

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

PMP Pest Management PROFESSIONAL

**Protecting
health,
adding
revenue**



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our sponsor

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disease risks

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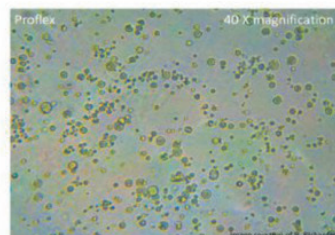


Image of microencapsulation in ProFlex.
Note the different sizes of capsules and
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Control mosquitoes to help ensure public health

BY DR. JANIS REED, BCE | Technical Services Manager, Product Development Team, Control Solutions Inc.

The neighborhood I live in is surrounded on three sides by natural creeks, and I often walk my dog in and around the neighborhood park nearby. On casual observation, by whom I would call a "layperson," the area is beautiful — filled with the sound of trickling water and wildlife, and lush with trees and blooming plants.

However, like many pest management professionals (PMPs), I am burdened with seeing a different version of reality. I see mosquito breeding, resting and harborage areas. I see water retention ponds, defunct koi ponds, bird baths, and soil depressions that fill with water, providing a perfect place for mosquitoes to lay their eggs. I see mosquito food sources in the presence of people, pets, wild birds, squirrels, deer, wild pigs and even bobcats.

Like me, the average PMP is conditioned to see *more* — to see the forest for the proverbial trees. We all recognize the potential challenges if we are asked to provide mosquito management in an area with these types of conducive conditions, but how do we communicate these challenges and set expectations with our clients? It can be tricky, for sure.

In the U.S., we have everything needed for a mosquito-borne illness to spread rapidly, including:

- Several species of mosquitoes capable of transmitting various pathogens that cause illness.
- Plenty of potential hosts (people) in population centers all over the country.
- Abundant reservoir species, such as birds, that can build up pathogen populations but show no symptoms.
- Pathogens that cause these illnesses.

So far, luckily, we have avoided widespread disease outbreaks. But we must remain vigilant.

LOOKING BEYOND THE SURFACE

Many mosquito treatments are requested for reasons apart from medical or mosquito-borne illness concerns. People want to reclaim their backyard spaces, their pool decks, and their outdoor kitchens. They want

to watch their children play in a sprinkler or play fetch with their dogs without facing annoying, painful and long-lasting bites.

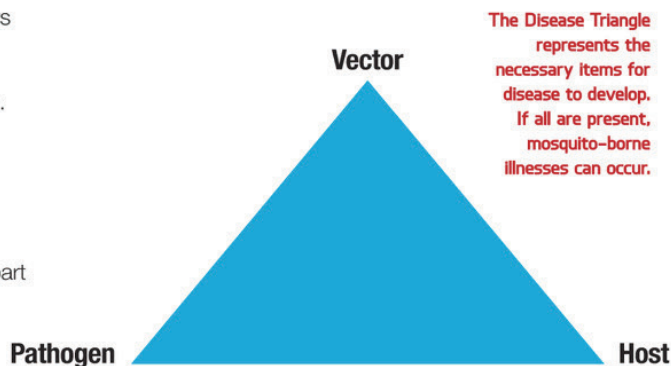
PMPs must assist the public by helping provide sustainable mosquito control as well as education. We must teach our clients whenever possible how, where and why mosquitoes are breeding in their spaces. We must be stewards of our products, and use them in the best, most efficient and effective manner we can. We will be the ones asked to face the challenges of mosquitoes that vector mosquito-borne illnesses, and we must be ready for the task.

The Control Solutions Inc. (CSI) team is dedicated to providing high quality, reliable and effective products to our suppliers and customers. We offer many options pertaining to mosquito management. Our new Combination Chemistry encapsulated solution, ProFlex, is proven to provide not only long-lasting adult mosquito control with a single application, it also helps reduce the number of eggs exposed female mosquitoes produce. Our complete portfolio of vector control products can be viewed online at ControlSolutionsInc.com.

We strive to create effective, reliable, economical pest control solutions to help PMPs maximize results and income potential. At CSI, our mission is to develop innovation you can *apply*.



DR. REED is technical services manager for pest control operators for Control Solutions Inc. (CSI), a member of the ADAMA Group. She may be reached at janis.reed@controlsolutionsinc.com.



Protecting health, adding revenue

Mosquito control services may help reduce the population of disease-carrying mosquitoes while improving profit margins

By **Diane Sofranec** | *PMP Senior Editor*

Many pest management professionals (PMPs) offer mosquito management services to generate additional revenue. News reports of mosquito-borne viruses and disease certainly have helped raise awareness of the impact mosquitoes have on public health, making it easier to sell the service to customers.

"I don't try to scare anyone into buying a service," says Toby Crowe, branch manager for Compass Pest Management in Clarkesville, Ga. "Although mosquitoes transfer viruses, this is not something I focus on. The media will do that for you free of charge; it's probably the reason you were called in the first place."



TOBY CROWE

Indeed, only 32 percent of the PMPs who responded to *Pest Management Professionals' (PMP's) 2019 Mosquito Management Survey* said they mention the Zika virus in their promotional and advertising materials. Last year, that figure was 41 percent.

Regardless, residential customers who hire PMPs for mosquito control are well aware of the diseases these pests carry. The majority of the PMPs who offer mosquito control services and responded to *PMP's* survey said concerns about the Zika virus have led to additional business.

"Mosquito management is worth offering your customers and community because it helps reduce the population of disease-carrying mosquitoes," says Kevin Hudson, director of sales and business development for Advanced Services Pest Control in Augusta, Ga. "Mosquito reduction services provide

a safer and more enjoyable outdoor space for one of your business' most important assets: your customers."

Is it possible to add revenue without alarming customers? For Crowe, being honest leads to work with higher profit margins.

"I focus on the quality of work we do and the quality of professional technicians we employ," he says.

Todd Barber, owner of Barber's Best Termite and Pest in Tallahassee, Fla., says delivering an effective mosquito suppression service helps protect the community. But mosquito management involves more than simply applying pesticides.



TODD BARBER

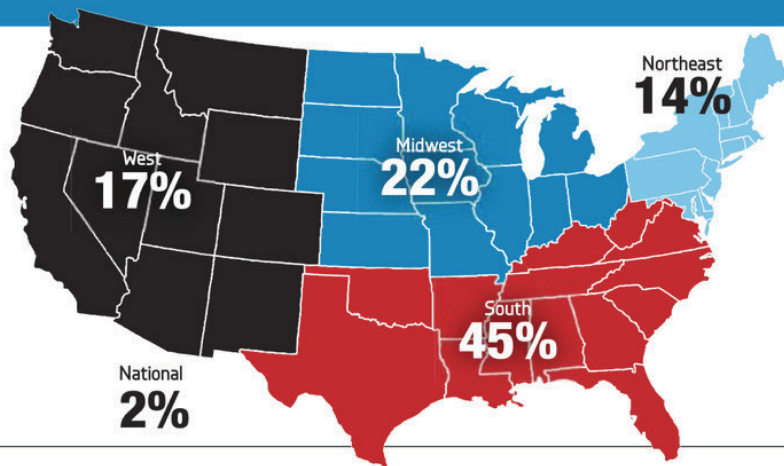
"You and your customer need to understand the behavior and life cycle of mosquitoes for the service to have the desired results," he says. "Working with your customer toward the goal of mosquito suppression will have a greater benefit for them, and better profit margins for your company."

GAINING CUSTOMERS

Mosquito management revenue is expected to rise this year, say 72 percent of those who responded to *PMP's 2019 Mosquito Management Survey*. The ways in which it will happen will vary.

"The best way to add more mosquito control sales is to inform your current customers it's available," says David Fleming, owner of Pest Management Solutions in Spartanburg, S.C. "It's not uncommon for a customer to hire a mosquito specialist company or a landscaper to treat their property, because they don't know it's an option with *your* company."

CONTINUED ON PAGE MM6



SOURCE: PMP MOSQUITO MANAGEMENT SURVEY JAN.-MARCH 2019

AREA OF OPERATIONS

MIDWEST (OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS)

WEST (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)

SOUTH (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV)

NORTHEAST (CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.)

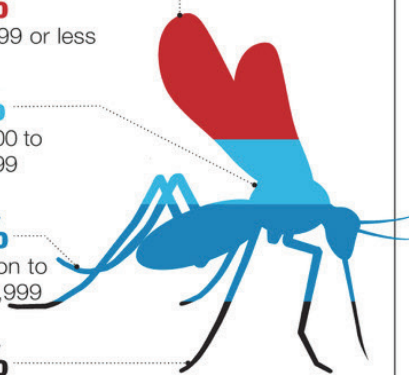
2019 PROJECTED TOTAL REVENUE

35%
\$499,999 or less

18%
\$500,000 to \$999,999

27%
\$1 million to \$4,999,999

20%
\$5 million or more



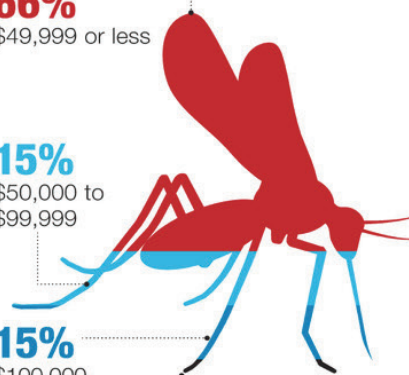
2019 PROJECTED MOSQUITO MANAGEMENT REVENUE

66%
\$49,999 or less

15%
\$50,000 to \$99,999

15%
\$100,000 to \$999,999

4% \$1 million or more



NUMBER OF TECHNICIANS

58%
Fewer than 10

32%
10 to 99

6%
100 to 499

4%
500 or more

2018 MOSQUITO MANAGEMENT REVENUE BY STRUCTURE TYPE



41% generated 25% or less of their mosquito management revenue from residential
7% generated 26% to 50% from residential
52% generated 51% or more from residential



86% generated 25% or less of their mosquito management revenue from commercial
8% generated 26% to 50% from commercial
6% generated 51% or more from commercial



96% generated 25% or less of their mosquito management revenue from govt./municipal
4% generated 26% to 100% from govt./municipal

2019 MOSQUITO MANAGEMENT SURVEY

CONQUERING CALLBACKS

Mosquito control using today's technologies is effective, *PMP's* 2019 Mosquito Management Survey shows. In 2018, 79 percent of respondents had 4 percent or fewer callbacks.



ANDY SHRAWDER

Andy Shrawder, owner of Hershey Termite and Pest Control in Hershey, Pa., says callbacks equal wasted time and money, especially if they could have been avoided with proper inspections in the first place.

"It's hard to develop a successful treatment plan if you're not operating with all the facts," he says.

"Using your existing customer base to offer an add-on service like mosquito control is a no-brainer," Shrawder adds. "While I don't recommend scaring your customers into service, make yourself available to address their concerns. If they're ready to start service, make sure you're the one who gets the job; if not, there's a company right behind you that will be happy to provide mosquito control service for them, and maybe even take the general pest control contract that used to be yours." —DS

Like most who provide wildlife control, Barnes is of the mindset to try to fix the problem, if possible.

For instance, if you know the source of the mosquito-breeding habitat, figure out how to eliminate it, he says. Consider using a larvicide during treatment, emptying standing water, changing the landscape, or improving drainage.

"Provide real solutions to the problem," Barnes says. "This will not only make you more money in the near term, it will build trust with the client and possibly land you more work and referrals."

Michael Burks, owner of Ecopest Solutions in Cleveland, Tenn., advises PMPs to ask customers whether mosquitoes have bitten them yet.



MICHAEL BURKS

"Do it face-to-face at the time of service, or when scheduling a service call, or write it in the notes of a service ticket," he says.

Burks also suggests PMPs spend time with the owners of restaurants that have outdoor eating areas: "The last thing they want are for folks to not want to eat there because of the mosquitoes."

CONTINUED FROM PAGE MM4

He recommends offering new customers a discount for mosquito control services at the time of the original service call. Doing so will allow the customer to see how well the treatment works — and enable you to increase sales without making an extra trip, he says.



DAVID FLEMING

"Mosquito management treatments are worth offering because the profit margins are high. They add revenue to the bottom line and often can be performed at the same time as other general pest control services, which saves time and gas," Fleming continues. "They add value for your customer. It's a win-win for everyone involved."



JACOB BARNES

Jacob Barnes, owner of Barnes Wildlife Control in Dayton, Ohio, finds helping control mosquito populations rewarding.

"It's easy to sell mosquito management services to a current customer because no one likes to be bitten," he says.

ONE-OFF SALES

Offering mosquito control as a one-time service for backyard parties or weddings is another way to gain mosquito control business. *PMP's* 2019 Mosquito Management Survey reveals 21 percent of respondents offer mosquito management services for one-time special events.

Meeting with wedding coordinators in your town may lead to additional one-time mosquito management customers, says Burks.

Because no one wants to throw a party where mosquitoes may ruin the fun, customers often are willing to pay more for a service they believe they cannot do without. But that's not the only advantage to offering mosquito control for special events, Advanced Services' Hudson says, adding, "The great thing is, they don't involve retreatments or follow-ups."

Andy Shrawder, owner of Hershey Termite and Pest Control in Hershey, Pa., agrees.

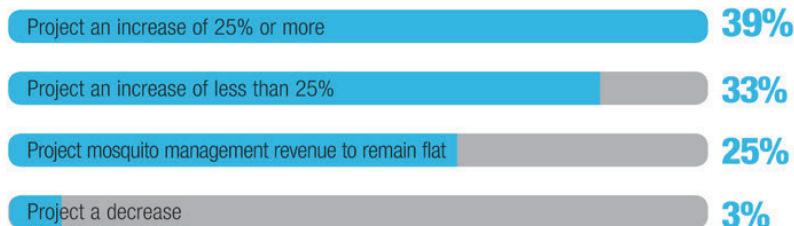
"Why turn the service away?" he asks. "Certainly, you want to explain the challenges that come with mosquito control, but you should also take the opportunity to offer some additional tips to make their affair more enjoyable."

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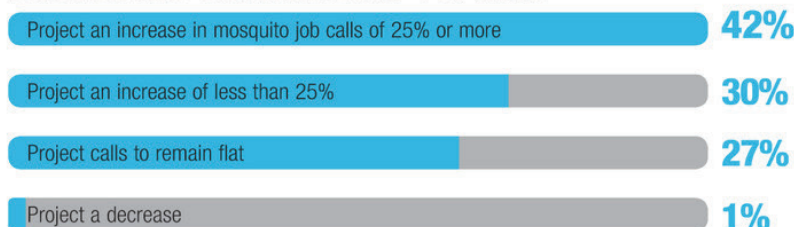


SOURCE: PMP MOSQUITO MANAGEMENT SURVEY JAN.-MARCH 2019

MOSQUITO MANAGEMENT REVENUE PROJECTED CHANGE 2019 VS. 2018

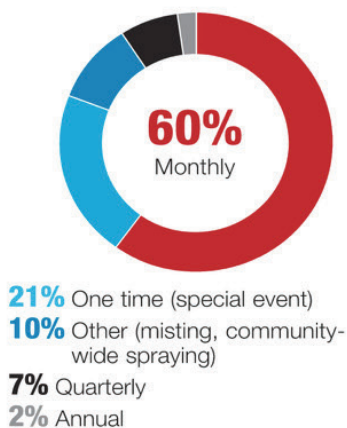


MOSQUITO JOB CALLS PROJECTED CHANGE 2019 VS. 2018

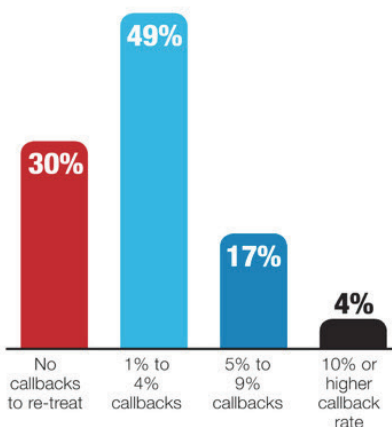


MOSQUITO MANAGEMENT SERVICE FREQUENCIES

(in order of customer requests)



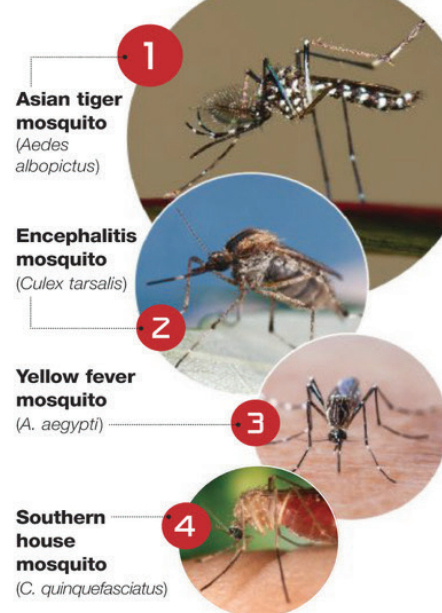
2018 MOSQUITO MANAGEMENT CALLBACKS



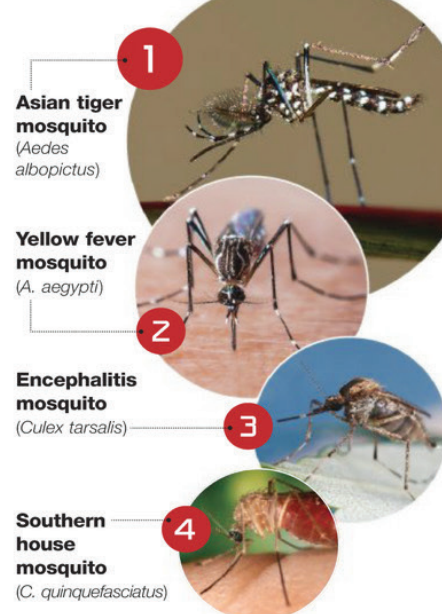
MOSQUITO MANAGEMENT JOB GENERATORS

- 1 Add-on service for current general pest management clients
- 2 New clients requesting mosquito management services
- 3 Add-on service for current termite management clients

TOP 4 MOSQUITO SPECIES BY NUMBER OF JOBS GENERATED



TOP 4 MOSQUITO SPECIES BY NUMBER OF REVENUE GENERATED



2019 MOSQUITO MANAGEMENT SURVEY

BY THE NUMBERS

0 cases of Zika acquired through mosquito-borne transmission were reported in the United States in 2018 and 2019, as of March 6, 2019.

72 cases of Zika acquired by travelers returning from affected areas were reported in the United States in 2018.

147 cases of Zika acquired through suspected mosquito-borne transmission were reported in the U.S. territories in 2018.

SOURCE: U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION

65% of respondents who perform mosquito work say news of the Zika virus helped boost the number of mosquito management service calls they received in 2018.

32% of respondents who perform mosquito work confirm that their promotional and advertising materials for mosquito management mention the Zika virus.

42% of respondents who perform mosquito work say their customers specifically ask whether their services manage mosquitoes that carry Zika.

SOURCE: PMP MOSQUITO MANAGEMENT SURVEY JAN.-MARCH 2019



WARNING ZIKA

CONTINUED FROM PAGE MM6

He recommends advising these one-time customers to use fans to create air movement to help keep mosquitoes away. He also suggests talking to customers about scheduling their events at a time when mosquito activity is low, and helping them identify and eliminate breeding areas.

"These services can, and should be invoiced at a premium price," Shrawder says. "But it's also a chance to convert a one-time service into a more moderately priced, ongoing plan, and maybe a general pest control or termite protection plan as well."

GROWING PROFITS

Pricing mosquito treatments based on the customer's property also can help increase revenue.

"Customize your price for each yard. For instance, the more vegetation, the higher the price," Shrawder says. "There should not be a standard price for mosquito work because each situation is different."

Often, PMPs overlook the most obvious way to boost their bottom lines: Pricing jobs based on your knowledge and expertise.

"Ask for the money," Compass Pest Management's Crowe advises. "Don't be afraid to ask to be paid what you are worth."

Michele Eccles, president of SHS Pest Control in Portsmouth, R.I., says she believes mosquito management is a lucrative add-on service for existing customers.

"Many businesses are now offering mosquito control at very low prices; competing with them lowers profits greatly," Eccles adds. "For those

of us in the pest control industry, offering a full line of pest control services allows us to bundle them and keep our profits high."

Robert Erwin, president of Erwin's Pest Control in Clovis, Calif., says PMPs who know mosquito habits, habitat and biology will enjoy success because they can evaluate control solutions based on those three factors.

"You always will have higher profit margins when customers can see a real difference in their environments before and after your mosquito treatments," he says. "Those customers will come back to you the following year, and will bring neighbors and family with them."

Education doesn't just benefit customers, Erwin says. It's important for PMPs, too. Knowledge will give you the confidence to answer your customers' questions, providing them with realistic expectations and peace of mind.

"You will help them enjoy their backyards again," he says.

Chad Highley, branch manager for Terminix in Lawton, Okla., advises educating customers on the pest issues you find, to create the next opportunity to provide great service and increase their quality of life.

"When you present yourself as an expert, your customer will remain as long as you continue to prove you are *their* expert," he says.

"Pricing the work for the value it adds for the customer is important," says Andy



ROBERT ERWIN



MICHELE ECCLES

ILLUSTRATION: ISTOCK.COM/ARTOM-UK

**CHAD HIGHLEY**

Yant, president of PEST Inc. in Goodlettsville, Tenn. “We can price work cheaply and try to gain more customers, but we weaken our image as professionals.”

He points out that customers appreciate an effective treatment, and most are willing to pay for it.

“There’s no reason we shouldn’t be profitable and be able to spend the proper amount of time on a mosquito control service,” he says. “When customers are able to enjoy their outdoor areas and not be bitten by mosquitoes, they are likely to encourage their friends and neighbors to use our service.”

Fortunately, finding work is not a problem for PMPs who know where to look.

“The opportunity to gain more mosquito customers is almost endless,” Yant says. “But we first market our mosquito management services to existing customers. If they want us to perform this service with their regularly scheduled services, we bundle them to save time and money.” **PMP**

**ANDY YANT**

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

MOSQUITO-BORNE DISEASE RISKS

Customer awareness of the health problems mosquitoes may cause often leads to additional work for pest management professionals (PMPs). While PMPs are experts at finding and eliminating breeding sources that attract mosquitoes, most are not trained to provide medical advice. When customers have questions about mosquito-borne diseases and viruses, refer them to a reputable resource.

The following facts are courtesy of the U.S. Centers for Disease Control and Prevention (CDC):

WEST NILE VIRUS

- The encephalitis mosquito (*Culex tarsalis*) is one of the major species responsible for West Nile virus (WNV). They are apt to bite from evening to morning.
- Mosquitoes become infected with WNV when they feed on infected birds. When the infected mosquitoes bite people and animals, they spread WNV.
- WNV is found in all 48 contiguous states. The virus circulates in mosquitoes and birds every year.
- Vaccines and a targeted antiviral treatment are not yet available for WNV.
- Laboratory tests can confirm the presence of WNV antibodies.
- Approximately 80 percent of people infected with WNV will not show symptoms. The remaining 20 percent will have a fever, as well as other symptoms such as rash, headache, joint pain, body aches, vomiting or diarrhea.
- A few of those infected — about one in 150 — will contract a severe central nervous system illness, such as encephalitis or meningitis, that sometimes can be fatal. Symptoms include fever, headache, stiff neck, stupor, disorientation, coma, tremors, convulsions, muscle weakness, vision loss, numbness and paralysis. Recovery

from this severe illness may take several weeks or months, although some health effects may be permanent.

- Over-the-counter pain relievers may help reduce fever and relieve some symptoms.
- A few WNV cases have occurred after exposure in a laboratory; through blood transfusion and organ donation; and from mother to baby during pregnancy, delivery or breast feeding.
- WNV is not spread through coughing, sneezing or touching; by touching live animals; by handling live or dead infected birds; or by eating infected birds or animals.
- State and local health departments report cases of WNV to the CDC.

ZIKA VIRUS

- The yellow fever mosquito (*Aedes aegypti*) and the Asian tiger mosquito (*A. albopictus*) spread Zika virus. They typically bite during the day, and sometimes at night.
- Vaccines or medicine are not available for Zika virus.
- A blood or urine test is used to confirm the Zika infection.
- People rarely die from the Zika virus.
- Pregnant women who contract the Zika virus may give birth to babies with severe brain defects, including the microcephaly birth defect of the brain. Other health issues, such as miscarriage, stillbirth and other birth defects, may occur.
- The most common Zika virus symptoms are rash, red eyes, headache, fever, joint pain and muscle pain. Symptoms may last from several days up to a week.
- Zika virus is transmitted through mosquito bites, from a pregnant woman to her fetus, through sex, and most likely through blood transfusions (a method that has not yet been confirmed).
- Once a person has been infected with Zika virus, they are likely to be protected from future infections. —DS

MORE ONLINE

For additional mosquito management tips, visit PMPPestTalk.net.

15 mosquito management pro tips

Sharpen your mosquito management service with tips from pest management professionals who learned from experience

By Diane Sofranec | PMP Senior Editor

No matter how long you've been providing mosquito management service, learning from your fellow pest management professionals (PMPs) can be good for business.

"The majority of all pest control businesses want to grow and provide outstanding customer service," says Kevin Hudson, director of sales and business development for Advanced Services Pest Control in Augusta, Ga. "If we follow these tips, our customers and our communities will be happy and satisfied, and that equals company growth and longevity."

The following tips may provide new some fresh ideas when offering mosquito management services.

1 OFFER PROFESSIONAL SERVICE

"If you're looking to make fast money in little time, forget it. Mosquito management is a service. I hear the dissatisfaction in the voices of customers who complain about competitors that perform 10-minute service calls with no time to form a business relationship, or send different technicians every service call that don't know what was done last time." — *Jerry Vance Sr., Owner, Discreet Pest Control, Mesa, Ariz.*



2 INSPECT EVERY TIME

"Some technicians like to jump straight out of the vehicle, fire up the blower and get right to the treatment. But this may result in a very unhappy customer. Conditions change from treatment to treatment, so an inspection before every treatment is necessary for the best outcome." — *David Fleming, Owner, Pest Management Solutions, Spartanburg, S.C.*

3 KNOW YOUR SPECIES

"PMPs need to be aware of where and how mosquitoes hide. Mosquitoes want to be inconspicuous so they are not eaten by predators such as lizards, frogs and toads. Different species of mosquitoes have different preferences for biting times, so know your target pest." — *Richard Clark, Special Assistant, Trad's Pest Control, Jacksonville, Fla.*



4 SIMPLIFY INFO FOR CUSTOMERS

"Educate your clients without using too much technical data. You probably aren't talking to an entomologist, so use terms that anyone can understand. Be sure to describe the processes involved in treating the structure or yard, and don't overpromise results. We will never eliminate mosquitoes from the face of the earth, so don't tell customers they can expect 100 percent mosquito reduction in their yards." — *Toby Crowe, Branch Manager, Compass Pest Management, Clarkesville, Ga.*

5 DISCUSS HEALTH RISKS

"Educate customers on mosquito-borne diseases so they know the risks involved, and what to look for if a health issue arises." — *Jacob Barnes, Owner, Barnes Wildlife Control, Dayton, Ohio*

6 RECOMMEND EXCLUSION EFFORTS

"Make sure screens are present on doors and windows. This is a form of exclusion, and can cut down on the number of mosquitoes customers will see indoors." — *Robert Erwin, President, Erwin's Pest Control, Clovis, Calif.*



7 KNOW WHERE TO TREAT

“Treat the underside of all vegetation, because that’s where mosquitoes rest in the shade. Also, incorporating insect growth regulators will help reduce callbacks and retreats.”

— *Brian Ranes, ACE, Operations Manager, McMahon Exterminating, Evansville, Ind.*



8 EMBRACE VARIETY

“Don’t rely on one treatment type. Also, don’t just treat the areas where mosquitoes are often seen and are a nuisance. While many types of treatment are effective, it is never a good idea to tell your customer the treatment will eliminate all risk of disease transmission. It certainly will not. No treatment method is 100 percent effective.”

— *Chad Highley, Branch Manager, Terminix, Lawton, Okla.*

9 MARKET YOUR SERVICES ON SOCIAL MEDIA

“Social media allows us to reach existing customers and potential customers effectively and inexpensively. We mention our mosquito control service regularly during the season, as well as late winter so we can have our services on their mind when they begin to see mosquitoes.”

— *Andy Yant, President, PEST Inc., Goodlettsville, Tenn.*

10 TRAIN EMPLOYEES

“Don’t start offering mosquito management services without properly training your team.”

— *Bernie Holst III, CEO, Horizon Termite & Pest Control, Midland Park, N.J.*



11 WEAR PROPER PERSONAL PROTECTIVE EQUIPMENT (PPE)

“The label is the law, and smart practice to boot. Always protect yourself with the label-mandated PPE, and be sure your techs do the same.”

— *Andy Shrawder, Owner, Hershey Termite and Pest Control, Hershey, Pa.*



12 EMPLOY INTEGRATED PEST MANAGEMENT (IPM) PRACTICES

“Use an IPM checklist to increase profit margins by reducing re-service calls and callbacks. PMPs who have to retreat for mosquitoes basically generate no profit.” — *Kevin Hudson, Director of Sales and Business Development, Advanced Services Pest Control, Augusta, Ga.*

13 SET EXPECTATIONS FOR CONTROL

“Inform customers they still may see mosquitoes. This will prevent a lot of wasted time on the phone explaining that you haven’t rid the world of mosquitoes, but have taken an active role in reducing the mosquito population in their area.”

— *Jacob Barnes, Owner, Barnes Wildlife Control, Dayton, Ohio*

14 PREVENT DRIFT

“Make sure your product does not drift onto certain flowers or bushes. Even though there may not be bees or butterflies on a particular flower when you are there, at some point there will be. Be extremely careful around butterfly bushes; your customer most likely planted them so they can see butterflies in their yard.” — *Brian Ranes, ACE, Operations Manager, McMahon Exterminating, Evansville, Ind.*

15 USE QUALITY PRODUCTS

“Use the best products for the job, and apply them thoroughly. Trying to cut corners on materials with mosquito control is useless; the material cost is such a small part of the treatment process. It isn’t worth risking another trip — or more importantly, a customer complaint.” — *Andy Yant, President, PEST Inc., Goodlettsville, Tenn. PMP*

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



new

PROFLEX 90 DAY MOSQUITO PROTECTION PROGRAM

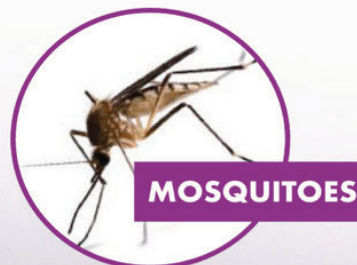
Control Solutions Inc guarantees 90 days of no call backs after you apply ProFlex for residential control of mosquitoes.

The combination of Lambda-Cyhalothrin, Novaluron, & Pyriproxyfen, provides superior performance with the security of our ProFlex 90-day Mosquito Protection Program.



April 1 - November 30, 2019

Ask your local distributor about
ProFlex.



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