

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

PMP Pest Management PROFESSIONAL

INSIDE

- BB3 Word from our sponsor
- BB4 Keys to control
- BB4 Legislation for tenants
- BB5 Survey results
- BB7 Pro tips

PREP FOR SUCCESS

2020 Bed Bug Management Supplement explores how education and preparation are key to attaining control

BROUGHT TO YOU BY

ConidioTec

Natural Urban Pest Control

Now
registered for
use in California!

Aprehend[®]

Biological Bed Bug Control

Aprehend as a Proactive Bed Bug Treatment

In community and hospitality environments.



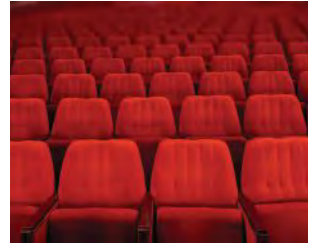
Multi-Family Housing



Waiting Rooms



Vacation Rentals



Movie Theatres

**Protect people
and property
with Aprehend.**

**Contact us to
get started with
Aprehend today.**

Libraries, hotels, churches, and anywhere people may share bed bugs, Aprehend stops infestations from developing.

Sold only to professionals, Aprehend is a revolutionary biopesticide for the elimination and prevention of bed bugs.

The up-to-3-month residual allows for its use as a proactive treatment.

PMPs are seeing great success with high margins and virtually no call backs. Aprehend is proven effective with 100,000+ treatments in the field.

www.aprehend.com • 800.891.8610

ConidioTec

Natural Urban Pest Control

PROACTIVE TREATMENTS PROVIDE PEACE OF MIND

By Dr. Nina Jenkins | ConidioTec

Bed bugs are a growing concern for property owners, public housing directors, and hospitality professionals in all sectors. As opportunistic hitchhikers, they are easily carried on bags and clothing. In fact, it's impossible for any facility that welcomes the public to prevent the introduction of bed bugs. Their ability to hide in minute cracks and crevices make early detection extremely difficult, even by the most meticulous housekeepers.

Enter Aprehend, a natural fungal disease of insects that was developed specifically for the control and prevention of bed bugs.

QUARTERLY PROACTIVE TREATMENTS

Pest management professionals (PMPs) across the country are expanding their bed bug service options to include proactive services. Clients include hotels, private rental properties, medical/dental and hospital waiting rooms, shelters, movie theaters and other facilities at risk of bed bug introduction and establishment.

The long-lasting residual action of Aprehend remains active for up to three months, and ensures that any bed bugs introduced will pick up the spores and die before

establishing an infestation. A quarterly, proactive contract provides property managers with peace of mind. It can also cost less in the long run, because preventing a population from establishing means reactive treatments aren't necessary.

RELIABLE BED BUG REMEDIATION

In addition to the advantages offered by proactive treatments, Aprehend is fast becoming a primary treatment for remedial services as a result of these key features:

- 1 Direct transfer action.** Any bug crossing the Aprehend barrier picks up spores on its body, and transfers them to others by direct contact on return to the harborage.
- 2 Reduced prep requirements.** There's no need to remove everything from drawers and dressers and place them in plastic bags or bins for the next 30 days. Homeowners just pick up items from the floor and vacuum.
- 3 Single application.** With Aprehend, 90 percent of infestations are brought under control within 30 days with no re-application required. Simply check back after one month to verify eradication.
- 4 Smarter applications.** The Aprehend spray gun enables fast, strategic placement of spray barriers, targeting bed bug behavior and their need to seek out meals.
- 5 Non-toxic mode of action.** The formulation appeals to clients concerned about exposure to chemical pesticides.

Whether you are looking to reduce costs and callbacks or add quarterly proactive treatments to your service offerings, be sure to contact ConidioTec technical service at 800-891-8610, ext. 0, to discuss how Aprehend fits into your bed bug protocol. To read case studies, check out technical information, and view training videos, visit Aprehend.com.



DR. JENKINS is founder and chief technical officer for ConidioTec.

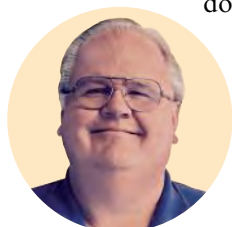


Prep for success

Education and cooperation are key to gaining control of bed bugs

By Diane Sofranec | PMP Senior Editor

No matter what control method a pest management professional (PMP) chooses, bed bug jobs require cooperation from customers. “Customer cooperation is critical,” explains Mark Hassman, VP of Hassman Termite & Pest Control in Salina, Kan. “We really don’t ask much of our customers; however, what we do request is vital to the quick and successful eradication of bed bugs.”



MARK HASSMAN

Decluttering the areas to be treated and careful use of cleaners are among Hassman’s pre- and post-treatment requirements of customers.



JOSH RZEPKA

WALKING AWAY

With bed bugs, treatment success depends on preparation. For proof, look no further than *Pest Management Professional’s* (PMP’s) latest Bed Bug Management Survey. More than three-fourths of the PMPs who answered reveal they have walked away from a bed bug job because a customer did not adhere to preparation instructions.

President and Senior Pest Control Operator Josh Rzepka says his company, Enviro-Pest Solutions, was “born into” the bed bug epidemic. The pests have been the company’s focus since it launched in 2007, and account for about 40 percent of its annual sales. The Waterloo, Iowa-based company encourages its technicians to be as prepared and educated as possible to ensure success rates for bed bug jobs remain high. To that end, technicians give prospective customers literature, including prep sheets.

CONTINUED ON PAGE BB7

Legislation helps encourage tenants to report bed bugs

Tenants in multi-unit dwellings can do little to stop a bed bug infestation that stems from a neighboring unit. Many feel helpless, and suffer anxiety, insomnia and shame.

Pest management professionals (PMPs) in some states have played a role in legislation designed to help tenants with bed bugs. Laws in Connecticut and Colorado require a landlord to pay for a licensed professional to inspect and treat for bed bugs in most circumstances. Regarding Connecticut’s law, if a landlord provides treatment, then a PMP must verify the bed bugs have been eliminated, thus providing a safeguard that the treatment worked.

The key to these laws is the requirement to hire a PMP to ensure effective treatment.

“It’s a win-win situation,” says Jake Plevelich, director of Public Policy for the National Pest Management Association (NPMA). “The tenant will no longer have bed bugs, because the landlord hires professional pest control. The landlord’s reputation and property value will be protected, because the bed bugs will not spread to adjacent units.”

The laws are written to protect tenants from retribution, therefore encouraging them to come forward when they have bed bugs. The Connecticut law has been in effect since 2016; Colorado’s law was enacted last year. Tenant-landlord laws

in many other states do not require the services of a PMP. Tenants who are required to pay for bed bug treatments, however, often hesitate to come forward; the result is an infestation that spreads to other areas.

You can help enact such a law in your state. When crafting bills, state representatives rely on the NPMA and PMPs for facts on bed bug biology and treatment methods. For instance, Loveland, Colo.-based EnviroPest assisted the state representative who drafted the Colorado bill.

“Our part in the process was serving as bed bug experts for the bill itself,” says EnviroPest President Kevin Lemasters, ACE. “We provided insight into why bed bug control is important, the need for getting rid of them quickly, and why it matters to have a professional inspect and address the issue.”

PMPs in other states can get started by working with the NPMA and engaging with the member of their State Policy Affairs Representative (SPAR) program.

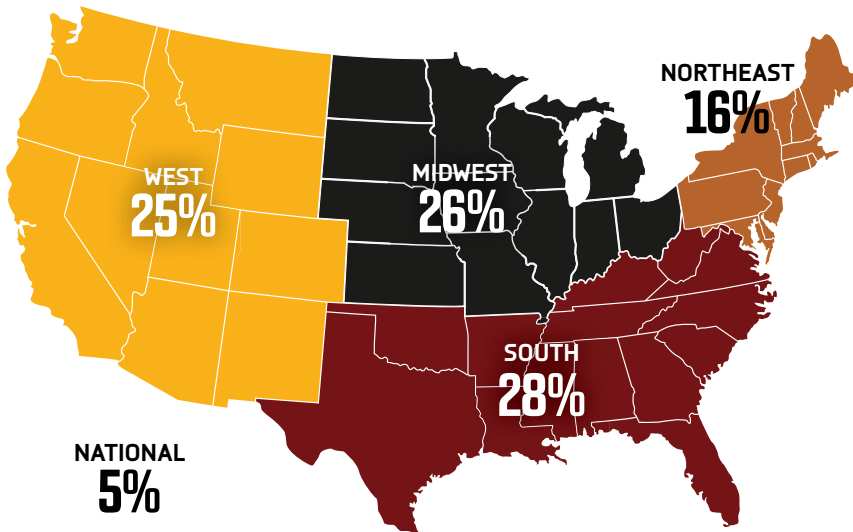
“The NPMA is more than willing to draft the legislation, organize stakeholder groups, and do everything we can to assist to ensure policies like these are enacted in all 50 states,” Plevelich says. “It’s one of the NPMA’s top priorities, because our industry believes that every human being deserves to live a life free from pests.” —D.S.



Bed Bug Management Survey

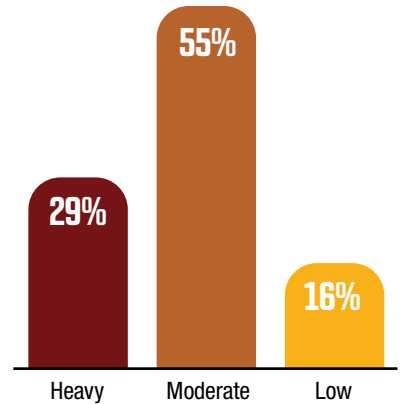
SOURCE: PMP ONLINE SURVEY CONDUCTED JANUARY-AUGUST 2019

AREA OF OPERATIONS

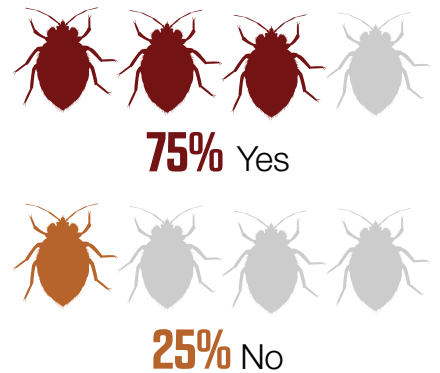


WEST: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY
MIDWEST: OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS
SOUTH: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV
NORTHEAST: CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.

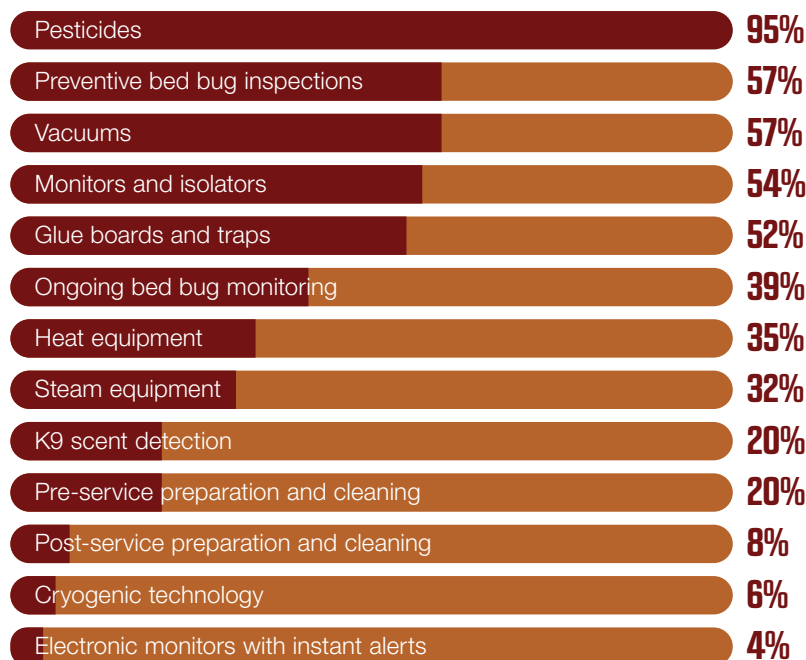
BED BUG PRESSURE



DO YOU DIFFERENTIATE BED BUG JOB PRICING BASED ON INFESTATION SEVERITY?



WHICH BED BUG MANAGEMENT TOOLS DO YOU USE?



ART: GETTY IMAGES; DENNIS/STOCK / GETTY IMAGES PLUS (MAP); JOHNNYLEMON/SHOOTSTOCK / GETTY IMAGES PLUS (BUG); DENNIS/STOCK / GETTY IMAGES PLUS (BED)

WHAT DO YOU CHARGE TO TREAT ...


What do you charge to treat a single-bedroom apartment/condo involving a severe bed bug infestation?

What do you charge per unit to treat a severe bed bug infestation spread across several apartments/condos?

What do you charge per unit to treat a severe bed bug infestation spread across several hotel rooms?

\$299 or less	11%	8%	25%
\$300 to \$599	34%	44%	41%
\$600 to \$899	35%	29%	20%
\$900 to \$1,199	7%	12%	11%
\$1,200 or more	13%	7%	3%





DO YOU INCLUDE MATTRESS AND/OR BOX SPRING ENCASEMENTS AS PART OF YOUR COMPREHENSIVE BED BUG MANAGEMENT PROGRAM?

58% Yes

42% No



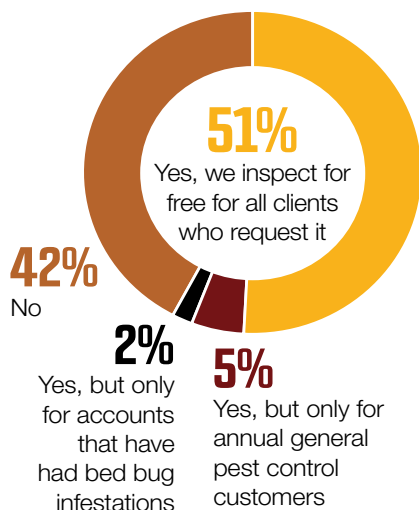
CUSTOMER COOPERATION

Have you ever walked away from a job because a customer did not or would not follow your prep instructions?

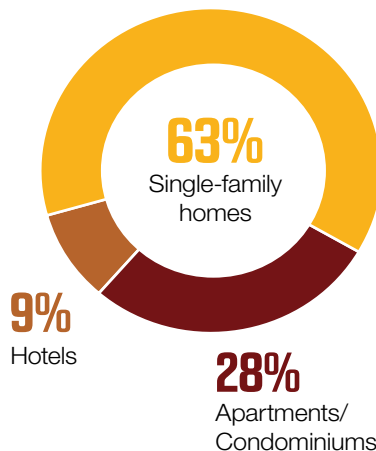
78% Yes

22% No

DO YOU OFFER CURRENT CLIENTS FREE BED BUG INSPECTIONS?



WHICH TYPES OF BED BUG JOBS TYPICALLY COST THE MOST?



RESIDENT LIABILITIES

Nearly one-third of PMPs say they believe most bed bug-related lawsuits and claims are the fault of uncooperative residents of infested dwellings



CONTINUED FROM PAGE BB4

“We sit down with each customer and walk through prep, room by room,” he says. “We have each person sign the prep sheets when we leave — not only to state we went through it top-to-bottom, but to ensure they understand.”

Enviro-Pest also helps customers whenever possible by prepping areas for those who are unable to do it themselves. It also supplies free storage totes and bags for customers who need them because, Rzepka says, “a well-prepped property keeps our success rate high, and makes our job easier in the end.”

Bill Haynes, CEO of Haynes Exterminating in Buford, Ga., says his company has,

on occasion, had to reschedule bed bug jobs because a customer failed to follow preparation protocol.

“Customer cooperation used to be so very important; I would liken it to German cockroach control before the development of baits,” he says. “Fortunately, it has become less so with new technologies such as Aprehend.”

STICKING IT OUT

But sometimes, it’s not possible to walk away from a job. PMPs with key customers, such as those with multi-unit dwellings, opt for a different strategy that includes extra attention and education.

Rzepka says joining several local landlord associations has been beneficial in the battle against bed bugs. Each year, his company is invited to make a presentation that not only

promotes what they do, but also helps keep landlords informed on what’s new in bed bug research and control.

“The landlords in our area understand what we do, and they love the hands-on approach we take with their tenants,” he says. “But even if they do not use us — because we are not the cheapest — they know they can call at any time and we will help them in any way we can.”

The majority of PMPs who responded to PMP’s survey indicate they charge more for severe bed bug infestations. Educating customers on the importance of seeking out a professional for bed bug control helps ensure successful treatment and prevent reinfestations.

Hassman Termite & Pest Control was founded in 1962, and has been providing bed bug control services to Central Kansas residents for the past 12 years. There wasn’t much bed bug work the first few years, Hassman says, but now bed bugs are a daily part of the company’s business. He doesn’t rely on referrals for work, however.

“Most bed bug customers are ashamed or embarrassed, and try to hide that they have had an issue with bed bugs,” he explains. “Even though we try to let them know it is a more common issue than they may realize, they like to stay quiet.” PMP

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

10 bed bug control tips

1 “Do not be so rigid that you forget the human element. Oftentimes, elderly people have limited resources and require help when prepping. Do a little extra if it helps move the project along.”
— David Stouber, Co-founder, Aardvark Pest Control Services, Aston, Pa.

2 “Stick to your guns when it comes to pricing.” — Joe Cantu, Vice President and Director of Operations, The BugMaster, Austin, Texas



3 “Never leave without checking yourself for hitchhikers.”
— Stephanie Johnston, Service Manager, Total Pest Services, Altamonte Springs, Fla.

4 “Hire and assign the right people for this type of painstaking work. Stamina, consistency and compassion are a must.” — Dr. Gerry Wegner, BCE-Emeritus, Vero Beach, Fla.

5 “Don’t rip or tear encasements as you change linens. Even a small tear is a problem.”
— Dr. Kathy Heinsohn, BCE, American Pest, Fulton, Md.



6 “Never let a customer feel it’s their fault they have bed bugs.”
— Shane Best, Technician, Best Exterminating, Harriman, Tenn.

7 “Train and retrain your technicians.”
— Kevin Lemasters, President, EnviroPest, Loveland, Colo.



8 “Document what you see and do. Make sure you write everything up.” — Nancy Boerema, Co-owner, Firefly Enlightened Pest Solutions, Lincoln City, Ore.

9 “Don’t allow customers to prep by storing items in cardboard boxes.”
— Ken Miles, Owner and Pest Control Operator, Operation Kills Pest Control, Daleville, Ind.

10 “Don’t rush. Use all the tools available to you for effective control.” — Bob McCluskey, Route Technician, Florida Pest Control, Gainesville, Fla.

Now
registered for
use in California!

Aprehend[®]

Biological Bed Bug Control

Direct Transfer Action

Bug-to-bug transfer of active ingredient reaches the bed bugs you can't see.



Bed bugs cross strategically-placed Aprehend barriers.



Bed bugs pick up spores on their feet and other body parts (shown under magnification).



Infected bed bugs return to the harborage to share Aprehend with their friends.

Sold only to professionals, Aprehend is a revolutionary biopesticide for the elimination and prevention of bed bugs.

Aprehend kills nymphs and adults, requires minimal preparation, and kills bed bugs within 3-7 days. The up-to-3-month residual allows for its use as a proactive service.

PMPs are seeing great success with high margins and virtually no call backs. Here's why:

- **Flexible:** works as a stand-alone treatment or as part of any protocol.
- **Versatile:** *up-to-90-day residual* allows for use as a **proactive treatment**.
- **Simple start-up:** ready-to-use Aprehend is applied with our economical low-volume spray kit.
- **Customer acceptance:** EPA-registered biopesticide with a non-toxic mode of action provides reduced preparation requirements.
- **Proven effective:** success stories nationwide from 100,000+ treatments in the field.

**Contact us to get started
with Aprehend today.**

www.aprehend.com • 800.891.8610

ConidioTec

Natural Urban Pest Control