

PMP Pest Management PROFESSIONAL

2019

BED BUG BATTLES

CleanBrands.....	B2	Mattress Safe.....	B5
ConidioTec.....	B3	Sterifab	B6
Heat Assault.....	B4	Technicide	B7

SPECIAL ADVERTORIAL INSERT

BED BUG BATTLE

COMPANY: Pestmaster Services

BATTLEFIELD: Hotels, apartments and single-family residences

WAR STORY: In addition to battling bed bugs, Justin Kendall and his team are also up against customers who don't want to pay extra for mattress and box spring encasements — even though they have been proven to work. His team tries to educate the customers on the products by showing them the encasements and explaining the benefits.

"If the customer doesn't go for the upsell, sometimes we go ahead and include them at cost because they have been so effective for us," Kendall says.

WEAPON OF CHOICE

PROVEN SOLUTION: CleanBrands CleanRest Pro mattress encasements and CleanRest Pro box spring encasements

WEBSITE: Encasements.cleanrest.com/pmp

Adding value

CleanBrands' encasements stand up to bed bugs — and customers

Managing pests is only half of the job for professionals like Justin Kendall, owner of the Pestmaster Services franchise in Richmond, Va. They also have to sell the treatment plan that's best for the customer.

Luckily, Kendall found a product that has helped his team do both.

For bed bug treatment, he recently switched to CleanBrands' CleanRest Pro mattress encasements



Justin Kendall

and CleanRest Pro box spring encasements. He's used them in hotels, apartments and single-family residences.

"The quality of the material and the zipper were far superior to what we had been using," Kendall says, adding that the product's structural integrity helps reduce callbacks and service warranty claims. In fact, CleanBrands encasements are designed with a patented self-locking zipper closure device that ensures bed bugs cannot enter the encasement.

Kendall recalls one difficult infestation where he put the products to the test. His company was the third to inspect a home and give a quote for bed bug treatment.

"The previous companies had not used a detection kit in their inspections, nor did they steam or use encasements," Kendall explains. "I showed the potential customer

the encasements, and let her feel the material, and she was sold."

Although his quote was the highest price, Kendall says the customer saw the value after not only being able to see the quality of the actual encasement Pestmaster planned to use, but also looking over the reading materials about CleanRest Pro's benefits and warranty.

Having customers buy into his bed bug service and products is an important part of treatment success, Kendall says.

"Encasements should be an integral part of any bed bug or mite program," he explains. "Not only do they make the treatments more effective, but it is an added revenue/value item."

Kendall says customers might reject the purchase of a mattress or box spring encasement if it is offered to them as an optional purchase for remediation service, because they think they can find a cheaper option online or in-store. That's why purchasing them at a direct cost from the manufacturer, adding 50-percent margins to the product and including the encasements in remediation cost is a better option, he says.

"We saw a drastic reduction in callbacks and booster treatments as a result," Kendall reports. "Since then, we have tried to get



these on every bed and crib in the treated properties."

Being able to offer quality encasements has helped set Kendall's company apart, he says: "CleanBrands has certainly benefited our business by providing a tremendous product line at an extremely competitive price."

Free samples are available. Visit Encasements.cleanrest.com/pmp for details.

BED BUG BATTLE

COMPANY: M2 Bed Bugs LLC

BATTLEFIELD: Mostly commercial

WAR STORY: For M2 owner Mike Posey, the non-toxic, green biopesticide in ConidioTec's Aprehend has changed the game for his company. He and his team have used Aprehend as its only chemical treatment for the past 18 months.

"Our callback rate is down to really nothing," Posey reports. "You just have to teach people to be patient and let the product work."

WEAPON OF CHOICE

PROVEN SOLUTION: ConidioTec's Aprehend

WEBSITE: Aprehend.com

Dog ally, bed bug enemy

M2 Bed Bugs found an effective and green assist to its canine detection program in ConidioTec's Aprehend

Turbo, Sarge, Scamp and Jett are some of the shaggier professionals at M2 Bed Bugs LLC in Lancaster, Ohio. Alongside their handlers, the dogs sniff out even the most well-hidden bed bugs.



Mike Posey

M2 provides a canine inspection in addition to treatment. The dogs are an integral part of M2's inspection process, but in the past, there had been occasions where a dog had a reaction to pesticides after treatment. That's why M2 owner Mike Posey began seeking a product that was dog-friendly, yet effective against bed bugs.

"There isn't a job we do where our dogs aren't in there first and inspecting," Posey says, adding that his company is always looking for "silver bullet" solutions. He found what he was looking for in ConidioTec's green biopesticide, Aprehend.

"We were kind of stunned at the results, since it's a green product," says Posey. "We can spray today and, if we really had to, we could take the dogs in tomorrow and it would have no effect on them."

Posey likes that Aprehend is also non-toxic for employees and customers.

"Their kids are safe, their pets are safe, yet it still takes care of the bed bugs very well," he says, adding that with Aprehend, customers don't need to bag up their clothes and possessions in preparation for treatment.

READY TO USE, AND PROTECT

Another benefit to Aprehend is that it requires no dilution. Aprehend's website guarantees the product is ready for immediate use. Following treatment, carrier bed bugs are then able to spread the product to other bed bugs they contact.

Posey uses Aprehend for preventative applications, as well, which his team administers once every three months.

"Killing bugs, finding them, that's the easy part. The care after is the really difficult part that I see," Posey says. In addition to the preventative spray, he makes a point to educate his customers on how to avoid a re-infestation. The combined practices have brought his callback rate down considerably, he says.

M2 has used Aprehend as its go-to bed bug product for the past 18 months, and made the switch just a month-and-a-half after trying it out.

"Aprehend works perfectly because those bugs are going to be where they're supposed to be," says Posey. "If you're not using it, you should be. I think it's the most effective thing on the market."



BED BUG BATTLE

COMPANY: Instant Bed Bug Assassins

BATTLEFIELD: Mostly residential

WAR STORY: Michael Prickett, president of Instant Bed Bug Assassins, says infestations are more difficult than ever to eliminate because some bed bug populations have become resistant to chemical treatment. That's why he uses heat.

Still, Prickett is blunt with customers: To eradicate bed bugs, he tells them, they must cooperate and declutter. In some cases, he has even advised customers to rent a dumpster and start tossing things out.

"We say all the time that killing 99 percent of bed bugs is easy," Prickett says. "We earn our money by getting that last 1 percent. If we don't get them all, the customer will have a problem again in a few months, and we won't be in business very long."

WEAPON OF CHOICE

PROVEN SOLUTION: Heat Assault

WEBSITE: Heat-Assault.com

already has six locations, serving all of Indiana and parts of Kentucky, Michigan and Ohio. Prickett is looking for partners to open additional branches.

"We didn't anticipate growing as quickly as we have, but we figured some things out and the business is working," Prickett says.

Turning up the heat

Instant Bed Bug Assassins takes bed bug jobs other companies won't, thanks to Heat Assault

Bed bugs can be so hard to eliminate that some pest management companies have stopped trying, leaving those with bed bug infestations with limited choices.

That's where Michael Prickett comes in. His firm — Instant Bed Bug Assassins in Shelbyville, Ind., just south of Indianapolis — treats nothing but bed bugs.



Michael Prickett

Prickett started the firm two years ago because he saw a need in the market, and was confident in his treatment system.

That system is Heat Assault, which uses heat measuring 145°F and higher to kill bed bugs. (The "kill zone" for bed bugs is about 125°F.) Prickett maintains that Heat Assault is the best equipment of its kind.

"When we got into the business, we did a ton of research and were comfortable with what Heat Assault could do with a residential treatment," he says. "Over the past couple of years, we have stayed loyal to that system and have bought more of their heating units."

Heat Assault uses forced convection, a type of heat transfer that involves an eco-friendly liquid, made of water and glycol, pumped through dual-coil heaters. The liquid is warmed to more than 200°F,

then returned to a reservoir. From there, the heated liquid is drawn into hoses leading to the indoor treatment area, where heat exchangers, which are radiators with fans, blast the heat evenly through the interior. The liquid then flows back through the hoses into the reservoir for reheating.

Heat Assault comes with wireless temperature sensors and data loggers to make sure the heat is evenly distributed and the jobsite isn't overheated. Prickett has four of the larger 500 Heat Assault models, and one smaller 300 model.

"They work incredibly well," Prickett says. "Our results have been excellent. Heat Assault allows us to guarantee complete bed bug eradication."

DISCREET HEAT

Prickett says he especially likes Heat Assault because it's discreet: The heating equipment is hidden inside a trailer, so all anyone sees outside are the two hoses leading inside.

Thanks to Heat Assault, Instant Bed Bug Assassins



BED BUG BATTLE

COMPANY: Barber's Best Termite & Pest

BATTLEFIELD: Residential, commercial, industrial, institutional and hospitality industries

WAR STORY: Todd Barber, president of Barber's Best, says Mattress Safe encasements recently helped him on a particularly tough job. It involved a family with a special-needs child living in a cluttered mobile home that was badly infested with bed bugs. The child had cerebral palsy and was confined to bed and a wheelchair. First, Barber's Best technicians visually inspected every item in the home for bed bugs — including the child's wheelchair and medical devices. They hauled everything outside before applying the initial chemical treatment. Meanwhile, the family was asked to launder every piece of clothing and bedding. The technicians then slipped Mattress Safe encasements on the mattresses and box springs before applying a residual treatment. "Everything is looking good there today," Barber says.

WEAPON OF CHOICE

PROVEN SOLUTION: Mattress Safe Inc. bed bug encasements for mattresses, box springs and bedding

WEBSITE: MattressSafe.com

Giving no cover to bed bugs

Mattress Safe bedding encasements preserve mattresses and box springs

Consumers — and professionals — have myriad choices when it comes to mattress covers. But Todd Barber, president of Barber's Best Termite & Pest in Tallahassee, Fla., says he has found the ideal cover for mattresses, box springs and bedding that effectively prevents bed bugs from biting. It's made by Mattress Safe Inc.



Todd Barber

"The bottom line is durability," says Barber, whose company serves Florida's Big Bend Coast and southern Georgia. "I've seen so many different products that homeowners with bed bugs purchase from big box stores or online, but they aren't durable. They tear and literally fall apart."

Barber says Mattress Safe encasements not only help him perform his job better, they also save money for his customers.

"Clients are very happy they don't have to throw their mattresses and box springs away," Barber says. "We've had positive results with Mattress Safe."

AN ECO-FRIENDLY CHOICE

Bed bugs simply can't bite through Mattress Safe encasements. The covers are eco-friendly and chemical-free, which

Barber likes because he offers customers environmentally friendly pest control options.

Mattress Safe covers are part of Barber's Best normal bed bug management protocol. First, company technicians apply heat, giving the heat a chance to permeate everything, or chemicals for a quick knockdown. Then they slip on Mattress Safe covers, in case any bed bugs or eggs remain in the mattress or box spring. If chemicals are used, a residual treatment is applied.

The covers stay on the mattress and box spring for 18 months or longer because that's how long bed bugs can survive without feeding. Barber seldom receives callbacks, he says, thanks partly to Mattress Safe.

Barber says he needs every tool he can find, because the bed bug problem is growing worse in his service area. He says infestations began spiking in 2006, at least partly due to transient student populations at Florida State and Florida A&M universities, both in Tallahassee.

"With Mattress Safe in our



BED BUG BATTLE

COMPANY: Force Pest Control

BATTLEFIELD: Residential, commercial, industrial

WAR STORY: John Force, owner of Force Pest Control, remembers receiving a call for help from a beauty shop set up in an apartment. Something was biting customers as they sat on two couches, waiting for service. Force suspected fleas because the tenant/business owner had a dog. He performed his regular protocol, taking everything apart and turning over furniture, looking for pests. In the cracks and crevices of one couch, however, he found bed bugs — and a lot of them. Bed bugs had even been carried into the bedrooms. The infestation was so serious that Force’s technicians spent an entire day on-site, which is unusual. “It was the first time I had ever seen bed bugs come out in the daylight,” Force says. The techs applied Sterifab in the bedrooms and in the couches for a fast knockdown.

WEAPON OF CHOICE

PROVEN SOLUTION: Sterifab by Noble Pine Products

WEBSITE: Sterifab.com

A fast, lethal dose

Sterifab acts as both pesticide and disinfectant to eliminate bed bugs and microorganisms

John Force has 25 years of experience in the pest management industry. He worked for a large pest management company before starting his own business, Force Pest Control, about 16 years ago in Stamps, Ark. So he knows quite well how bed bugs have become one of the most difficult pests to control and eliminate.



John Force

“They’re a pretty significant problem in our area, and it’s getting worse,” Force says.

“For a while, we didn’t see a lot of bed bug infestations — maybe we did two to three jobs a year. But now it’s five to eight jobs a month.”

About two years ago, Force spotted an advertisement in a pest management magazine about a unique, environmentally friendly product that’s both a pesticide and disinfectant: Sterifab, made by Noble Pine Products Co. in Yonkers, N.Y.

Force Pest Control, which serves customers in five counties, needed a product that could be applied in areas in proximity to children. Force decided to give Sterifab a try. He liked the results from the start, and so did his technicians.

“We use it for more sensitive areas,” Force says, adding, “But Sterifab provides a quick knockdown. Whatever you spray it on, it will die pretty fast.”

A MULTI-FACETED PRODUCT

According to its website, Sterifab is the only product registered with the U.S. Environmental Protection Agency (EPA) as both a pesticide and disinfectant. That means in addition to wiping out insects — including bed bugs, fleas, ticks, mites, lice, sowbugs, ants and cockroaches — it kills microorganisms, fungus, viruses, mold, mildew, germs and pathogenic odors. It also inhibits bacterial growth.

Sterifab is used in hospitals, prisons, dental operating rooms, kitchens, bathrooms, food-processing plants and offices. Because it’s a non-residual that

stops working after it dries, Sterifab is labeled for application on mattresses and furniture.

Force says he uses a hand sprayer to apply Sterifab around mattress edges and in cracks and crevices of children’s beds. The product gives him peace of mind because he doesn’t have to worry about children coming in contact with residuals.

“Sterifab is a good product,” Force says. “I didn’t think it would work as well as it has, but it’s helped us reduce the number of callbacks.”



BED BUG BATTLE

COMPANY: 5 Star Pest Solutions

BATTLEFIELD: About 98 percent commercial and 2 percent residential clientele. The company's clientele includes office spaces, condos and apartments.

WAR STORY: 5 Star Pest Solutions dealt with a customer who experienced a high-level infestation, as well as sensitivity to various control products, so it was decided that Exacticide PFC was the right solution for the job. "We were able to achieve 100 percent results," says Elia Levin, owner of 5 Star Pest Solutions.

WEAPON OF CHOICE

PROVEN SOLUTION: Exacticide PFC with the Paint Brush dust applicator

WEBSITE: Technicide.com

Becoming an 'Exact' science for bed bug control

The Exacticide PFC helps 5 Star Pest Solutions eradicate bed bugs faster and more efficiently

"Out of sight, out of mind" is not necessarily the best school of thought when it comes to contending with bed bugs.

To help ensure bed bugs are completely eliminated from his clients' properties, though, Elia Levin is sure to always keep one tool in his arsenal: Technicide's Exacticide PFC with the Paint Brush dust applicator.

Levin is the owner of 5 Star Pest Solutions, which is a 1-year-old, full-service pest control company based in Indianapolis, Ind. The company's niche is in treating apartments, condos and office buildings for its mainly commercial clientele.

"I've been using the Exacticide tool since 2014, and it has proven to be as important a tool for bed bug control as the compressed air sprayer," says Levin.

"EXACTICIDE HAS BEEN INSTRUMENTAL IN ACHIEVING SUPERIOR RESULTS IN LOW-, MODERATE- AND HIGH-LEVEL INFESTATIONS."

— ELIA LEVIN



Levin has approximately 40 years of experience in the pest management industry and previously owned Gold Seal Pest Control Co. in Indianapolis.

His first experience dealing with bed bugs came in 1998, shortly after the pests had been reintroduced in the United States. Since then, he says, treating for bed bugs "hasn't stopped since. Throughout the years, there have been many products

labeled for bed bug control. But Exacticide has been instrumental in achieving superior results in low-, moderate- and high-level infestations."

HOW IT WORKS

The Exacticide handheld, electric battery-powered duster applies both fine-granule baits and dusts easily and accurately. The tool also comes with a multispeed dial for flow control and precise product application.

The system is ideal for cracks, crevices and other hard-to-reach places, and allows technicians to complete jobs faster and cleaner — without as much dust to worry about. The Paint Brush dust applicator part of the system enables

technicians to "paint" dust into the edges of the mattress and between sofa cushions.

In his experience, Levin says the Exacticide tool has been easy for his technicians to understand and use. It has also improved the efficiency of his team.

"The learning curve has been simple, and the support of Technicide has been terrific," he says.

