

# Enhancing the brand

## Private label glue boards and snap traps help promote Viking Pest Control's business

Bridgewater, N.J.-based Viking Pest Control, founded in 1980 by Ed Bradbury, is one of the largest family owned pest management companies on the East Coast. Their reputation and brand have always been part of their success, according to Ryan Bradbury, Viking's president and one of Ed's sons.

"People tell us they see our trucks everywhere," he says.

An identifiable brand is a crucial aspect of maintaining a solid reputation, so the company does anything it can to enhance the Viking brand.

"We've continuously kept our brand out in front of the customers," he says.

In addition to traditional advertising, one important way Viking maintains brand visibility is by using private labeled Catchmaster® glue boards and snap traps from AP&G Co., Inc.

AP&G was established in the early 1950s and has manufactured Catchmaster products since the brand's introduction 38 years ago. Ed Bradbury had been using private labeled products from AP&G for more than 20 years, and now his sons, Ryan and Dan, are continuing that practice.

"Viking was one of the first companies to private label the Catchmaster brand," Dan Bradbury says. "Private labeling helps with our brand recognition and helps us separate ourselves from our competition."

Viking, which uses countless glue boards and snap traps with AP&G, purchases them by the pallet. Glue boards are a top-five item for Viking, which uses them and snap traps every day at almost every account. "Typically, clients don't know the name brands of the products that our technicians use while servicing their account," Ryan Bradbury says.

"They see Viking glue boards, and think about our company," he says, adding Viking also uses glue boards and snap traps as promotional giveaways.

Viking provides service to customers in New Jersey, New York, Pennsylvania, Maryland and Delaware.

"We don't have the advertising budget of a company the size of Coca-Cola, but if we can get the Viking logo in front of people, they'll know to call us when they have a pest problem," says Dan Bradbury. "Potential customers could see the Viking logo on a product used at their workplace, then think to call us for their needs at home or vice versa."



170-53rd St., Brooklyn, NY 11232

**1-800-458-7454**

catchmasterpro.com



Ryan, Ed and Dan Bradbury