommended that a bed-bug-proof mattress encasement be placed on the mattress (and not removed) after any treatment has dried. These types of encasements feature zippers that are locked closed with a small zip-tie. The bed bugs

Marie Knox is PCO technical manager, product development, Control Solutions Inc. She can be reached at mknox@control-solutionsinc.com.



cannot get out — and more importantly, if the home or apartment is re-infested, a mattress and box spring with covers can be easily inspected because the cover doesn't offer many places for them to hide.

Once an infestation is controlled, the homeowners need to be aware of how their home was infested in the first place to avoid re-infesting it. Asking the homeowners where they may have traveled in the past three or so months helps them think about where they may have picked them up. Ask whether they recently brought home any new furniture or mattresses.

In the case of apartments/multi-family dwellings, finding the originating source can be difficult because the neighboring apartments might also be infested; if all infested units are not addressed, the bed bugs can simply travel to a neighboring unit to re-infest it. In addition, new tenants can move in and bring a new infestation with them. The situation is not hopeless, though: Residual products labeled for bed bugs can and should be used as part of a complete treatment to kill any newly introduced bed bugs.

Bed bug work is specialized work. CSI has the tools and expertise to help PMPs make sound choices when managing bed bugs. Be sure to contact your local CSI representative or visit ControlSolutionsInc.com for more information.

It's a brave new world out there, PMPs. *Happy bed bug hunting!*





2015 Bed Bug Management Survey

Trends in bed bug pressure, control tools, pricing and more

BY **MARTY WHITFORD** | Publisher and Editorial Director

Like two prizefighters in their prime, pest management professionals (PMPs) and bed bugs continue to square off. According to our 2015 Bed Bug Management Survey, for many, these battles royale are more intense now than a decade ago, when bed bugs first returned to the Land of Opportunity with a vengeance.

“From 2005 to 2010, it ramped up slowly,” says Rodney Mills, owner of Columbia, S.C.-based Mills Termite & Pest Control. “By 2010, we were receiving just a few calls a month from folks dealing with bed bug infestations. Now, we field several bed bug calls a day — some days 10, 15, 20 or more calls. It’s almost an epidemic in our area.”

Mills says bed bug management accounted for less than 5 percent of his company’s 2010 revenue. He projects the service will generate more than one-third of his revenue this year.

“It’s mushrooming so rapidly I sometimes consider focusing solely on bed bugs,” he says. “The problem is two-thirds of our callers say they can’t afford our bed bug management services. Another thing I kick around is: What if I offered financing and allowed all these prospects to spread out payments?”

Mills is winning every bed bug battle now, thanks to more time in the ring and advancing control technologies.

“I have zero callbacks on bed bug jobs,” he says. “Sweetening the deal, bed bug work allows me to reduce windshield time — saving fuel and vehicle wear and tear — and increase treatment sales and margins.”

CALLS UP, CALLBACKS DOWN

Three years ago, Leavenworth Pest Control had a nasty bed bug callback rate, partly because the company battled just four bed bug infestations that year and partly because of an annoying anomaly.

“In 2013, we had *eight* callbacks on one bed bug job,” says Brad Willms, owner of the Leavenworth, Wash.-based company. “It was at a cabin. We finally figured it out. It wasn’t a *bed bug* job. It was a *bat bug* job.”



Brad Willms

During the past year-and-a-half, Leavenworth Pest Control has tackled 36 bed bug jobs — six times the annual bed bug workload the company experienced three years ago — without a single related callback.

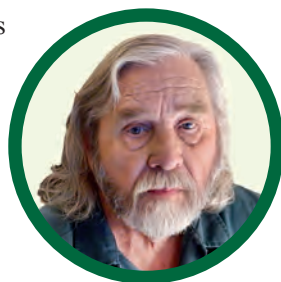
Allen Dougherty, owner of Loganville, Ga.-based Shamrock Pest Control, also stakes claim to a perfect bed bug knockout rate.

“We never have callbacks on bed bug jobs,” Dougherty says. “Today’s control tools — pesticides, monitors, traps, vacuums, etc. — arm us for success.”

Comparing this year’s first half to last year’s, Bugs No More has more than doubled its bed bug management revenue, says Larry White, office manager and certified applicator with the College Station, Texas-based company.

Bugs No More’s callback rate on bed bug jobs is less than 5 percent. White says the “can’t afford rate” is today’s biggest business obstacle.

“Many consumers suffer sticker shock after we discuss our bed bug management pricing,” he says. “Many try to save money by doing it themselves. Some of those eventually call back and hire us, but many opt to just live with the problem, which is one reason why bed bug infestations keep spreading.”



Larry White



Bob Kunst

COMMERCIAL SUCCESS

Bob Kunst, president of Mandeville, La.-based Fischer Environmental and a *PMP* Hall of Famer, says bed bug *work* has been steady in his company’s areas of operation (Louisiana and Mississippi), but bed bug *pressure* might be on the rise.

“Everyone wants everything possible done to get rid of their bed bug infestations — until they find out the costs,” Kunst says.

Fischer generates the majority of its bed bug-management revenue from apartment complexes and hotels.

“Property managers know and accept our pricing up front,” Kunst says. “They typically know do-it-yourself bed bug management doesn’t work, and they know they’re liable for the safety of their occupants.”

During the first five months of 2015, Covington, Ga.-based Perimeter Pest Management fielded as many bed bug infestation calls as it did throughout all of 2014.

“In a past life, I was a property manager,” says Robert Neph, Perimeter’s owner. “We focus on apartment communities because most now know they need *professional* bed bug management.” *PMP*



Robert Neph

You can reach **WHITFORD** at mwhitford@northcoastmedia.net or 215-706-3766.

Survey at a Glance

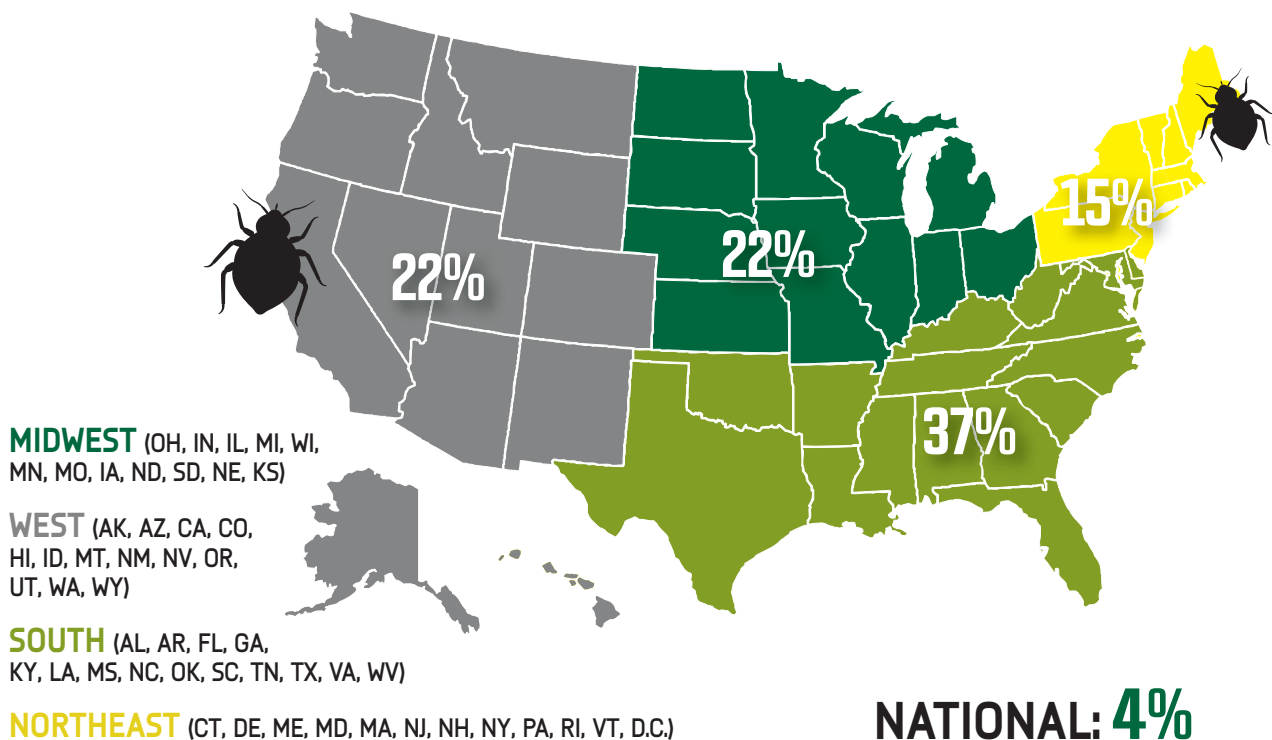
- Fifth *PMP* Bed Bug Management Survey
- Conducted in spring 2015
- Emailed *PMPs* to participate in online survey
- 40 questions
- 211 respondents



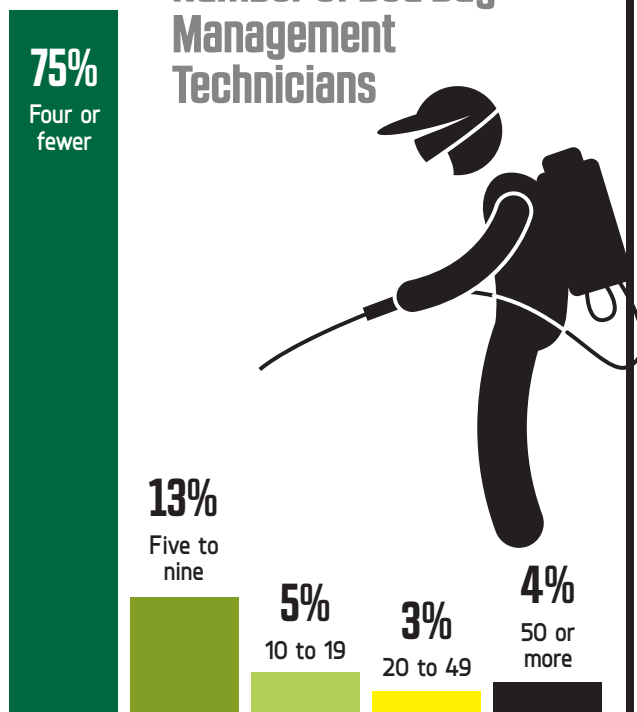


2015 BED BUG MANAGEMENT SURVEY

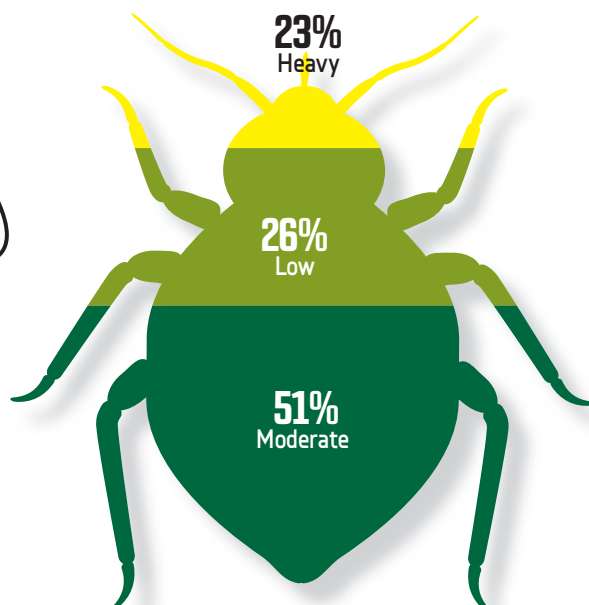
Respondents' Areas of Operation



Number of Bed Bug Management Technicians



Bed Bug Pressure in Areas of Operation



MISSION BRIEF:

_APPLICATION AREAS:

MATTRESS TUFTS*
MATTRESS FOLDS*
MATTRESS COILS OF SPRINGS*
CRACKS AND CREVICES*
UPHOLSTERY OF CHAIRS AND SOFAS*
PICTURE FRAME MOLDINGS*

_APPLICATOR:



_LOCATION:
BEDROOM
_OBJECTIVE:
ELIMINATION



_TARGET SITED:
BED BUGS

_SOLUTION:
D-FENSE® DUST



Control Solutions Inc. has many weapons in it's arsenal to control bed bugs; **D-Fense® Dust Insecticide** is an outstanding weapon with precise control. D-Fense Dust can be applied directly to mattresses and all around the bedroom battlefield to defeat the enemy: bed bugs. D-Fense Dust is formulated with deltamethrin as a ready-to-use, water-proof dust to provide effective knockdown and residual control. Available in a one pound container. Always read and follow label directions.

* Vacuum over treated areas after 4-6 hours.

Contact your local distributor or CSI representative for more information. D-Fense is a registered trademark of Control Solutions Inc., Pasadena, Texas 77507. This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



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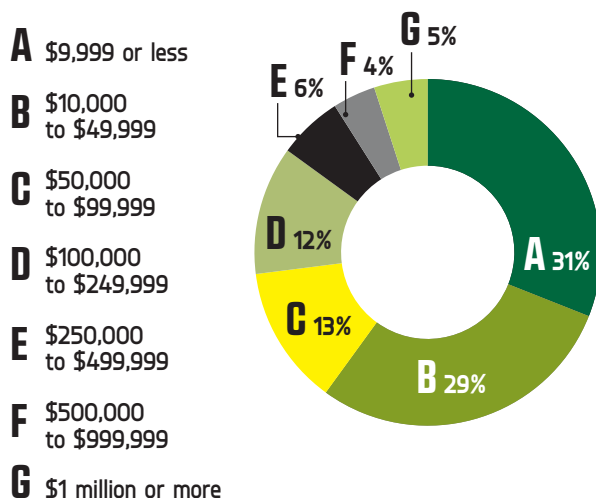
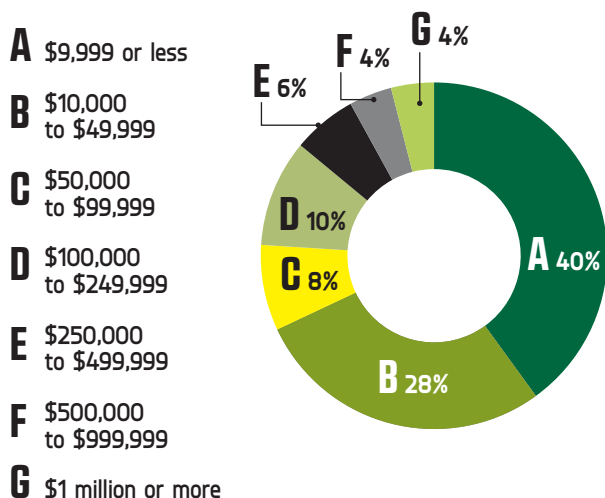
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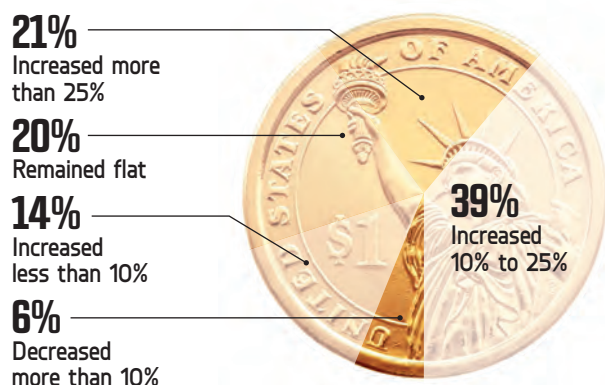
2015 BED BUG MANAGEMENT SURVEY

Bed Bug Management Revenue



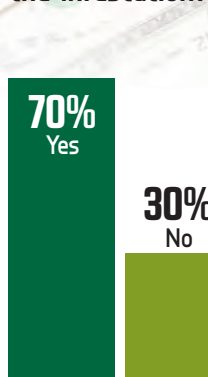
Bed Bug Management Revenue

Change from 2013 to 2014

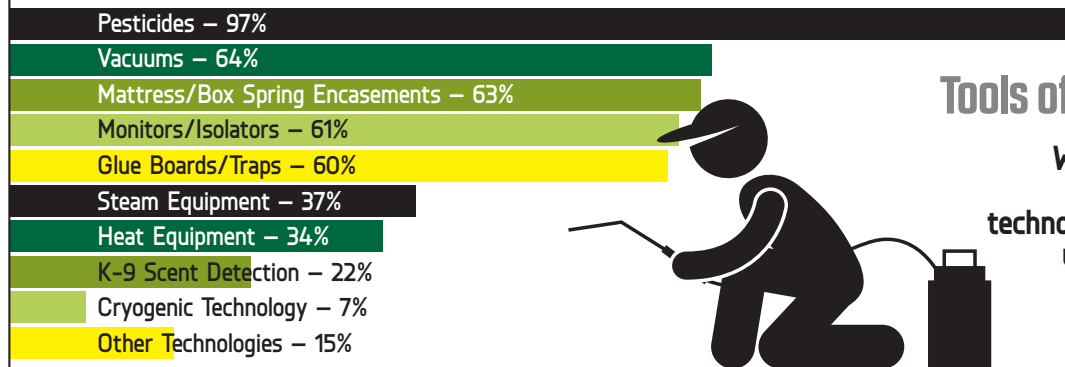
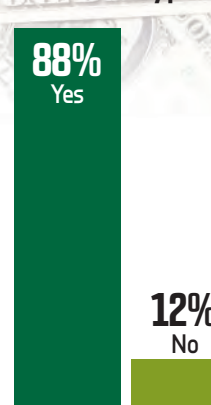


Pricing Factors

Is your pricing partly based on the severity of the infestation?



Is your pricing partly based on structure type?



Tools of the trade

Which bed bug management technologies do you use (select all that apply)?



MISSION BRIEF:

_APPLICATION AREAS:

CRACKS AND CREVICES
BASEBOARDS
LOOSE PLASTER
BED FRAME
BOX SPRINGS
FURNITURE

_APPLICATOR:



_LOCATION:
BEDROOM

_OBJECTIVE:
ELIMINATION



_TARGET SITED:
BED BUGS



_SOLUTION:
CYZMIC® CS

Control Solutions Inc. has many weapons in it's arsenal to control bed bugs; **Cyzmic® CS Controlled Release Insecticide** is a very effective weapon with long-lasting residual effects. Cyzmic CS is a sentry that guards the war zone perimeter against the enemy: bed bugs. Cyzmic CS is formulated with lambda-cyhalothrin which has been encapsulated with **CapVantage® Technology** to provide long-term protection. Available in eight ounce and one quart containers. Always read and follow label directions.

Contact your local distributor or CSI representative for more information. Cyzmic and CapVantage are registered trademarks of Control Solutions Inc., Pasadena, Texas 77507. This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



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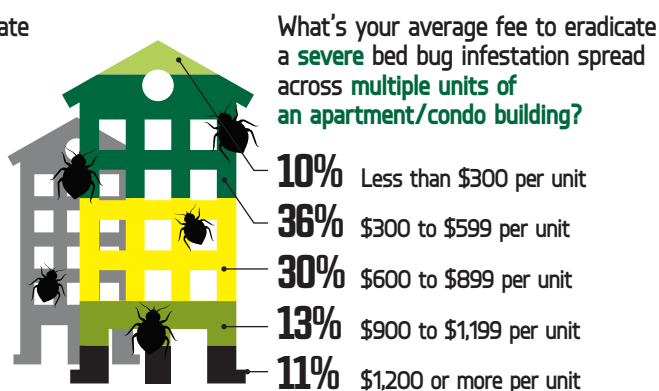
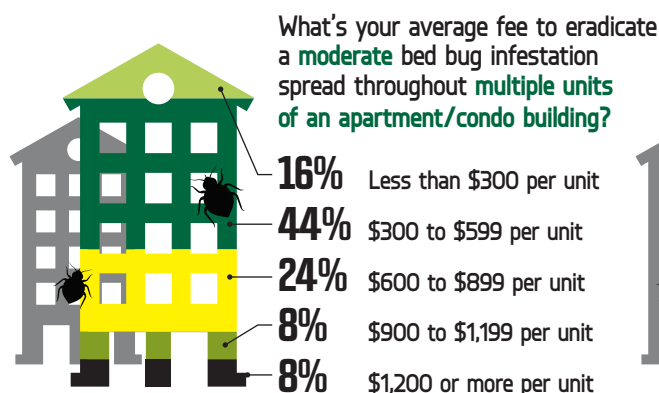
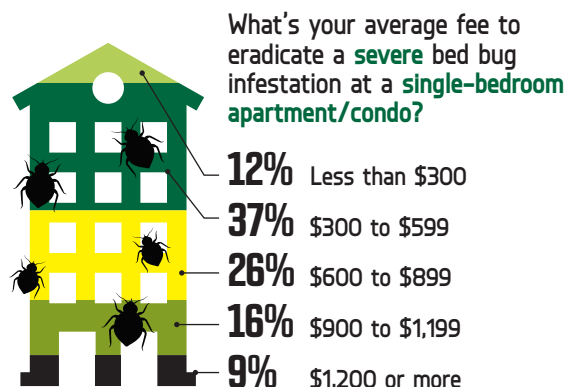
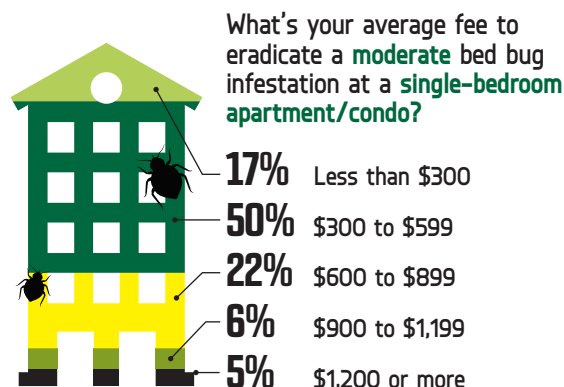
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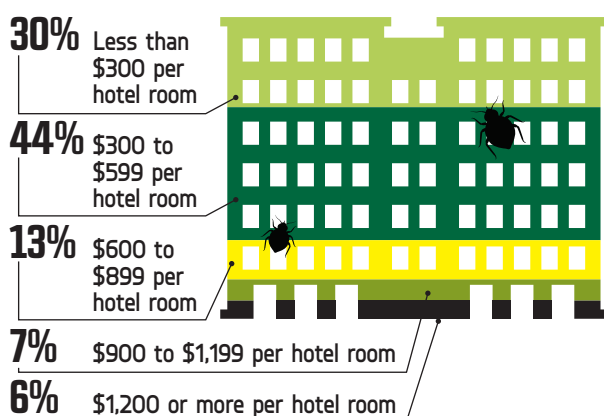


2015 BED BUG MANAGEMENT SURVEY

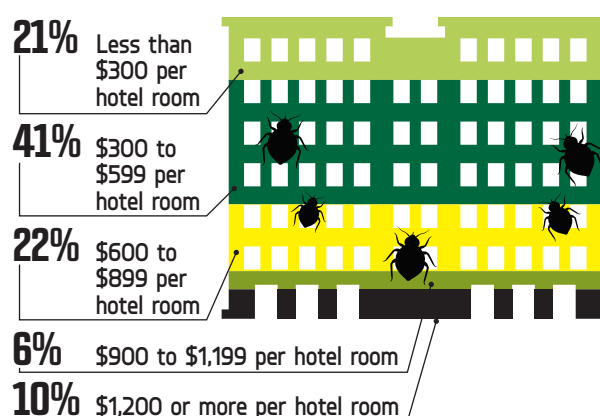
Bed Bug Management Fees



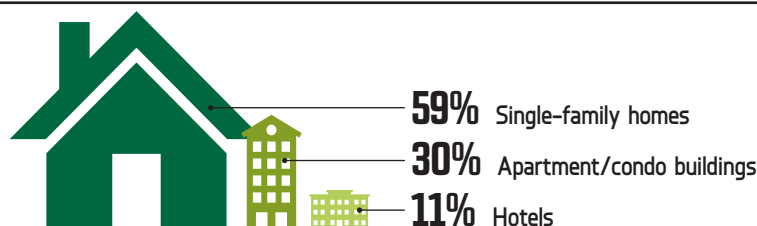
What's your average fee to eradicate a **moderate** bed bug infestation spread across **multiple units of a hotel**?



What's your average fee to eradicate a **severe** bed bug infestation spread across **multiple units of a hotel**?



Which types of bed bug jobs typically cost clients the most per treated room/unit?



MISSION BRIEF:

_APPLICATION AREAS:

MATTRESS TUFTS
MATTRESS FOLDS
MATTRESS EDGES
BED FRAME

_APPLICATOR:



_LOCATION:
BEDROOM

_OBJECTIVE:
ELIMINATION



_TARGET SITED:
BED BUGS



_SOLUTION:
D-FENSE® SC

Control Solutions Inc. has many weapons in it's arsenal to control bed bugs; **D-Fense® SC Insecticide Concentrate** is an excellent weapon with effective bed bug control. D-Fense SC can be applied directly to mattresses to aid in the war against bed bugs. D-Fense SC is formulated with deltamethrin in a suspension concentrate for effective knockdown and long lasting residual control. Available in one pint and one gallon containers. Always read and follow label directions.

Contact your local distributor or CSI representative for more information. D-Fense is a registered trademark of Control Solutions Inc., Pasadena, Texas 77507. This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



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MISSION BRIEF:

_APPLICATION AREAS:

MATTRESS (ALL SURFACES - LIGHTLY SPRAY)
BED FRAME
BASEBOARDS
MOLDINGS
FLOORS

_APPLICATOR:



_LOCATION:
BEDROOM
_OBJECTIVE:
ELIMINATION



_TARGET SITED:

B E D B U G S



_SOLUTION:

V E C T O R - B A N P L U S

Control Solutions Inc. has many weapons in it's arsenal to control bed bugs; **Vector-Ban Plus Multi-Purpose Insecticide** is a very powerful weapon. Vector-Ban Plus can be applied directly to mattress surfaces as well as all other parts of the bed to give total control of bed bugs. Vector-Ban Plus is formulated with permethrin plus a piperonyl butoxide synergist to make the active ingredient more effective. Available in eight ounce and half gallon containers. Always read and follow label directions.

Contact your local distributor or CSI representative for more information. This product may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.



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