

PMP Pest Management PROFESSIONAL

PROFITABLE PRODUCTS\$

**Check out these solutions to
save time and make more money**

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PROFITABLE PRODUCT\$

BGEquip.com



Q&A with B&G's James Rodriguez, ACE

How do B&G's products save pest management professionals (PMPs) time and labor?

As just one example, our new Pressurizing Tank Top (PTT) maintains optimal pressure in the PMP's sprayer — from the time it's filled to when it's empty. There's no need to stop and pump during the service call; the PTT does all the work. This saves PMPs the time spent stopping to pump, and wear and tear on their shoulders and backs. The five-and-a-half minutes wasted by stopping and pumping can be used to improve the overall treatment and customer service.

How does it save PMPs materials?

The PTT provides consistent flow of formulation to the nozzle, ensuring a uniform spray pattern and better control. When you combine a uniform spray pattern with a PMP who can remain focused on the treatment, surfaces will be treated efficiently and effectively. There will be less overapplication because of pumping interruptions, and fewer callbacks because of a poor spray pattern. Better application uses less insecticide, and yields better results.

How does it save PMPs money upfront?

The PTT replaces the standard pump mechanism on B&G stainless steel sprayers, eliminating the cost of downtime and replacement parts for the pump mechanism. The failed old check valve or cracked pump tube that previously interrupted treatment is no longer an issue — saving PMPs hundreds of dollars on annual maintenance and replacements.

How does it help PMPs generate more revenue?

A PTT on a PMP's tank reduces the total time it takes to service an account. The PTT will save five minutes per account each day. If there are 10 accounts per day, that equates to about 50 additional minutes to conduct more inspections on each account, or to service more accounts. The first day on the job with a PTT permits a



PMP to concentrate on application.

Now there will be time for other aspects of the service call, such as inspection and monitoring, and opportunities to address potential problems or discuss prevention measures with the

customer. Providing on-site expertise and locating or preventing new problems can reinforce the quality of service. Customer satisfaction results in customer retention.

In what other ways does B&G make companies more profitable?

We believe the PTT will influence the professional image of PMPs. This is a 21st-century addition to the B&G sprayer, which has long been the symbol of professional pest control.

The first day PMPs have the PTT on their tanks, customers will notice and ask about it. This creates an opportunity for PMPs to explain the benefits of the PTT — and that's when the customers will realize they are receiving quality service. That's profit for the long-term.

Rodriguez is B&G's national sales manager.

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PROFITABLE PRODUCT\$

BackedByBayer.com



Q&A with Bayer's Joe Barile, BCE

How do Bayer products save pest management professionals (PMPs) time and labor?

Bayer formulation science has developed innovative, value-added products that provide PMPs with tools that protect their customers' trust and expectations. These products perform over the short and long term, under real-world conditions.

As an example, Barricor SP is a concentrate formulation designed specifically for complex surfaces, and keeps customers protected between service treatments. Barricor contains a solid particle (SP) formulation technology using a naturally sourced carrier. This means the product stays elevated on complex surfaces, like mulch and concrete. It enables the active ingredient to be more bioavailable to pests, even at reduced rates.

When you think about what that means for PMPs, it means outstanding performance on complex surfaces and, therefore, reduced callbacks and continued contract renewals.

How do your products save PMPs materials?

While Talstar and many other bifenthrin-based products require

such personal protective equipment (PPE) as long sleeves, goggles and gloves, there's no signal word or PPE requirement with Barricor. Not only does this save time, it means PMPs have less protective gear to purchase, clean and maintain. That's one less thing to worry about, especially in these times.

In addition to helping PMPs save on PPE, Barricor SP is designed to help PMPs save product, given its powerful efficacy even at low dose rates. With a maintenance use rate of 0.25 ounce per 1,000 square feet, one 32-ounce precise tip-and-pour bottle of Barricor SP can treat an average of approximately 128 homes at an economic price.

How do they save PMPs money up front?

Barricor's high-performance, low-dose-rate formulation was designed specifically with value and with frequent maintenance accounts in mind. The small-scale package saves PMPs freight and storage costs, and takes up less room in service vehicles.



Barricor
SP



How do they help PMPs generate more revenue?

Barricor SP combines affordability and reliability to help maintain and grow PMPs' revenue. In high-maintenance accounts, where frequent application of insecticides increases the cost of labor and materials, product cost and efficacy is essential. Barricor SP provides the ability for PMPs to increase their profit margin in their routine maintenance visits.

In what other ways does Bayer help make PMPs more profitable?

PMPs know better than anyone that the key to business growth and increased profitability is a satisfied customer. As an example of Bayer's continuing innovation, Barricor SP provides PMPs one more tool in their arsenals — to ensure customers are protected between routine service treatments, all at an affordable price point.

Barile is technical service lead for Bayer's Pest Management & Public Health division.



Looking for a product that stands up
to complex surfaces at a price point
you can't beat?

*Barricor SP
Was Designed
For That.*



Barricor[®]
SP

Barricor SP delivers more. Letting you stretch your dollar further.

When the industry asked for an effective alternative to bifenthrin that satisfied clients at a budget-friendly price point, Barricor SP delivered. The solid particle formulation allows the active ingredient to remain more bioavailable to pests, delivering superior performance on mulch, gravel, concrete and more. No signal word and personal protective equipment requirements* – all for a similar cost per home to economy pyrethroids. Maybe it's time to consider saying bye, bye to bifenthrin and hello to Barricor SP.

*Always comply with state and company policy regarding PPE

ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS.

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PROFITABLE PRODUCT\$

BellSensing.com



Q&A with Bell Laboratories' Patrick Lynch, ACE

How do Bell Sensing Technologies' products save pest management professionals (PMPs) time and labor?

Our iQ products allow PMPs to only check and interact with the traps that have verified catches — all while instantly receiving timestamps on their phones as proof of service on devices without activity. This eliminates a time-consuming and tedious task.

How do they offer PMPs savings on materials?

Bell Sensing Technologies' proprietary rodent sensors are integrated inside iQ bait station trays, seamlessly gathering all data on when and where rodents are traveling at accounts. Knowledge equals the ability to target more precisely.

In addition, using non-toxic monitoring baits like Detex in bait stations until there is verifiable activity means PMPs only use rodenticide when required.

How do they directly save PMPs money upfront?

Knowing where and when rodent activity is occurring at an account guides PMPs to spend their time



where it matters most. This time savings could easily mean an extra service visit each day, per technician.

These time savings also allow PMPs to conduct a more thorough service visit at an existing account, solve rodent issues more quickly and improve customer retention.

How do they help PMPs generate more revenue?

Pest control firms can lose up to 10 percent of their customer base each year. iQ products help retain those customers by giving concrete evidence, with timestamps, of rodent activity. This data turns into a roadmap for fixing the rodent problem at the account, better and faster.

Another key way the data generates revenue is when an account has higher rodent activity than the customer contract can

support. Being able to show the customer the rodent activity reports helps break the ice when discussing the need to ramp up service and device quantity during peak activity seasons at the account. This results in fewer callbacks.

In what other ways do Bell's iQ products make PMPs more profitable?

iQ products eliminate the repetitive and time-consuming aspects of a rodent account visit, such as checking empty traps and relying on bait consumption to estimate when and where rodents traveled at accounts. When PMPs shift their time and energy toward solving the rodent problems *exactly* where activity occurs, they are able to fix the problems faster. This results in happier customers — as well as more-rewarding careers for service specialists, in which they never have to check an empty trap again.

Lynch is Bell Laboratories' senior VP of sales, Bell Domestic and Canada, and Bell Sensing Technologies' general manager.





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WHICH PMP DO YOU WANT TO BE?



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PROFITABLE PRODUCT\$

BirdBGone.com



Q&A with Bird-B-Gone's Bruce Donoho

How do Bird-B-Gone's products save pest management professionals (PMPs) time and labor?

With pandemic protocols limiting most services to the building exterior, PMPs must learn to efficiently and creatively deliver increased sanitization to their customers. Bird-B-Gone's breakthrough new products, SpectrumV Holographic Bird Gel and Avian Block Bird Repellent, are super-easy to install — and they help PMPs eliminate pest bird activity and the 60 communicable diseases they can bring.

How do they offer PMPs savings on materials?

We are proud to say that both SpectrumV and Avian Block are manufactured right here in America, so you won't get stuck waiting for overseas shipments. Rest assured, your material will be available for same-day shipment when you need it. And because Bird-B-Gone controls its entire supply chain, PMPs are sure to save big on material costs.

How do they save PMPs money up front?

While our professional-grade products are highly affordable,

our service and training are ultimately what saves PMPs money and time on a project. Knowing which products to use when, and how to install that product correctly, can make the difference in the profitability of a job. I've been in this industry for nearly 30 years, and our amazing team has tons of tips, tricks and field knowledge to offer. Bird-B-Gone is the one-stop shop that helps PMPs get the job done right the first time, every time.

How do they help PMPs generate more revenue?

Did you know you have untapped revenue potential in your existing customer base? Statistically, one in five of your existing commercial customers has an untreated bird control problem. That is incremental revenue just waiting to be realized. And just one additional bird job a month can have a significant impact on your annual results.

In addition, adding SpectrumV Gel dishes and Avian Block pouches to your service program enables you to solve many of these untreated



bird control problems on your first service call — without having to schedule costly follow-up appointments.

Finally, long-lasting SpectrumV and Avian Block are amazing tools to help you generate recurring revenue year-over-year.

In what other ways do Bird-B-Gone products make PMPs more profitable?

When your team is well trained in bird control, they will close more jobs and be more profitable. It's just that simple. So, start building a better business through bird control: Take advantage of Bird-B-Gone's comprehensive free training today.

Plus, don't miss your opportunity to take full advantage of this year's amazing PestWorld 2020 special. Stop by our virtual booth so you can learn how to increase your revenue-generating potential when you bundle SpectrumV and Avian Block.



Donoho is Bird-B-Gone's founder and owner.



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Patios



Dining Areas



Trees

PROFITABLE PRODUCT\$

CatchmasterPro.com



Q&A with Catchmaster's Chris Ernst

How do Catchmaster products save pest management professionals (PMPs) time and labor?

Our Easy Set Snap Traps (pictured), for example, are the only ones in their class with a metal-on-metal trigger designed for increased durability and optimal sensitivity. Like the rest of our Easy Set lineup, the traps are easy to set up and service, reducing your valuable time in the field.

How do they save PMPs materials?

With the exclusive metal-on-metal trigger design, the Easy Set Snap Trap lineup saves materials through traps designed to last. The easy-to-use bait cups provide guidance on the correct amount of bait to use, saving material that otherwise may have been wasted with too much bait.

These traps complement the full line of Catchmaster rodent management tools, all of which have been created to enhance your integrated pest management (IPM) plan. For example, our industry-standard monitors can tell you from which direction pests are coming, and allow you to identify specific areas that need to be addressed. This creates the opportunity for targeted treatments, requiring fewer materials.

How do they save PMPs money upfront?

We produce quality products that provide value and effectiveness in the field. We believe trapping and monitoring are IPM cornerstones, and all of our rodent products reflect this belief. The entire Easy Set Snap Trap lineup is designed to be reusable, not single-use. The fact that you do not come into physical contact with the rodent to remove it from the trap makes it quick and easy to reset in the field. Simply put: Our Easy Set lineup saves time, money and resources.

How does Catchmaster help PMPs generate more revenue?

Private-label products from Catchmaster put your business front and center. With your logos and business information printed on each trap and monitor placed in an account, you are generating new business, boosting brand awareness and improving customer retention. In a sense, it's like leaving behind



a dynamic business card at every account. Not only do our traps and monitors serve as vital tools in any IPM program, they also serve to enhance any marketing program.

We leave no stones unturned when it comes to developing our product line. "Our glue is our bond," and it is backed by more than 65 years of knowhow. All of our mechanical traps are field-tested under the harshest conditions, to ensure maximum reliability. We value feedback from the field, and adjust our products accordingly.

The Easy Set Snap Trap lineup is a result of years of development and field-testing of prototypes. We design — and redesign when necessary — IPM tools optimized for real-time feedback. The result is a tested product you know will work the first time it is deployed, saving you time and money.

Ernst is Catchmaster's brand strategy director.



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CATCHMASTERPRO.COM



PROFITABLE PRODUCT\$

Aprehend.com



Q&A with ConidioTec's Don McCandless

How does ConidioTec's product save pest management professionals (PMPs) time and labor?

Most bed bug infestations can be treated with one application of Aprehend and one recommended 30-day follow-up inspection. By reducing the number of follow-up visits and callbacks, more service jobs can be scheduled per day or week without increasing labor costs.

How does it save PMPs materials?

Because Aprehend biopesticide is ready to use, there is no waste. If any product remains in the reservoir at the end of a treatment, it is poured back into the original container and used on the next application. Most infestations can be treated with just 3 to 6 ounces of product.

In addition, the only equipment needed is our simple sprayer kit, which includes a spray gun, mini compressor, and rechargeable battery in a convenient pouch. PMPs do not need to invest in extra equipment or perform multiple treatments.

How does it save PMPs money upfront?

PMPs focused on using Aprehend for

bed bugs spend less on labor, fuel, vehicle maintenance and equipment costs. Overall, PMPs have reported to us that their costs are up to 60 percent less with an Aprehend bed bug protocol.

How does it help PMPs generate more revenue?

By offering a quarterly, *proactive* bed bug treatment to commercial property managers and private rental properties, PMPs can have a recurring revenue stream that is far less costly and time-consuming to the customer than treatment of active infestations that have been ignored or treated reactively. And by offering recurring bed bug services with Aprehend, there is the opportunity to bundle other treatment services (ants, cockroaches, silverfish, etc.), while making regular stops.



In what other ways does ConidioTec make companies more profitable?

How much is "peace of mind" worth? By offering a proactive service for bed bugs, PMPs can partner with owners and managers of facilities using the latest biopesticide technology, one that offers an ongoing protective barrier that stops infestations before they take hold and spread. They are protecting the quality of life for tenants, and the reputation of the owner/manager and facility.

McCandless is ConidioTec's CEO.

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*Bed bugs pick
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their feet and
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parts (shown
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*Infected bed
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the harborage
to share
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Sold only to professionals, Aprehend is a revolution-
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ControlSolutionsInc.com



Q&A with Control Solution Inc.'s Ty Ferraro

How do Control Solution Inc.'s (CSI's) products save pest management professionals (PMPs) time and labor?

CSI's portfolio is built to increase PMP efficiency. We have four product families, each of which save PMPs time in their own ways.

Combination Chemistry is CSI's foundation for innovation. Having multiple active ingredients in one bottle takes the guesswork out of multiple mode-of-action solutions. Spend less time guessing, and more time solving customer needs with the confidence of CSI's Combination Chemistry.

How do they save PMPs materials?

Our Encapsulated Solutions family features microencapsulated active ingredients, yielding extended release. Our focus is on creating long-lasting products that reduce callbacks — and the expensive labor that callbacks create.



How do they save PMPs money upfront?

CSI offers our cost-effective Pressurized Solutions portfolio of professional-strength, ready-to-use aerosols. The cans feature point-and-spray actuators that always empty all of the contents, so you don't have leftover wasted product. Get what you pay for, and pay less for what you get.

How do they help PMPs generate more revenue?

The best way to earn new customers

is through word of mouth. When you provide your customers with high-quality service and high-quality pesticide solutions, your customers will be raving to their neighbors, friends and family — earning you more business in the process.

In what other ways do CSI's products make PMPs more profitable?

Everyone knows it costs a lot more money to acquire a new customer than to retain a current customer. With CSI's products, you can rest assured your retention rate and customer satisfaction are in good hands.

Ferraro is CSI's director of marketing.



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in the
USA**

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Effective. Cost Efficient.**

PROFITABLE PRODUCT\$

InsectsLimited.com



Q&A with Insects Limited's Tom Mueller

How do Insects Limited's products save pest management professionals (PMPs) time and labor?

This year, we added a "Ready-to-Use" line of quality products for flying and crawling insects to complement our line of Multi-Species pheromone lures and attractants. These Ready-to-Use products also can be used in our SightTrap remote insect monitor (pictured), to help customers save time and labor during the implementation of their pest management programs.

How do they save PMPs materials?

Our Bullet Lure pheromone technology ensures that customers' lures will provide an even release of pheromones throughout the entire life of the lure, allowing for steady and accurate data. This means PMPs will not have to change their lures as often, saving them time and money.

How do they save PMPs money upfront?

Our discounts for bulk trapping systems is one way customers can immediately save money. They also can save on labor costs by utilizing our Ready-to-Use line of products, which will help with site preparation

and ease of implementation of trapping systems.

Our line of Multi-Species attractants and pheromone lures also can save PMPs time and money by not having to purchase and carry several different lures as they execute their programs.

How do they help PMPs generate more revenue?

Pheromone programs can be looked at as an investment that direct PMPs and their customers to insect infestation issues. Sometimes, the infestation stems from a simple product spillage. If a PMP locates the spill and has it cleaned, the problem is solved. Identifying that issue will prove to customers they made the right decision picking the PMP as their provider, which will allow for repeat business — and even willingness to pay more for the quality provided.

Other times, the problems are less obvious and more costly measures need to be taken. PMPs are then justified to use a chemical application like a spray or fog. Pheromone monitoring programs



also can point out the need for big-ticket items such as fumigation.

In what other ways does Insects Limited make companies more profitable?

A product like the SightTrap is designed for customers who want to conduct a premium program. Food manufacturers are starting to require the utilization of products like this, and are willing to pay more for the services the SightTrap can allow PMPs to provide.

Products like this also provide a technician with a purpose outside of simply being a "trap-checker." It allows them to become true PMPs, using their time and knowhow to solve problems. This leads to happier employees and less turnover.

The cost of training new employees is astronomical. Providing the tools they need, although sometimes more costly upfront, will save a pest control company tens, if not hundreds of thousands of dollars in the long-term through employee retention and training abilities.

Mueller is Insects Limited's vice president.



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INSECTSLIMITED.COM/SIGHTTRAP

PROFITABLE PRODUCT\$

Lytix.com



Q&A with Lytx's Carol Roden

How do Lytx's products save pest management professionals (PMPs) time and labor?

Lytx solutions support PMPs in overall fleet management/tracking and safety in a number of ways, including two new features:

- **Video Browse**, available within Lytx's Fleet Tracking Service, brings together the power of video and the context of Fleet Tracking for a significant workflow enhancement. By integrating all of the available telematics and links to video directly into the Fleet Tracking map, fleet operations and safety managers will more quickly understand what is happening in their fleets, whether they're looking to monitor vehicle productivity or maintenance, track compliance or check on a customer complaint.
- **Map Search**, available to all customers who use the Lytx Video Platform, allows clients to self-locate video using only an address or point of interest and general time frame, making it easier to respond to claims, verify service or pinpoint an incident, even if the vehicle is unknown.

How do they save PMPs materials?

As part of the Lytx Fleet Tracking Service, pest management

organizations have access to maintenance insights, like miles driven and fuel consumption. With this system, fleets are able to monitor for inefficiencies and optimize fleet operations addressing suboptimal habits and other maintenance issues before they turn costly.

How do they save PMPs money upfront?

With Lytx's MV+AI-powered Driver Safety Program, PMPs receive a fully customizable solution that cuts through the noise to flag the most pressing risks for their individual technicians, including distracted driving, cell phone use and not wearing a seatbelt. By alerting technicians to these behaviors in the moment through in-cab alerts, the Lytx system can help fleets prevent collisions in real-time — reducing associated claims costs by up to 80 percent, as well as reducing insurance rates.

How do they help PMPs generate more revenue?

With Lytx's Fleet Tracking Service,



PMPs are able to track idling vehicles and immediately browse video to determine the cause and take the appropriate action. While results vary by client, Lytx has seen clients achieve up to a 12 percent reduction in fuel costs and up to a 15 percent reduction in maintenance costs.

In what other ways does Lytx make companies more profitable?

By empowering technicians to improve their own performance through in-cab alerts and self-coaching, Lytx helps PMPs lower overall costs within their fleets. With the link between risky driving habits and vehicle wear-and-tear, addressing risky driving behaviors like hard braking can have a strong impact on maintenance costs for fleets. By identifying, and then reducing these types of behaviors, PMPs can increase the longevity of their brakes, transmissions, tires and suspension parts and in doing so, lower maintenance costs for fleets overall.

Roden is Lytx's senior product marketing manager.





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PROFITABLE PRODUCT\$

MGK.com



Q&A with MGK's Dr. Cassie Krejci

How do MGK's products save pest management professionals (PMPs) time and labor?

Our newest product, Sumari Insecticide, provides fast-acting and long-lasting 90-day residual control of ants and other insect pests. This versatile solution can be used indoors and outdoors, including outdoor broadcast, so PMPs can be confident that Sumari is treating both visible and unseen nests. And with a three-month residual, PMPs will know the product is maintaining effective control long after they leave — extending time between treatment intervals.

How does it save PMPs materials?

With a singular solution like Sumari, PMPs have simplified their job upon arrival. Dual modes of action mean there's no complicated mixing or guessing which product to use. PMPs can achieve effective control quickly with just one product, boosting their productivity. Best of all, Sumari has minimal requirements for personal protective equipment (PPE): no gloves, goggles or respirators needed.

How does it save PMPs money upfront?

In addition to ants, a single bottle of Sumari Insecticide controls a wide variety of pests, including fleas, German cockroaches, house flies, aphids and scales. There's no need to purchase or carry multiple products to get a neonicotinoid insecticide with an insect growth regulator (IGR) that's also approved for outdoor broadcast treatments. Plus, Sumari has no signal word or pyrethroid restrictions, so PMPs save the expense of PPE beyond a long-sleeved shirt, long pants, socks and shoes.

How does it help PMPs generate more revenue?

As many PMPs have experienced, customers might call for an ant problem, but surprise a technician with many more requests on arrival. With Sumari Insecticide, any add-on insect pests can be addressed with a single product — inside, outside and in all the areas in between. In



addition to this flexibility, PMPs can be confident their choice of Sumari will reduce customer callbacks, allowing them to generate more revenue on their routes.

In what other ways does MGK make companies more profitable?

Customer satisfaction is directly related to profitability. With Sumari, a PMP is well-equipped to get control of infestations quickly, meaning fewer callbacks and more time saved at accounts. And with MGK's library of treatment protocols for ants and other insect pests, PMPs will be armed with the resources they need to get better control on the first treatment. All that means more satisfied customers, great reviews and increased referrals.



Dr. Krejci is MGK's animal health technical field specialist.

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control simple,
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Deadly simple.

Introducing the
revolutionary

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insecticide

All-new Sumari boosts productivity and simply gives you more control to **get it right the first time.**

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- ✓ 90-day residual
- ✓ Kills multi-queen species
- ✓ Proven NyGuard[®] IGR
- ✓ No signal word

Learn more at MGK.com/Sumari

See label for a complete list of pests controlled.
Not for sale in California or New York.



www.MGK.com



PROFITABLE PRODUCT\$

Nature-Cide.com



Q&A with Nature-Cide's Matt Mills



How do Nature-Cide's products save pest management professionals (PMPs) time and labor?

Nature-Cide's Granular and Insecticidal Dust offer a residual life of 90 days for the granular, and 80 days for the dust, saving PMPs time and labor on callbacks. In addition, rescheduling a full day's work because of rain is no longer a factor: Nature-Cide Granular is water-activated, so you can apply it even while it's raining.

How does it save PMPs materials?

Like its sibling product, Pest Management X2 concentrate, Nature-Cide Granular not only kills and repels insects, it repels snakes and small rodents. There's no need to purchase separate materials for insecticide, rodent repellent and snake repellent.

How does it save PMPs money upfront?

Nature-Cide Granular is one of the least-expensive granular products on the market that is exempt from the Federal Insecticide, Fungicide, and Rodenticide Act, or FIFRA 25(b). It is also one of the few FIFRA 25(b)-exempt granulars labeled for ticks.

How does it help PMPs generate more revenue?

PMPs can meet the heavy demands from the public looking for a greener approach to pest control. By using Nature-Cide products, PMPs can market to a very large demographic, including customers who only want all-natural products.

In what other ways does Nature-Cide make companies more profitable?

Nature-Cide offers free customer literature handouts to any PMP who is looking for additional materials to market and sell green services. The handouts can be downloaded right from the Nature-Cide website, and can be easily customized with your business information on a sticker, for example. Each individual, easy-to-understand guide focuses on the residential, commercial, turf, clubhouse and resort markets, as well as cannabis cultivation and the basics of integrated pest management (IPM). This saves PMPs from having to design and/or create professional leave-behind handouts for their customers.

Mills is Nature-Cide's IPM strategist.

Nature-Cide®

Nature-Cide®

FULL SOLUTION 25(B) MINIMUM RISK PESTICIDES FOR INDOOR AND OUTDOOR APPLICATIONS



THE NATURE-CIDE LINE OF PRODUCTS HAVE MANY FEATURES AND BENEFITS SUCH AS:

- ✓ Light, pleasant aroma
- ✓ Full indoor and outdoor solutions
- ✓ Made in the USA from All-Natural ingredients
- ✓ Proven effective by Pest Management Professionals
- ✓ Pest Management X2 repellency lasts for up to 30 days

For more information or to receive a FREE PRO PACK SAMPLE call 877-248-0488,
email customerservice@nature-cide.com or visit us at www.nature-cide.com

PROFITABLE PRODUCT\$

NeogenProfessionalPest.com



Q&A with Neogen's Casey Prewitt

How do Neogen's products save pest management professionals (PMPs) time and labor?

Neogen's sanitizers and disinfectants provide PMPs with ready-to-use products such as SureKill foaming hand sanitizer (pictured) and Companion disinfectant wipes, just to name two. These products allow for less time mixing and applying, equaling reduced downtime in protecting and cleaning hands, equipment and other surfaces. PMPs often provide services in unclean environments; we understand the need to protect technicians in these environments and provide them with field-ready solutions.

How do they save PMPs materials?

We create our products to do three key things:

1. Provide a solution to a problem.
2. Reduce the cost of each application.
3. Shorten the length of time in which results are achieved.

These key benefits allow for fewer materials to be used to achieve the desired results.

How do they save PMPs money upfront?

Using less product to achieve the same or better results allow for greater savings on the bottom line. When partnering with Neogen on multiple product lines, additional savings are created for PMPs, while being supported by one manufacturer instead of many. Creating a long-term partnership is our goal with every PMP — and we believe saving money is just the beginning to the benefits.

How do they help PMPs generate more revenue?

With Neogen's broad portfolio of products, PMPs have the ability to implement new revenue-generating services for their current customer bases. Great examples of these include monthly disinfection services focusing on food-related bacteria in restaurants, or setting up hand-sanitizing stations in commercial accounts and maintaining them with SureKill Hand Sanitizer.

There are many ways to create new revenue streams, as long as



you are willing to step out of the box. Neogen is here to support every PMP in their endeavors, whatever that may look like.

In what other ways does Neogen make companies more profitable?

When PMPs believe in the products they are using, work performance and overall morale increase. Neogen strives to bring manufacturing, product development and technical support to a whole new level, with multiple product lines created for our professional pest industry. Because we are the manufacturer behind nearly every product we offer, we bring PMPs the cost savings they need to be successful in their everyday business.

Prewitt is Neogen's sales manager, Professional Pest Management division.



SureKill®

One Brand. Endless Protection.

SureKill® HAND SANITIZER



- Unique foaming sanitizer with surfactant and moisturizing properties
- Kills 99.9% of harmful bacteria in one simple step, drying quickly while leaving no residue on the hands
- Designed for everyday use on the route, in the office or other areas where water access is limited
- Available in 7 ounce and 1 gallon offerings, providing approximately 150 applications and 2,500 applications in each container

To learn more visit NEOGENprofessionalpest.com



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PROFITABLE PRODUCT\$

RockwellLabs.com



Q&A with Rockwell Labs' Dr. Cisse Spragins

How do Rockwell Labs' products save pest management professionals (PMPs) time and labor?

Taking just two examples: InTice 10 contains twice the boric acid than most granular baits; this provides a low use rate of 1 pound per 1,000 square feet. InVict Xpress, with 0.5 percent imidacloprid, provides lightning-fast kill at the low use rate of 4 ounces per 1,000 square feet. Lower use rates mean less time to apply. Exceptional effectiveness reduces callbacks. Plus, baits do not need to be watered in, saving time.

How do they save PMPs materials?

The lower use rates for InVict Xpress and InTice 10 mean less material is needed per account, less weight to carry around and less space in service vehicles.

How do they save PMPs money upfront?

Lower use rates translate directly to savings on the bottom line, with less cost per application to get the job done.

How do they help PMPs generate more revenue?

InTice 10 and InVict Xpress are broad-spectrum granular baits, highly effective against a range of the most common crawling insect pests. And they offer a wide range of application sites: indoors, including food areas; outdoors, including perimeter treatment, turf application, home greenhouses and vegetable gardens, sewers, golf courses, playing fields and more. With no rain restrictions, there are no lost-revenue days.



In what other ways does Rockwell Labs make companies more profitable?

Like all Rockwell products, InTice 10 and InVict Xpress were created with PMPs' profitability in mind. The long-lasting effectiveness of InTice 10 allows for extended service intervals, up to 90 days. The ultra-fast kill of InVict Xpress makes customers happy — they're saving money with no wasted bait "feeding" insects for days before they die.

Dr. Spragins, a Pest Management Professional Hall of Famer (Class of 2018), is Rockwell Labs' founder and CEO.



Rockwell Labs Ltd
creating the future of pest control

2 POWERFUL Granules



**Lethal to the Most Common Crawling Pests,
Saving PMPs Time & Money, and Creating Happy Customers!**

InVict Xpress granular bait

- **Great Value:** Extremely low use rate of 4 oz per 1000 sq ft saves time, money & space on trucks!
- **Ultra-Fast Kill:** Starts killing in 1 hour. No wasted bait "feeding" insects for days before they die!
- **Quick Control of Active Infestations:** The power of 0.5% imidacloprid in a highly palatable bait matrix.
- **Non-Repellent:** Ants carry bait to nest to kill the colony. Other target pests eat bait and die.
- **Broad Spectrum & Wide Range of Application Sites.**

InTice¹⁰ perimeter bait

- **Great Value:** Low use rate of only 1 lb per 1000 sq ft saves time, money & space on trucks!
- **Exclusive Formulation:** The only 10% boric acid granular bait available!
- **Long-Lasting Control:** Weather-resistant up to 90 days for extended service intervals.
- **Non-Repellent:** Ants carry bait to nest to kill the colony. Other target pests eat bait and die.
- **Broad Spectrum & Wide Range of Application Sites.**

Rockwell Labs Ltd.
creating the future of pest control

www.rockwelllabs.com

Always read and follow label directions.

InTice, Perimeter Bait, InVict, Xpress, Unfair Advantage and Creating the Future of Pest Control are trademarks of Rockwell Labs Ltd. ©2020 Rockwell Labs Ltd

UNFAIR ADVANTAGE™

PROFITABLE PRODUCT\$

ServicePro.com



Q&A with ServicePro's Andy Deering

How does ServicePro's ServSuite enterprise software save pest management professionals (PMPs) time and labor?

Our scalable features enable PMPs to automate key tasks, whatever the size of the business. The ServSuite Mobile Application empowers PMPs to carry out services efficiently and remotely. Users can create and edit work orders; affect real-time schedule updates; take payments and signatures; manage a range of documents, including termite and wood-destroying organism (WDO) forms; scan commercial barcodes; and much more.

Our mobile-first approach helps PMPs save time and labor by enabling them to run mobile operations.

How does it help PMPs gain a competitive edge?

ServSuite's Smart Branding service helps PMPs by creating customized statements, invoices, renewal letters and more, to help their businesses stand out from the crowd. Our service creates unique branded marketing materials to ensure PMPs optimize every touchpoint with their customers.

PMPs are as strong as their brand, and Smart Branding helps them secure long-term profits by building an excellent marketing strategy.

How does it save PMPs money upfront?

Our drag-and-drop scheduler automates tasks that would normally require multiple steps and time — such as rescheduling services, switching the technician or adding new services.

In addition, the ServSuite Visual Routing module optimizes your routes ahead of time. By automating these two key tasks, PMPs can save money from Day One, and look forward to long-term growth.

How does it help PMPs generate more revenue?

Generating more revenue starts with improving the way you manage your sales pipeline. ServSuite's pest control sales software solution, ServSales, helps PMPs manage that pipeline from mobile or the office. This feature can be fully integrated with ServSuite, or used as a standalone app. From digital cloverleafing with our advanced mapping feature, to closing deals with ServSign, the ServSuite e-signature feature, ServSales is a complete solution.



In what other ways does ServicePro help make PMPs more profitable?

ServSuite aims to meet the full range of PMPs' business needs, including GPS and fleet management. We continue to enhance the functionalities of the ServSuite GPS Vehicle Tracking & Dispatch module, to provide a complete vehicle management solution. This module tracks vehicle location and driver behavior, and will notify users in real time. The feature also allows users to set up a range of reports and notifications, to ensure safe driving behavior and protect company property.

By leveraging advanced GPS technology, PMPs can save money on their insurance premiums, reduce vehicle wear and tear, and improve technician accountability for their driving behavior. These factors can all help their businesses become more robust, for long-lasting profitability.



Deering is COO of ServicePro.

Adapt to Succeed with ServSuiteTM

- ✓ Access Unlimited Expert 24/6 Support
- ✓ Go Totally Paperless and Mobile
- ✓ Grow with our Scalable Enterprise Software



**Schedule
a Free
Demo!**

- Enhanced GPS and Vehicle Tracking
- Intuitive Mobile App with WDI and Credit Card Processing
- Automated Click and Mail for Simplified Billing
- Impactful Marketing with Smart Branding
- Dynamic Scheduling, Routing, and Visual Mapping

Used by Leading
Pest Control Companies



PROFITABLE PRODUCT\$

GetSlingshot.com



Q&A with Slingshot Software's Taylor Olson

How do Slingshot's products save pest management professionals (PMPs) time and labor?

Missing customer calls is expensive: Listening to voicemails, reviewing an account, playing phone tag, and resolving an issue costs anywhere from \$6 to \$10 an interaction. Plus, when 25 percent of sales occur after-hours and on weekends, it's expensive to staff overtime (and even more costly to miss out altogether).

With Slingshot, you never miss a lead. Our 24/7, U.S.-based agents cover sales, customer service, collections, and more. PMPs can decrease overtime or staffing without the cost of missing out on a lead on which they've spent valuable time and energy to bring in.

How do they help PMPs gain a competitive edge?

Research shows that adding 24/7 response capabilities to your website and listings will bring in new leads that typically call after 5 p.m. or on weekends. Around-the-clock coverage adds a whole new pool of customers that businesses with limited hours are missing out on every single day. We answer those calls and often hear the excitement: "Wow, I didn't know you'd answer. This is



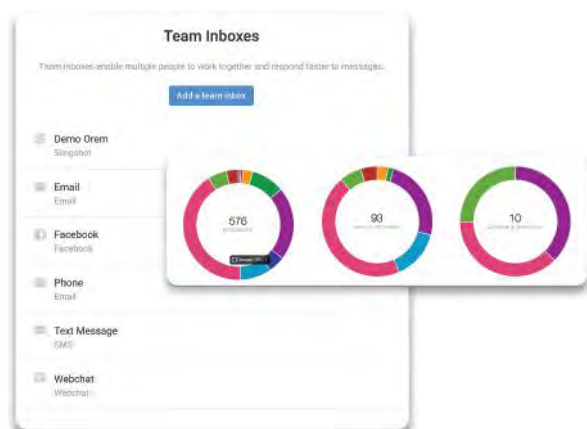
great!" It truly redefines the customer experience and builds your brand loyalty.

How do they save PMPs money up front?

Consumers expect an answer within seconds, and with only one in five callers willing to leave a voicemail these days, it only takes an extra minute or a single missed call to miss a sale. With a third-party contact center, you've ensured that your investment in attracting leads is never wasted. You'll close more deals — without the costs of recruiting, training or retaining staff.

How do they help PMPs generate more revenue?

Slingshot works with more than 30 of the top pest management companies in the nation, helping them increase their yearly sales by up to 40 percent. Our highly trained agents are pest control experts,



and can speak like an in-house employee. This results in better customer service and increased sales. We're here to make sure PMPs get the maximum return on investment (ROI) on their marketing and sales efforts, around the clock.

In what other ways do Slingshot products make PMPs more profitable?

It's no secret that hiring, training and retaining employees is a challenge, and pest seasonality makes things harder. Finding customer service representatives (CSRs) and managing a call floor adds up quickly. With Slingshot, we're here to support a pest control providers' specific business needs, with the ability to scale up and down with the seasons as quickly as needed.

Olson is Slingshot's CEO.

slingshot



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Whether it's phone, text, webchat, social or web lead response, you'll sign more contracts with a 24/7 sales team that never sleeps.

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Mention this ad and receive 50% off setup.

slingshot

PROFITABLE PRODUCT\$

PestPac.com



Q&A with WorkWave's David Giannetto

How do WorkWave's products save pest management professionals (PMPs) time and labor?

With nearly 40 years of expertise in the pest control industry, WorkWave PestPac enables PMPs to minimize callbacks; make informed, data-driven decisions; and save time in the field and office by eliminating the need to toggle among different software packages to get their jobs done.

It also automates common processes like proposal generation and form submissions — eliminating the need for manual data entry.

How does it save PMPs materials?

With PestPac's Material Tracking and Inventory feature, material usage is automatically tracked and traced from the distributor, to the warehouse, to individual technicians. Units of measure are converted automatically to eliminate guesswork, and ensure more accurate tracking across the board. Automated warnings ensure the next order is placed before materials run too low.

How does it save PMPs money upfront?

PestPac improves efficiency for every step of the business life cycle,

and provides immediate savings by automating manual processes to eliminate unnecessary spending, wasted materials, lengthy drive times, and disorganized service visits.

PestPac also is integrated with WorkWave Payments, which allows its users to receive better rates on their payment processing costs, saving them money overall.

How does it help PMPs generate more revenue?

WorkWave defines its mission to include helping our customers grow, in addition to the traditional field service technology goal of helping them provide superior service. PestPac helps companies increase the revenue per existing customer, and transition one-time service events into recurrent events, through a wide range of integrated marketing solutions. These solutions allow technicians to input leads or generate custom, professional proposals on the spot using PestPac Forms in the mobile app, ensuring that leads and upsell opportunities are never lost in the shuffle of unnecessary paperwork.



PestPac provides online sales and booking tools, allowing PMPs' customers to schedule services, get estimates, and set up payment information 24/7 without the need to speak with office staff directly.

In addition, PestPac Business Analytics delivers insights PMPs can use to understand what digital and physical sales techniques are effective for them, and where they stand against their competition.

In what other ways does WorkWave make PMPs more profitable?

We actively engage with the largest group of PMPs in the industry through closed-door executive sessions, multiple open user groups, industry programs, and other events and conversations to solicit direct feedback.

Armed with our insights and analysis, our customers are then able to make informed business decisions on how to drive profits as the industry, customers, and markets change around them.

Giannetto is WorkWave's CEO.

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NO OTHER SOFTWARE COMES CLOSE.

With nearly 40 years of expertise in the pest control industry and trusted by thousands of pest control operators, WorkWave PestPac® offers the most comprehensive suite of features to run every aspect of your business. From digital marketing to sales, work order management, customer experience, business analysis and unmatched commercial and mobile functionality, WorkWave PestPac enables your business to reach its full potential. **For more information visit pestpac.com.**



DRIVE PROFITABILITY. INCREASE OPERATIONAL EFFICIENCY. DRIVE NEW SALES.