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BASF R2

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RODENT BATTLES

SPECIAL ADVERTORIAL INSERT

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In small doses

Selontra® Rodent Bait by BASF helps Romex Pest Control reduce difficult rodent populations faster and conserve product

Brandon Kraupp, owner of Romex Pest Control in Plano, Texas, always used more than one rodent control product. He rotated such products so rats and mice wouldn't develop resistance to any one active ingredient.

But after trying Selontra rodent bait by BASF six months ago,



Brandon Kraupp

Kraupp stopped buying other rodent baits. He says he now uses Selontra exclusively. The product doesn't create resistance challenges, as Selontra's active ingredient, cholecalciferol, is effective against anticoagulant-resistant rodents.¹

"I'm getting a lot better results for all of our customers with Selontra," Kraupp says. "It's a good feeling when a product actually performs and does its job."

The stop-feed action of Selontra's active ingredient, cholecalciferol, makes a little go a long way — rodents eat only enough for a lethal dose, leaving more for the rest of the colony.^{2,3} This stop-feed action causes rodents to lose their appetite, leaving more bait for the rest of the colony and allowing sub-dominant rodents to feed sooner.

BASF field trials have shown that Selontra brings infestations under control in as few as seven

days.⁴ This means pest control companies save money and time, because they don't need as much bait, and technicians don't have to return as often to refill bait stations.

Romex faced its biggest challenge on a residential lot infested with Norway rats (*Rattus norvegicus*). The homeowner had initially contacted him about 18 months ago, saying contractors clearing land next to her house had driven scores of rats out of sunflower fields and onto her property.

Romex first positioned bait stations using a competitive bait on the site. The plan was to return once a quarter to replenish the bait. However, the infestation was so extensive that the company's technicians had to refill bait stations every 18 to 20 days. The battle raged for months without significant decline in the rodent population.

Then, in spring 2018, Romex tried Selontra on the property. Each time technicians returned to check the bait stations, they found the rats had eaten less and less of the Selontra. Yet they continued to find dead rats.

"There were so many rats," Kraupp says. "We were expecting to see the bait stations empty."

While Kraupp didn't realize it right away, he was seeing the effects of the stop-feed action of cholecalciferol. As a result, following initial treatment and control of the infestation in accordance with the label, the technicians

RODENT BATTLE

COMPANY: Romex Pest Control

BATTLEFIELD: Mainly residential, some commercial

WAR STORY: Brandon Kraupp, owner of Romex Pest Control, says that when searching out rodents, his diagnostic approach is always the same, but each plan is unique.

"It doesn't happen overnight," Kraupp says. "It takes time and an analysis of the home, property and surroundings, making sure that everything is placed properly and then following up on and adjusting the original plan."

WEAPON OF CHOICE

PROVEN SOLUTION: Selontra Rodent Bait from BASF

WEBSITE: pestcontrol.basf.us

were able to cut back their visits to once every two months.

"The best part was that we had much better results," Kraupp says. "Selontra controlled the population so much. It was nice to have a product that helped us solve the problem in a time-effective manner."

¹ E.F. Marshall. Cholecalciferol: A Unique Toxicant for Rodent Control. Proceedings of the Eleventh Vertebrate Pest Conference 1984. pp. 95-98.

² Prescott, C.V., El-Amin, Vusa, and Smith, R.H. "Calciferols and Bait Shyness in the Laboratory Rat." Proceedings of the Fifteenth Vertebrate Pest Conference 1992. Paper 64.

³ Whisson, Desley, "Rodenticides for Control of Norway Rats, Roof Rats, and House Mice." University of California Cooperative Extension, Poultry Fact Sheet No. 23, 1996

⁴ U.S. Field Trials (Indiana Grain Farm, 2017; NC Pig Farm, 2016; New Orleans, LA, Urban Study, 2016) demonstrated control of rats and mice infestations in as few as seven days, in the presence of abundant, competing food sources.



RODENT BATTLE

COMPANY: Adam's Pest Control

BATTLEFIELD: An even split of residential and commercial properties

WAR STORY: Rodents are smart, but Todd Leyse, president of Adam's Pest Control, has learned it's up to the technician to be smarter.

"Sometimes rodents learn the traps you're using and how to avoid them," he says. "Rats are initially cautious about entering a trap. And even mice populations learn to avoid certain equipment."

He counters this by keeping a close eye on his rodent traps, and advises, "if you see this happening, mix up your techniques."

WEAPON OF CHOICE

PROVEN SOLUTION: Ketch-All Multiple Catch Mousetrap by Kness

WEBSITE: Kness.com

Full-service rodent traps

Kness' Ketch-All, Pro-Ketch and customer service set Adam's Pest Control up for success

Todd Leyse's loyalty is worth more than a product that just does its job. As president of Adam's Pest Control in Medina, Minn., Leyse appreciates products that not only work well, but also help his business run smoothly.

With more than 20 years at the company under his belt, Leyse is very familiar with its key rodent

trap vendor, Kness. Adam's Pest Control has worked with Kness since Leyse's late father, Harold, co-founded the business in 1971. "They've

been a great partner for us, dating back decades," says Leyse.

The company uses several Kness products, including the Ketch-All Multiple Catch Mousetrap, Pro-Ketch Multiple Catch Mousetrap, Snap-E Mousetraps and Big Snap-E Rat Traps.

Leyse's favorite Kness product, the Ketch-All, is one he and his team use often for commercial accounts. The Ketch-All is a multi-catch trap designed to capture rodents of any shape or size without the use of bait.

"We've caught as many as 13 mice in a trap in a single night, 30 in a single month," Leyse says.

His technicians turn to the Pro-Ketch when a low-profile multi-catch trap is needed. The bait-free trap has a clear lid to reduce inspection time.

Leyse values the effectiveness of the Ketch-All and Pro-Ketch. However, he notes that it's the extras Kness offers that set the traps — and Adam's Pest Control — apart from the competition.

Kness provides Adam's Pest Control with private labeling of its rodent traps. Leyse receives his Kness snap traps in custom colors, with a red plastic base and red trigger to match the company's branding.

For Leyse, the customization is more than a marketing tactic — it's a way to save his company money.

"It reduces potential employee theft," he says, explaining that in the past, his company has seen employees who want to start their own company stock up on Adam's Pest Control's equipment. "If they go set up a new account with red traps, we know they're our traps."

One of the biggest assets to Leyse has been the barcoding of the Pro-Ketch and Ketch-All traps Kness provides. Kness offers barcode installation per customer, and prints and installs barcode stickers before leaving the plant. This saves companies like Adam's Pest Control the time and hassle of installing the barcodes themselves.

"We have a number of sensitive accounts that like us to scan every



Todd Leyse



Making rodent control easy

Wingman Pest Control counts on VM Products' EZ Snap line to fight and protect against mice and rats

Having discretion during rodent control is an important piece of the puzzle for Buck Hempel, owner of Wingman Pest Control in Detroit, Mich.

VM Products' EZ Snap line, with mouse and rat stations, features an EZ Set indicator tie that



Buck Hempel

helps identify whether there is something caught in the trap. The indicators help Hempel and his clients not only know whether there is a mouse trapped, but also recognize if it is happening more frequently.

"These traps allow us to use rodenticide more selectively when there is an active infestation, or for hard-to-monitor areas," he says.

Rodent control is a team effort for Hempel and his clients, a mix of both residential and commercial accounts.

"The biggest benefit is when we team up with our client, because they can assist us and very easily shoot us a text or call us when the indicators have been set off. We can then move up our scheduled service," he says. "We're able to use teamwork with our clients so they get faster, better results. It's a win-win."

For residential clients, homes are sensitive living spaces, so Hempel puts out multiple stations that

are dark and discreet that most pets aren't going to bother. One particular client was able to monitor the traps throughout the day, and notify Hempel's team immediately when something was caught.

"This style of trap helps solve any discretion or safety issues that come up during rodent control," he says.

Many of Wingman Pest Control's commercial clients are offices connected to manufacturing warehouses. So sometimes, Hempel says, mice get into the warehouse area and then make their way into the office space.

"People don't want mice on their desk or where they are eating lunch," Hempel points out. "The great thing about the EZ Snap Mouse is that when we put it in an office setting, we can coordinate with someone on-site, like the maintenance staff or an office manager. With their help, we can discreetly check on those traps."

With a background in the wildlife and trapping side of pest control, Hempel says one of his favorite key features of the EZ Snap Mouse is having the traps locked down in their stations. "A stable trap is one of the keys to high-percentage catches," Hempel says.

For Hempel, using the EZ Snap Mouse also means a non-target catch is less likely, thanks to the size of the opening.

"We choose the EZ Snap Mouse for going after our target

RODENT BATTLE

COMPANY: Wingman Pest Control

BATTLEFIELD: Residential and commercial accounts

WAR STORY: "We had a situation where a mouse was getting onto a desk in an office setting and eating a client's chocolate candy hearts," says Buck Hempel, owner of Wingman Pest Control. "We were able to quickly and discreetly capture those mice with the EZ Snap Mouse, and clear them out within a week. Once we removed the initial mice, we monitored for any ongoing activity through scheduled checks and with the help of our on-site point of contact. We even bought the particular client another bag of chocolates."

WEAPON OF CHOICE

PROVEN SOLUTION: EZ Snap Mouse from VM Products

WEBSITE: VMProducts.com

species — which in the state of Michigan, it's the mice we're after. And, I don't like making wasted trips for capturing animals that are just passing by," he quips.

Hempel says he really appreciates the fact that VM Products field-tested the EZ Snap line before it was released.

"The EZ Snap line changed everything," he says. "It really stands apart from any other bait box or trap box."

