

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

# PMP Pest Management PROFESSIONAL

BASF ..... M2

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MGK ..... M4

2020

# MOSQUITO

# BATTLES

**SPECIAL ADVERTORIAL INSERT**

## MOSQUITO BATTLE

**COMPANY:** Bulwark Exterminating  
**BATTLEFIELD:** Mostly residential, but also commercial and industrial  
**WAR STORY:** Chad Child, manager of the Raleigh, N.C., branch of Bulwark Exterminating, based in Mesa, Ariz., says treating smaller properties for mosquitoes can be challenging. Customers may keep their properties completely free of standing water, where mosquitoes breed, but if a next-door neighbor does not properly maintain their pool, then it can be a breeding ground for millions of mosquito larvae. Once those larvae become adult mosquitoes, they won't respect property lines. So Child asks customers to talk to neighbors about eliminating their standing water. Meanwhile, Bulwark technicians try to offer mosquito services to as many people in the neighborhood as possible. "If there are 10 houses on the street and we're treating eight, the mosquito problem can be less than if we treat just two houses," Child says. "Even if neighbors hire a competing firm that offers a mosquito control program, it really helps everyone in the neighborhood."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** BASF Fendona CS Controlled Release Insecticide  
**WEBSITE:** PestControl.BASF.us

# A quick and lasting fix

Fendona® CS Controlled Release Insecticide by BASF helps Bulwark Exterminating keep mosquito populations — and its labor and equipment costs — low

**F**endona® CS Controlled Release Insecticide by BASF has simplified life for Chad Child — manager of the Raleigh, N.C., branch of Bulwark Exterminating — in his war against mosquitoes.



Chad Child

The product, with its broad label, kills just about every pest Child encounters. Fendona CS is labeled for more than 60 pests, including ants, cockroaches, spiders, crickets, earwigs and mosquitoes.

"Instead of carrying six or seven products on a truck, we carry only one or two, including Fendona CS," Child says. "Bulwark uses it in nearly 90 percent of our treatments, at least in North Carolina."

Fendona CS's active ingredient, alpha-cypermethrin, is protected inside a microscopic capsule that Child says sticks nicely to all kinds of surfaces. The product kills mosquitoes on contact, and Child states that he saw significant reductions in mosquito populations within a short period of time.

Also, Fendona CS continues to work for up to 59 days for mosquitoes at 0.050 percent rate on leaf surfaces; 30 days for mosquitoes at 0.025 percent rate on leaf surfaces. Child says the

residual effect is due to the slow release of the active ingredient contained in the micro-capsules, so that alpha-cypermethrin is not all exposed at once. Fendona CS holds up against rain and wind.

Bulwark, which has 22 locations in 11 states, first tested Fendona CS in early 2017, the same year it was released to the market. Six months later, Bulwark switched to Fendona CS at all of its North Carolina branches.

Child calls Fendona CS a blessing, because mosquito infestations in North Carolina are plentiful.

"I grew up in Maine, and there were a lot of mosquitoes, but



only for a couple of months each year," Child says. "Here, we start seeing mosquitoes as early as late March, and they will be an issue through the spring and summer to early October."

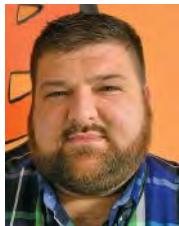
Mosquito treatments have become a solid 10 percent of Bulwark's revenues in North Carolina, Child reports. It helps that Fendona keeps his callback rate low. His branch has about 9,000 residential customers, and the fact that they have fewer callbacks makes an impact.

"Fendona CS has helped our bottom line," Child concludes.

## Climate Control

Finding a product to battle mosquitoes in Virginia's humid conditions

**W**hether a product is the right fit for his company depends on several factors, says Adam Eason, president and CEO of Bug Busters Pest Control Services, which has locations in Farmville and Colonial Heights, Va. For starters, he looks at the safety of the product for both the employee and customer.



Adam Eason

“Without either of them in the equation, the product does not matter,” he says.



Jacob Orr

Bug Busters also considers the product's effectiveness. While price is also a factor, Eason says it's never at the cost of results and safety.

After considering all of those elements, Bug Busters decided to add Control Solutions Inc.'s (CSI's) Proflex to its lineup. The \$3 million company has about 40 employees and already used some of CSI's other products, including D-Fense® Dust, D-Fense® NXT, Spectre, Fuse® and Fuse® Foam.

### THREE MODES OF ACTION

One thing that stood out about Proflex was that its active ingredients, lambda-cyhalothrin and pyriproxyfen, were microencapsulated, says Jacob Orr,

Bug Busters' chief operations officer.

“This helps provide a long-lasting residual and a good knockdown,” says Orr, a 10-year industry veteran.

The product's third active ingredient, novaluron, is not microencapsulated, which allows it to take effect immediately. “Not many products out there are offering such bang for your buck,” Orr says.

Before using Proflex, Bug Buster's teams struggled to combat some of their clients' property conditions and the overall climate in Virginia: They always ended up with a few customers who had a lot of shade and moisture, Orr says.

“Those are the ones that end up with service calls,” Orr says.

In the past, Bug Busters had practiced integrated pest management (IPM) techniques, eliminated breeding sources and used a reputable product. However, it was not always able to keep mosquitoes at an acceptable level. That's when several employees recommended Proflex.

“Management decided to try Proflex on the problem accounts before we decided to introduce it companywide,” Orr says. “Proflex yielded such great results, we happily made the switch.”

In addition to a quality product, Eason says, Bug Busters values the support and expertise it has found with CSI.

## MOSQUITO BATTLE

**COMPANY:** Bug Busters Pest Control Services

**BATTLEFIELD:** 65 percent residential and 35 percent commercial accounts

**WAR STORY:** “Virginia has a humid, subtropical climate,” says Jacob Orr, chief operations officer at Bug Busters. “It's safe to say that we have our share of mosquitoes.”

After adding Proflex to its lineup, Bug Buster has found a match for those conditions. “Our mosquito callbacks have reduced by 75 percent,” Orr says. “This resulted in savings and happy customers.”

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Proflex

**WEBSITE:** ControlSolutionsInc.com

“They provide you with the support and confidence your team needs to know the details of the product you are using — someone you can call and get the attention your situation may need to resolve customer concerns,” Eason says.

Eason was introduced to CSI rep John Kurtz by his distribution rep a few years ago. “We immediately established a trusting relationship that has been strengthened each time a quality product has come to market,” he says.

Since working with CSI, Eason says, CSI and distributor reps have described the quality, ease and effectiveness of each new product.

“Going forward, the relationships and the support will continue to be a large factor in our buying decisions,” Eason says. “Remember, we are all taught we do business with whom we ‘know, like and trust.’”



## Fighting a deadly disease

OneGuard Multi MoA Concentrate by MGK has become one pest management pro's main weapon against WNV

The COVID-19 pandemic has dominated the headlines this spring, but there's another illness, one that's transmittable by mosquitoes, that pest management professionals (PMPs) should take note of as protectors of public health. Last year, 18 people died from West Nile virus (WNV) in Arizona alone, according to the U.S. Centers for Disease Control and Prevention. That's by far more deaths from the disease than in any other state, and Arizona's 174 total cases of WNV was second only to

California's 214. Nationwide, there were 51 deaths and 917 total cases reported in 2019.



**Eric Fletcher**

Last summer, Eric Fletcher, owner of Eastern Arizona Exterminating in Phoenix, began providing mosquito treatments for *all* his customers, regardless of why they originally called, and tested a new product that would transform his business.

It's called OneGuard Multi MoA Concentrate by MGK. OneGuard is a knockdown agent with residual power. It also contains an insect growth regulator (IGR) and synergist that boosts the effectiveness of the active ingredient. The IGR prevents mosquito reproduction.

"There was a knockdown," Fletcher reports. "And the amazing thing was we got calls from customers the next day, telling us they had dead scorpions on their properties, too. OneGuard gave us blanket coverage."

OneGuard's label is extensive. It controls more than 40 types of pests, including *Aedes*, *Anopheles* and *Culex* mosquito species, fleas, ticks, ants, beetles, chinch bugs, crickets, earwigs, drain flies, firebrats, mealybugs, scorpions, silverfish, spiders and stink bugs. *Culex* mosquitoes are known carriers of WNV.

### EFFECTIVE AND THOROUGH

One of Fletcher's first jobs using OneGuard was for a friend and fellow PMP. The friend had just moved into a house with an irrigated yard. He called Fletcher for help after he found himself covered with mosquitoes every time he stepped outside.

"I misted his yard with OneGuard, and the next morning he called and said all the mosquitoes were gone," Fletcher says. "I went out and also counted about 200 dead scorpions in his yard."

OneGuard has become Fletcher's go-to product.

"It has everything I was looking for to protect my customers," Fletcher concludes. "I haven't found anything that outperforms OneGuard, and it has the added benefit of an IGR."

## MOSQUITO BATTLE

**COMPANY:** Eastern Arizona Exterminating

**BATTLEFIELD:** Commercial, residential, industrial

**WAR STORY:** In Arizona, mosquitoes aren't just pests. They are carriers of the deadly West Nile virus. In 2019, Eric Fletcher, owner of Eastern Arizona Exterminating, experienced an epiphany. He asked himself, if mosquitoes can be so deadly, "why aren't they the first thing we talk about in pest control?" Ever since, Eastern Arizona has provided mosquito treatments for all customers, even if they call regarding a different pest. He's found that his most effective mosquito control product is MGK's OneGuard Multi MoA Concentrate, applied with a backpack mister. Of course, customers must also help by removing standing water and raking up leaves, under which mosquitoes can reproduce, in their yards.

### WEAPON OF CHOICE

**PROVEN SOLUTION:** MGK OneGuard Multi MoA Concentrate

**WEBSITE:** MGK.com/OneGuard

