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# PMP Pest Management PROFESSIONAL

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2018

ANT

BATTLES

SPECIAL ADVERTORIAL INSERT

## ANT BATTLE

**COMPANY:** National Exterminating Company, Inc.

**BATTLEFIELD:** Equal parts residences and commercial companies, such as restaurants, supermarkets and apartment complexes.

**WAR STORY:** “You can get control of most pests fairly easily, but ants are a little bit more difficult to battle,” says Scott Monds, general manager of National Exterminating. Proper inspection is the true key to eliminating ants, he says.

“Ant pressure can come from so many different directions,” says Monds. “You have to locate them first, and a lot of times they can be very difficult to find.” He points out that communicating with the homeowner can be one of the most helpful steps of the inspection. By asking the homeowner questions, technicians can gain important clues as to where the ant activity might originate.

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Taurus SC Termiticide/Insecticide by Control Solutions Inc.

**WEBSITE:** [ControlSolutionsInc.com](http://ControlSolutionsInc.com)

# Striking at the source

National Exterminating counts on Taurus SC to handle difficult ant infestations and reduce callbacks.

Scott Monds, general manager of Newport News, Va.-based National Exterminating Company Inc., has a personal goal to always be learning and be open to change.

This goal has had its advantages. Monds’ motivation to continue learning helped National Exterminating reduce its callbacks for ant treatments three years ago.



Scott Monds

“We were looking for something to be the be-all and end-all to get rid of ants once and eliminate the callbacks,” says Monds.

Around that time, Monds’ Control Solutions Inc. representative, John Kurtz, introduced him to Taurus SC Termiticide/Insecticide. Kurtz also provided Monds with names of other pest management companies that used Taurus SC, so Monds could ask about their experiences.

The ability to hear firsthand reviews of Taurus SC gave Monds’ technicians, who he says can sometimes be resistant to change, the confidence to try it. “They don’t have time to experiment, and customers don’t want to be experimented on,” Monds adds. “But if you can get something in their hands that works, they won’t ever let that go.”

Monds’ technicians had instant success with Taurus SC.

“Taurus SC has made the battle to control ants much easier,” he

says, noting his company saw a significant reduction in callbacks. Monds also appreciates that the insecticide is easy to use. “It’s like a self-driving car: You hope it doesn’t make your guys complacent because it works so well.”

National Exterminating depends on Taurus SC for the more challenging jobs where the ants are difficult to locate. Because Taurus SC is a non-repellent, ants that pass through the application will return to and kill the colony.

The first challenging infestation Monds tested Taurus SC on was in a construction trailer at a building site.

“The trailer had paneling walls, and the ants were pouring out of them,” remembers Monds. The trailer was at the building site for five years, and landscaping had grown to cover approximately 80 percent of the exterior. The superintendent asked National Exterminating to eliminate his



ant problem, but did not want any adjustments made to the landscaping or trailer.

The technicians applied a repellent chemical on the inside perimeter of the trailer to prevent the ants from traveling past the paneled walls. They then used the non-repellent action of Taurus SC for a spray around the exterior to “get to the heart of the problem,” Monds says.

There was a noticeable reduction in activity three days after the initial exterior spray. After another seven days, the ant activity was “basically nonexistent,” according to Monds: “The outcome was a surprised and happy superintendent, and my confidence increased in Taurus SC to handle very tough and challenging ant concerns.”

# Making ant jobs more profitable

Cutting costs for both the company and the customer is a win-win, accomplished by the quick and lasting action of DominAnt Liquid Ant Bait

**N**othing beats the feeling of saving your customers money. So says James Gifford, owner of Bug-n-You Inc. in Jacksonville, Fla. And when he uses DominAnt



James Gifford

Liquid Ant Bait, manufactured by Nisus Corp., that is exactly what happens: virtually no callbacks. “DominAnt has changed that whole dynamic and makes money for us,” Gifford adds. “We put DominAnt Bait Stations out because there’s more product in the bait stations so we don’t have to make follow-up trips, which saves the non-contractual customers the trip charge. You’d think it would take away money from the business, but it gives us time to focus on our other accounts.”

DominAnt is a liquid bait that can be used indoors or outdoors, targeting a variety of ant species. Its main active ingredient is borax.

Gifford, who has been in business for 19 years, has a diverse mix of clients — from high-end commercial clients such as country clubs and restaurants to residential customers. He notes that ants account for about 17 percent of his one-time service calls.

At the beginning of 2018, Gifford added DominAnt to his arsenal of ant control products, when it was recommended to him by one of Nisus’ service representatives. He jokes that he is often skeptical when introduced to new products, particularly if he’s been loyal to other products for years — but his experience with DominAnt made him a convert.

**“OUR CUSTOMERS ARE OUR CUSTOMERS FOR LIFE, SO IF I’M SAVING THEM MONEY, WHICH IS A BENEFIT TO THEM, IT’S ALSO A BENEFIT TO US.”**

Not long ago, Gifford was called in to an office building that had a recurring ant problem and, not having his usual ant control products on him at the time, he went out and got the DominAnt liquid bait. He surreptitiously placed the product in such areas as behind the break room’s microwave and behind plants on desks. To his surprise, when his technician returned a couple of days later for an already-scheduled routine service call, there was not one ant to be found.

That was enough for Gifford to make the switch, and he has not looked back. Using DominAnt has opened up the door for the

## ANT BATTLE

**COMPANY:** Bug-n-You Inc.

**BATTLEFIELD:** Residential and commercial accounts

**WAR STORY:** “A regular client called us to say that she was getting tired of seeing ants. We were doing everything right with the other bait that we were using, but the ants weren’t accepting it as quickly as they normally would. So instead, we used DominAnt and we have not had to use any ant bait since then, and that was months and months ago. That put a smile on our faces; the last thing we want from our customers is for them to call us to say something isn’t working.”

### WEAPON OF CHOICE

**PROVEN SOLUTION:** DominAnt Liquid Ant Bait from Nisus Corp.

**WEBSITE:** NisusCorp.com

company to gain more production for the month, freeing them from doing callbacks.

“If I can save my customers money, that makes me feel wonderful,” he adds. “Our customers are our customers for life, so if I’m saving them money, which is a benefit to them, it’s also a benefit to us.”

In addition to the superb effectiveness of DominAnt, Gifford’s relationship with Nisus is another selling point. His rep, Charlene Mertz, will drive from Orlando to Jacksonville to meet with him. She also visits jobsites with him to troubleshoot, gives advice and answers any questions he or his company may have. “When you need them, they’re there for you. It’s been such a great relationship, and it’s very nice to work with them. They’ve helped me make a lot more money by choosing things to add to my service,” says Gifford.

# Complete elimination

Sawyer Exterminating tackles persistent ant infestations with Termidor SC, Alpine WSG and support from BASF.

**W**hen one pest control company could not resolve a major ant infestation of little black ants (*Monomorium minimum*) and pavement ants (*Tetramorium caespitum*), the commercial client called upon Sawyer Exterminating to see what they could do.



**Marty Stadler**

“We got the contract because the previous company had failed to eliminate the problem,” explains Marty Stadler, marketing and operations director for Sawyer Exterminating, based in Burlington, N.C.

Sawyer Exterminating has been using BASF Pest Control Solutions products for at least two decades. Its team arrived armed with Termidor SC termiticide/insecticide, to apply on the building’s exterior, and Alpine WSG insecticide, to use on the inside of the structure.

“Initially, we were able to get a very good reduction of the population, but still saw signs of sporadic activity,” Stadler says.

Sawyer’s team consulted with BASF representatives Scott Etheridge and Dr. James Austin, both of whom used their technical expertise to suggest a multi-layered approach to the

problem, including different baiting techniques.

“Through implementing most of their instructions, we have been able to solve the ant problem and haven’t really had any issues since that time,” Stadler says.

Stadler notes that Sawyer’s client base is a mix of about 60 percent residential and 40 percent commercial. According to Stadler, the ants have been the No. 1 target this season, owing to the cool and wet late winter and an early spring that warmed up quickly.

And when ants march, Stadler likes to use Termidor.

Also marketed for termites, Termidor is considered effective for most ant species because it is a non-repellent.

“Ants are social insects. A non-repellent will not chase them away; we want them to get into the product and pass that along to themselves. It takes care of an entire colony, rather than putting a Band-Aid on the situation,” Stadler says.



## ANT BATTLE

**COMPANY:** Sawyer Exterminating  
**BATTLEFIELD:** 60 percent residential and 40 percent commercial

**WAR STORY:** “Use the correct product, and give the customer enough time for the service they deserve. We see other companies whose technicians are there for 10 minutes, and you just can’t do that. Let’s treat the customer well, and do what is right. You should spend more time up front, rather than coming back for free.”

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Alpine WSG and Termidor SC termiticide/insecticide by BASF

**WEBSITE:** [pestcontrol.basf.us](http://pestcontrol.basf.us)

His company likes working with BASF because of the excellent customer service and the results they get when they use their products. Stadler says that customers lose confidence in your ability if you have to return again and again to treat the same problem.

“The follow-up is what you want to avoid in this industry, because then you’re treating for free. Using this product has certainly lowered the number of follow-ups we’ve had to do,” he adds. “That tells us the product works.”

Beyond BASF’s effective products, its stellar customer service cements the relationship with Sawyer Exterminating. Stadler praises the technicians who helped the Sawyer team figure out a solution to an ant problem that another company couldn’t solve, by sharing knowledge in an informative, understandable way. He notes that if a similar situation arises again with an ant problem, he would follow the same protocol recommended by BASF’s representatives.