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PMP Pest Management PROFESSIONAL

STICKY BUSINESS

PMP's first-ever Sticky Trap Survey captures
glue-based control trends.

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WORD FROM OUR SPONSOR

Innovation and growth start with the right tools

By **KENNETH SILVANDERSSON** | CEO of Silvandersson Sweden AB

Everyone craves improvements — the foundation for growth. That's why everyone is intrigued by new technology, the latest and greatest gadgets that promise significant improvements. Yet somehow, when it comes to fly traps, few are willing to pay for true innovation.

The disconnect is because of a perception problem: Most are willing to pay only for what they think they receive in return. And all too often, we, as an industry, sell short the features and benefits of best-in-class fly traps.

Education — of pest management professionals (PMPs) and their clients — is paramount. It's not enough to have a superior fly trap. The onus is on us to explain better "The What" (the fly trap's key features) and "The What's in It for Me?" (the product's bottom-line benefits for PMPs and their customers).

In general, we, as an industry, need to do a better job of educating consumers about the total value of each of our products and services. If a technician brings more effective pest management technologies and techniques to a job, naturally the customer will be more pleased — and more willing to pay more and refer more.

TECHNOLOGY CAN CHANGE THE PLAYING FIELD

Think of how a flip phone was state-of-the-art... in 2000. But when smartphones came to market just a few short years later, they revolutionized the way we communicate, research, learn information and more.

A flip phone is still functional for making calls and texts, of course, and some still hang on to that technology. However, the vast majority of business and personal users have embraced next-generation innovation in handheld devices that increase their productivity, responsiveness and profitability.

In a similar manner, not all fly traps are created equal. Silvandersson products have set themselves apart through research, technology and innovation. Years of testing in the lab and in the field have led us to look for — and find — the ideal glue that stands the test of time, heat, humidity and ultraviolet (UV) light.

It's in the spirit of furthering industry research and innovation that we are proud to be the sponsor of *PMP* magazine's first-ever sticky trap survey. We hope the information you find in the following pages inspires you to re-examine your trapping and monitoring strategies, using the best-in-class tools to provide the optimal solutions for your customers — and your business.



Sticking it to the pests

Sticky traps often seem to be the unsung heroes of a PMP's toolbox. We asked our readers what they use and how they use them. Here's what we learned. BY WILL NEPPER | Senior Editor

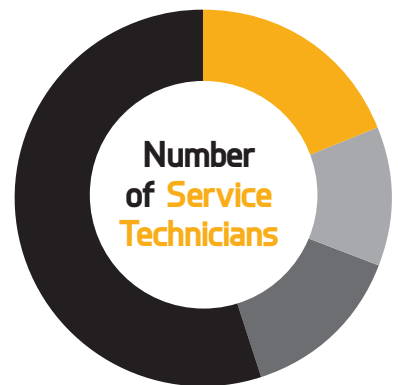
Sticky traps get little respect, despite the fact they're widely used and seen as absolutely necessary by many for monitoring a variety of pests. Not all sticky traps are created equal, however. There are a wide array of tools on the market that meet the definition of "sticky trap," and an even wider variety of sticky trap methods and materials. They monitor. They trap. They work well in conjunction with various other tools and pest-busting methodologies.

Whether plastic or cardboard, trays or barriers, sticky traps have solved seemingly unsolvable pest mysteries for many pest management professionals (PMPs) because of their ability to literally stop a pest in its tracks. *Pest Management Professional* wanted to know just how many PMPs are using sticky traps, how they're using them, and to control which pests. Once again, our readers stepped up to the plate and helped us crunch the numbers. PMP

You can reach NEPPER at wnepper@northcoastmedia.net or 216-706-3775.



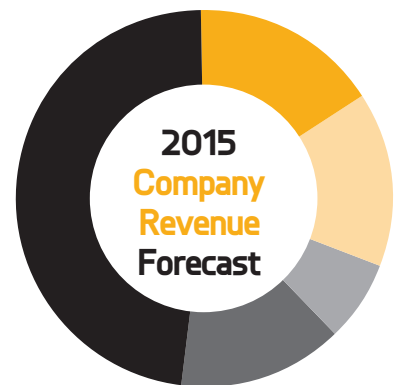
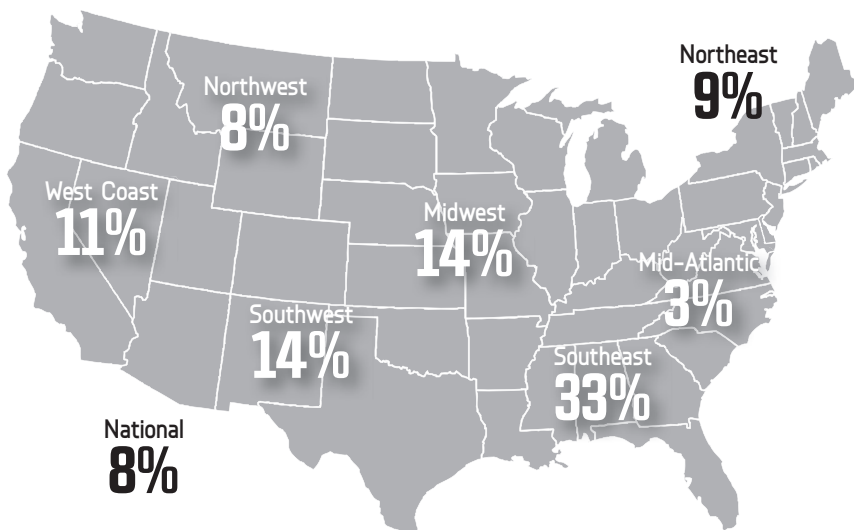
- 1 - **64%**
- 2 to 5 - **19%**
- 6 to 25 - **11%**
- More than 25 - **6%**



- Fewer than 5 - **55%**
- 5 to 24 - **19%**
- 25 to 100 - **12%**
- More than 100 - **14%**

Sticky Trap Survey Respondent Demographics

Area of Operation:



- Less than \$499,999 - **48%**
- \$500,000 to \$999,999 - **16%**
- \$1 million to \$4,999,999 - **15%**
- \$5 million to \$24,999,999 - **7%**
- \$25 million or more - **14%**



Reasons to Turn to Sticky Traps

BY **DIANE SOFRANEC** | Managing Editor

Pest management professionals (PMPs) who practice integrated pest management (IPM) know that visual inspection plays a key role in this approach. Not only will a sticky trap indicate whether a pest infestation is present, it will also demonstrate effectiveness when used after treatment.

Here are 10 reasons why a sticky trap should be one of the many tools in a PMP's pest control arsenal:

1 One pest does not necessarily denote an infestation, so it's important to determine the scope of the possible problem. One look at a sticky trap and a PMP can determine whether the pests caught on it are part of a bigger problem or a one-time nuisance.

2 The strategic placement of a sticky trap can help lead PMPs to the place where pests congregate or originate.

3 Marking the inspection and/or placement date on each sticky trap makes it easy for PMPs to keep track of the length of time it has been in use and when it should be replaced.

4 Over time, a PMP can use a sticky trap to figure out whether an infestation has been long established or whether the pest activity is short-lived. When monitored properly, frequency will show whether an outbreak is seasonal.

5 A sticky trap can catch a variety of species, in varying stages of maturity. Larvae and adult insects, whether flying or crawling, are targets depending on the type of sticky trap used. The same goes for rodent sticky traps.

6 The direction from which the pest enters the sticky trap often will indicate the location of the infestation. This will lead PMPs to the place of entry, which can then be sealed.

7 A sticky trap allows for continuous monitoring — provided it is replaced when filled with insects, gathers a substantial amount of dust or dirt, or its glue has dried out.

8 PMPs who inspect sticky traps on a regular basis and record all activity observed, can input the information into a database to quickly and easily analyze the problem, and even recognize infestation patterns.

9 Customers who are unconvinced a pest problem exists can see the evidence for themselves on a sticky trap.

10 Once a sticky trap proves pests are a problem, PMPs who treat the area can continue their use to ensure the situation remains under control. **PMP**

You can reach **SOFRANEC** at dsfranec@northcoastmedia.net or 216-706-3793.

Musts on monitoring

Sticky traps are excellent monitors, to gather information about the extent of a pest population and how well your treatments are working. This excerpt from the seventh edition of the *Truman's Scientific Guide to Professional Pest Management Operations* explains why.



Train with Truman's

To purchase your copy of the *Truman's Guide*, considered by many to be the "bible of the industry," please visit MyPMP.net/shop. It's also available in a Spanish-language edition.

Monitor traps are, without any doubt, one of the most important tools in urban integrated pest management (IPM). Monitoring devices can alert the pest management professional (PMP) as to the severity of an insect infestation, as well as where pest "hot spots" may exist. They can also provide clues of the direction the pests are traveling, as well as the age of certain pests (cockroaches, some occasional invaders, spiders, etc.). These two factors alone can help to narrow down the range, and possibly the source, of an infestation.

Monitor traps can also record the presence or absence of pests and/or the numbers of pests before and after a control program. By utilizing the traps in this fashion, the overall effectiveness of a program can be demonstrated to both the PMP and to the client.

Trap types include cardboard sticky traps that are meant to be disposable after only several days or weeks of time. Some of these traps come flat, and are folded into various sizes. Others are pre-assembled and ready for immediate placement.

More elaborate and multi-function plastic monitoring stations, in which small sticky traps can

Does your company test its technicians on best practices for sticky trap placements and monitoring for key insect species?

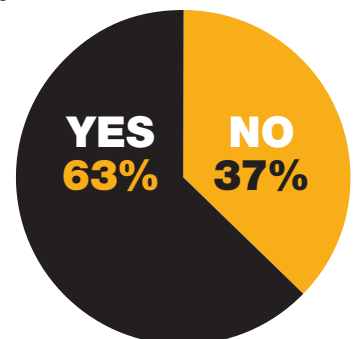


PHOTO: ©ISTOCK.COM/ANTAGAN



be installed, are also available. These stations can be used repeatedly for years. On the front end, these traps are more expensive than the disposable cardboard monitors, but they will withstand contact by clients at the worksite, cleaning operations, and items falling or being placed on them inadvertently.

PHEROMONE TRAPS

Some monitoring traps use pheromone attractants, which offer several advantages, especially in food processing and other industrial accounts. They:

- can be placed in equipment and areas that shelter pests;
- do not require additional expense to operate;
- work 24 hours a day;
- can detect low populations (often before management knows there is a problem); and
- are easier to count, because such traps are species-specific.

Trap placement and maintenance are essential in using pheromones successfully, including protecting the units from dust, moisture and damage. Indoors, traps should be placed 30 ft. away from doors and in corners, or on support posts in areas where insects have been noted, sanitation is poor or there is a high potential for reinfestation. Receiving areas usually meet these criteria.

For crawling insects, place the traps from floor level to 6 ft. off the floor. Traps for flying insects are usually placed 6 to 9 ft. off the floor. Use a grid pattern 25 to 50 ft. apart to start. Remove traps not catching anything, and concentrate traps in areas of insect activity. For monitoring, use one trap per 30,000 to 100,000 cu. ft. of space. For mass trapping, use one trap per 3,000 to 10,000 cu. ft.

Outside, pheromone traps can be used to catch insects before they enter a facility. Place traps about 50 ft. apart. Use them only at temperatures above 65°F because pheromone activity is temperature-dependent. As noted for indoor use, traps outdoors must be protected from the elements.

Silvandersson's new sticky trap solutions slated for availability in the U.S.



Over the past few years, Silvandersson Sweden AB has become a household name with many pest management professionals (PMPs) in the United States, thanks to the company's Cryonite cryogenic pest-freezing technology. Now, the Sweden-based manufacturer is preparing to bring its flagship sticky trap solutions to PMPs stateside.

With decades of experience developing and manufacturing glue-based solutions, Silvandersson is best known for its Silvalure line of sticky trap solutions and patented CoreDot Technology 3D designs. The company also has decades of experience creating custom adhesives and sticky trap designs.

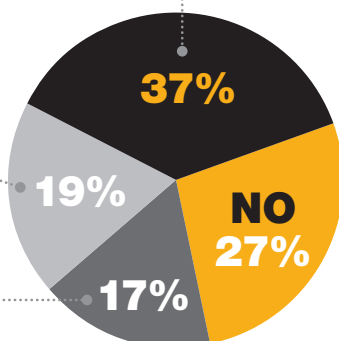
Stay tuned: The Swedes are coming — and they're bringing an arsenal of sticky trap solutions for professional use. Visit Silvandersson.se for more information.

Do you use add-on attractants (e.g. food- or pheromone-based tablets) with any sticky traps?

YES, for flying AND crawling insects

YES, for crawling insects only

YES, for flying insects only



Places glue EXACTLY – and only – where you want it.

Custom & private label designs



Sticky traps in all shapes & sizes



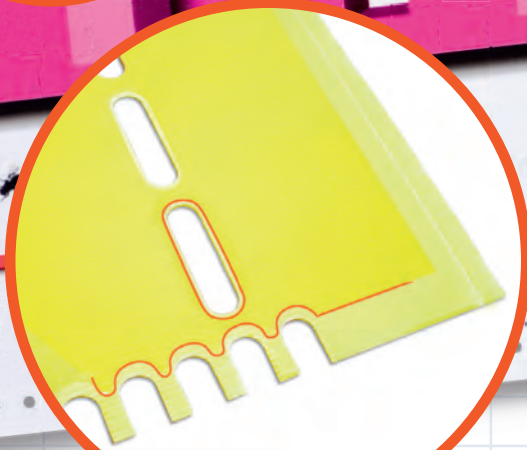
Glue precisely where you want it



Discreet traps with windows for sensitive accounts



Sharply defined glue edges



No product quality variations

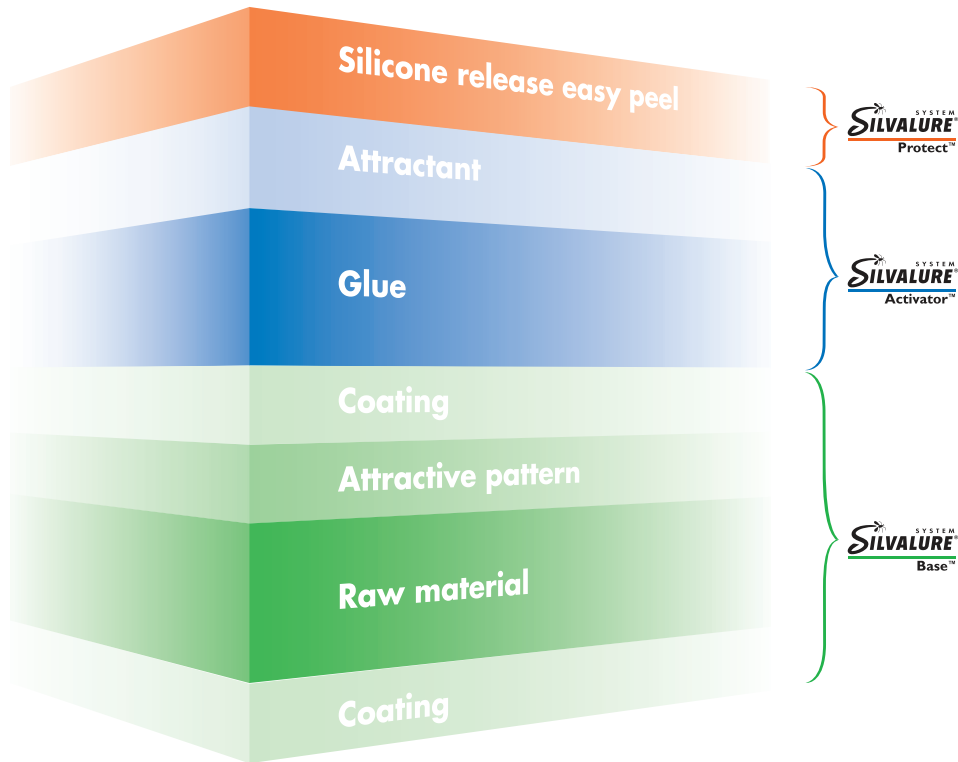


If your customers demand top-performing sticky traps and glue boards, Silvanderrsson's CoreDot Application technology is for you. Our state-of-the-art equipment and unmatched glue board manufacturing expertise enable us to deliver all types of custom and private label glue board designs, along with our full lineup of proven world-class sticky trap solutions.

For more information, visit www.silvanderrsson.se, and contact us today at sales@silvanderrsson.se or toll free at 855-527-4601.

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How to make a HIGH-QUALITY GLUE BOARD

There are two important factors that have bearing on the quality of your glue products: **knowledge and craftsmanship.**

Why is knowledge so important? By looking at the image above, it is evident that a glue board consists of much more than paper and glue. Every layer has its own specific purpose, and any change will have an impact on the effectiveness of the glue board.

First, there are external factors to consider. In what environment is the glue board intended to be used? If it is a fly trap – to what extent does the UV light from the sun or the electric fly killer influence the hardening of the glue? Will the heat or the humidity affect the glue?

Second, there are general features of the trap that are of utmost importance for its efficiency. For example, if the fly trap is not used in an EFK – what would the best pattern be to attract the flies to the trap, as an alternative to UV light? What release paper is the best to use for certain attractants, or glue, or coating?

The glue boards must be designed to meet all requirements and needs. They must resist heat and UV-light and provide a high catch rate. That's why the Silvalure® System Glue Board is built up with well-defined layers for maximum effect.

But the right knowledge won't get you very far if you don't have the equipment to manufacture the traps. Previously it has not been possible to produce glue boards with the glued areas in different

shapes and forms. It was also not possible to accurately place the glue wherever one desired. With the CoreDot™ Application Technology there are no restrictions.

Applying the right amount of glue exactly where you want it with CoreDot™ Application Technology produces a superior trap. This not only gives you a more efficient glue board (and a more environmentally sound one because of the lack of spillage), it also gives you an easy to use, consistently high quality trap.

At Silvandersons we customize all the glue boards according to the needs of our clients. Our work is produced by a network of specialists of various disciplines who work together to develop effective products, complementing our own 33 years of experience as a global supplier (including our unique, patented 3D-pattern). The demands of our clients guide the development of our products for the benefit of our clients and their customers. Our innovations provide them with the perfect solution to their pest problems.

So if you want to make sure that you only use glue boards of the highest quality built with the latest technology, make sure you choose the right manufacturer and supplier.

VIPs: Very Important Pests

In addition to insects and rodents, sticky traps have also proven effective for catching and monitoring snakes, scorpions and more. Below is a breakdown of which pests are most likely to find themselves trapped in the sticky stuff. In both “control” and “monitor” categories, mice and cockroaches take the top spots as the Pests *Least Likely to Succeed*.

Pests Most Often Controlled by Sticky Traps

(listed in order of most to least often)

1. Mice
2. Cockroaches
3. Rats
4. Flies
5. Moths
6. Occasional invaders
7. (TIE) Ants
Spiders
9. Other stored product pests
10. Beetles

Pests Most Often Monitored by Sticky Traps

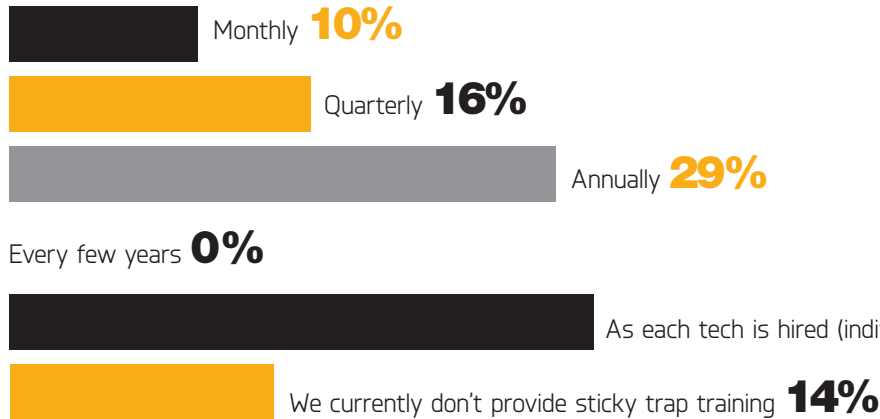
(listed in order of most to least often)

1. Mice
2. Cockroaches
3. (TIE) Rats
Flies
5. Ants
6. Occasional invaders
7. Spiders
8. (TIE) Moths
Other stored product pests
10. Bed bugs



Trap Training Techs

How often do you conduct in-house training about sticky traps?



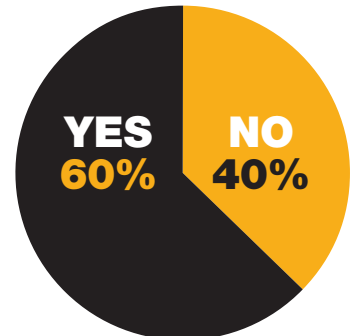
Want to learn more and discuss *PMP's* sticky trap survey results? Head on over to our blog, PMPpesttalk.net.

PMP | PestTalk

Sticky Trap a la Carte

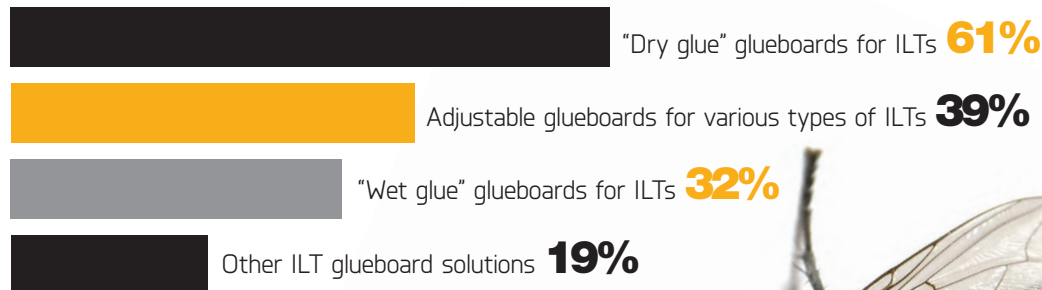
One benefit of sticky traps is their versatility. Add-on attractants, bait station solutions, insect light traps (ILTs) and the supplementary assist they can provide, make the sticky trap a tool with the ability to up the success rate of other pest control and monitoring solutions. Here's a snapshot of how PMPs use sticky traps to support other pest solutions.

Do you use sticky trap solutions in rodent bait stations?



Types of glueboards used with ILTs

(select all that apply)



THE STICKIEST CATCH

Whether battling rodents, roaches or other elusive pests, PMPs share some of their favorite tales.

COMPILED BY **WILL NEPPER** |
Senior Editor

“I was called to an apartment building in Newark, N.J., where a resident had a bat hanging on one room’s wall in broad daylight. I flung a rat-sized sticky trap at the bat, trapped it and removed it. Next, I closed the window it had flown in through — and collected a check for my efforts. That day, I was a local hero!” — *Josh Alpert, President, Green Earth Pest Control, Los Angeles*



“In a ‘six-day knockdown’ at a private high school job, we achieved capturing 10,000 mice using sticky traps, mats and trays. The school was six stories tall and held more than 125 classrooms.” — *Richard Payton, Pest Control Division Director, Kraus Maintenance, Queens, N.Y.*

“I recently caught 20 mice on a single sticky trap within a two-week window.” — *Edward Schwartz, ACE, Owner, Paladin Pest Control, Colorado Springs, Colo.*



“There were many rodents in a wall void at a customer’s house. We cut an opening in the wall to expose the problem area. The wood rat in the wall void decided to jump out as the drywall was removed. I used a rat-sized sticky trap to catch the rat in mid-air. The customer was pretty frightened, but also impressed at the same time.” — *Chris Thompson, Operations Manager, All-Pro Termite & Pest Control, Hesperia, Calif.*

“A customer believed a house mouse was chewing on cereal boxes in the bottom of his kitchen pantry. There was a small hole in the wall’s corner, but no droppings or any other signs of mice. I placed a tunnel monitor sticky trap to see what turned up. On inspection, I found a small flying squirrel in the trap — alive, but stuck and agitated. I released it and sealed the opening around the vent system.” — *Brian Smith, ACE, Owner, Smith’s Environmental Service, Tyler, Texas*

“We placed sticky traps under the counter at a fast food chicken restaurant in a mall food court. Several snakes got loose from a pet store directly next door. Our traps caught three of the four escapees.” — *Paul Fousek, General Manager, Terminix, Greensboro, N.C.*



“We had one experience with a rat in a big-chain restaurant with a rodent situation. When the initial techs couldn’t find the source of the rats after exclusion, we continued to catch three or four rats each day for a week — just as before the exclusion. During another inspection a tech and I spotted a large, well-fed adult rat shoot out from behind the kitchen’s prep table. It ran to the mop sink and took a swan dive down the drain. We realized then, there wasn’t one proper drain cover in the entire restaurant. So, while we sourced about 25 different sized metal drain covers, we also cut some cardboard boxes into rings and attached sticky traps to them before placing them around the drains. By the time we returned, we found about 25 rats caught on the sticky trap rings.” — *Theron Williams, Certified Operator, Exterm Inc., Orlando, Fla.*

“As a rookie pest technician, I dealt with an ‘alpha’ rat in a shed in El Cerrito, Calif. He’d become leery of the traps I was using, and through the process of changing traps and baits, I integrated thick plastic sticky traps. I returned to check and first found my sticky trap covered in rat hair. Then, around the corner, I found the alpha in my old snap trap. He was missing most of his hair.” — *Ian Clark, Branch Manager, Clark Pest Control, Lodi, Calif.*

“We caught many German cockroaches on one sticky trap. They had deposited egg capsules there that show different stages of them opening and releasing their young. It created a great visual tool for showing customers how many are born and how small they are, which also illustrates how they’re able to get into such small places.” — *Steve Fisher, President, Fisher Pest Management, Veneta, Ore.*



The non-venomous *Masticophis flagellum* does its own brand of pest management.

The snake takes the rat

“On the property of a home we were buying, I caught a coachwhip snake (*Masticophis flagellum*) on a rat-sized sticky trap while it was trying to eat a captured pack rat. This was a new home we were closing on in two weeks. The pack rat didn’t survive, but we released the snake, who still lives around our home.”



— *Gavin Gallifant, Owner, National Environmental Solutions, Peoria, Ariz.*

Sticky Trap Dos



One way to determine the existence or severity of a pest problem is to use sticky traps. These suggestions will help ensure success.

COMPILED BY **DIANE SOFRANEC** | Managing Editor

“Do place sticky traps where they’re not visible if at all possible, for two reasons. One: People are curious and they like to mess with things. Two: If you catch something, people panic when they see a dead mouse on a sticky trap. It’s better for you to find it than somebody else.” — *Ken Perry, General Manager, Pied Piper Pest Control, Anchorage, Alaska*



“Do replace sticky traps monthly. Dust and moisture affect the effectiveness of the sticky trap, so change them with regularity.” — *Sean Candelaria, Operations Manager, Western Exterminator, Anaheim, Calif.*

“Do place sticky traps in dark areas when possible. Insects and rodents feel safe and hidden in dark areas, so that’s where you’re going to have the most success. I find putting monitoring devices where you get direct sunlight or near indoor lighting to be ineffective.”



— *Mark George, Commercial Service Specialist, Nozzle Nolen Inc., West Palm Beach, Fla.*

Continued on next page →

→ Sticky Trap Dos continued

“Do place sticky traps in high insect traffic areas. There is a triangle of needs for pests: food, water and shelter. If you place your sticky trap somewhere within these areas, you should be able to target a high-traffic location.” — Sarah Everett, Technician, Bug Blasters, Bordentown, N.J.



“Do use sticky traps to monitor before deciding to use chemicals. The basis of integrated pest management (IPM) is conducting inspections. When you find there’s a big issue, thanks to one of your sticky traps, that’s when you use a liquid application. Too many technicians rely on chemicals only, without using any other tools of the trade.” — Anthony Smith, Service Manager, Del Soto Exterminating, Scottsdale, Ariz.

“Do clean the sticky trap holder. Our policy is that equipment should look good. The presence of flies — or anything else stuck to them — looks unprofessional.” — Sean Candelaria, Operations Manager, Western Exterminator, Anaheim, Calif.

“Do place sticky traps in regularly traveled areas. Rodents and insects both tend to travel against walls and baseboards. It’s important to place sticky traps in areas where they are more likely to be traveling. With some exceptions, they are not going to be trailing across the middle of an open room. If you put a sticky trap out in the middle of the room, all you’re doing is asking for somebody to step in it.” — Mark George, Commercial Service Specialist, Nozzle Nolen Inc., West Palm Beach, Fla.

“Do replace sticky traps as needed, not on an arbitrary schedule. Replacing them every two or three months is not reasonable. Technicians need to be taught that when they’re checking traps, the ones losing their effectiveness must be replaced immediately. If it costs more, and you’re putting out more sticky traps as a result, then raise your prices.” — Ken Perry, General Manager, Pied Piper Pest Control, Anchorage, Alaska

“Do check sticky traps based on the pest population. Inform your client that you will have to come back sooner if there is a higher pest population at the time of treatment. Of course, your goal is to decrease and eliminate the pest population. However, when starting out, if there is a high pest population, you will want to come back sooner to either check or replace the traps.” — Sarah Everett, Technician, Bug Blasters, Bordentown, N.J.

“Do replace a sticky trap when it’s full. A lot of times, technicians either don’t see the one that’s there or just decide to overlook it without removing it. It looks bad to the customer too. If you want to show it off, that’s one thing, but you don’t want to leave it there.” — Anthony Smith, Service Manager, De Soto Exterminating, Scottsdale, Ariz.

“Do conceal sticky traps from public view. With commercial accounts, it’s very important to keep them concealed. My customers don’t want their customers to come into their place of business, look around and see traps that may have a mouse or cockroaches in them.” — Mark George, Commercial Service Specialist, Nozzle Nolen Inc., West Palm Beach, Fla.

An ounce of prevention...

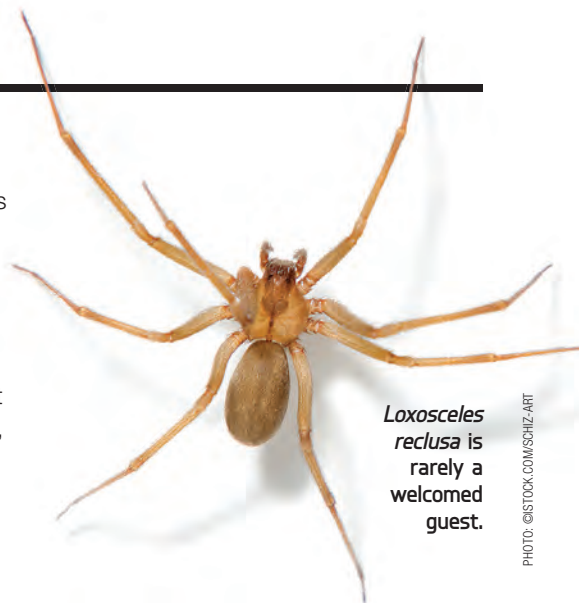


Matthew Hess, president of Four Seasons Pest Solutions Inc., Somerset, Ky., is a *big* proponent of using sticky traps as monitors in nearly every account. Here’s why:

“Sticky traps can tell you in 15 seconds what it could take you all day to find out. I was treating a home for German cockroaches and didn’t put out sticky traps

on the first treatment. The home had so many cockroaches, I figured it didn’t matter whether or not I had sticky traps out,” he says. “However, had I put sticky traps out on my second service I would have known not to stick my head inside the cabinets.”

And why was that? “Because there were brown recluse spiders in there, also.” —D.S.



Loxosceles reclusa is rarely a welcomed guest.

PHOTO: ©ISTOCK.COM/SCHIZ-ART

Sticky Trap Don'ts

Traps can be tricky for a variety of reasons. Here's some advice on what *not* to do.

COMPILED BY **DIANE SOFRANEC** | Managing Editor

“Don't use in high dust areas. Sticky traps are dependent upon the remaining sticky. Anywhere there is a lot of dust is not the best place to use one, unless you can find a way to keep it from collecting dust. Even if you place it inside something, it's still going to collect dust. You must be careful so you get as much life out of sticky traps as possible. Otherwise, you must replace them frequently.” — *Ken Perry, General Manager, Pied Piper Pest Control, Anchorage, Alaska*



“Don't leave a sticky trap in your pocket and put them through the laundry; it will ruin any pair of pants. It only takes one time!” — *Anthony Smith, Service Manager, De Soto Exterminating, Scottsdale, Ariz.*

“Don't put on more bait. Over-baiting a sticky trap is a big mistake. The stickiness that's already on the trap is sufficient enough to reel in and catch the insect. Sticky traps usually have enough scent to entice an insect to crawl in, at which point they cannot crawl out.” — *Sarah Everett, Technician, Bug Blasters, Bordentown, N.J.*



“Don't use sticky traps where non-target species could get trapped. In Florida, we have a lot of native lizards that are beneficial to our environment. I don't know how many times I've seen a glue board full of lizards and it just breaks my heart. There's no reason to be trapping lizards when we're trying to go after mice. If you're in an area and you don't know what types of animals *should* be in the area, you must trap specifically.” — *Mark George, Commercial Service Specialist, Nozzle Nolen Inc., West Palm Beach, Fla.*



“Don't underestimate the value of sticky traps. They tell you what kind of pest you have and which direction they're coming from to help you decide where you need to focus your treatment. You can keep moving the sticky trap around, toward wherever they are coming from, until they start coming from the other way. Then you can pinpoint the spot where they're entering.” — *Matthew Hess, President, Four Seasons Pest Solutions Inc., Somerset, Ky.*



“Don't place sticky traps too far up or too far away from the wall. If rodent glue boards are away from the wall, the mice are never going to travel toward them. Insect light traps (ILTs) should be hung between 5 and 6 ft. off the ground to maximize their efficiency. Too often we see them 7, 8, 9 or even 10 ft. up the wall, and people wonder why they're not catching flies.” — *Sean Candelaria, Operations Manager, Western Exterminator, Anaheim, Calif.*

“Don't place sticky traps where they will be thrown away. In many circumstances, the customer doesn't want to see sticky traps full of pests, which could result in them being thrown away. This means you lose all ability to track your results.”



— *Doug Hupp, Vice President, Certified Termite & Pest Control, Dallas*

“Don't place sticky traps where they might become wet. If the paper backing underneath gets soaked, the glue won't stick to anything because the paper will dissolve. The trap is rendered useless at that point and isn't doing the job.” — *Anthony Smith, Service Manager, De Soto Exterminating, Scottsdale, Ariz.*

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Change**

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instantly**

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- Bed Bugs



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