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PMP Pest Management PROFESSIONAL

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2019

RODENT BATTLES

SPECIAL ADVERTORIAL INSERT

Smaller footprint

Selontra® rodent bait provides non-anticoagulant solution for West Coast company

With locations across California, O'Connor Pest Control provides rodent services to both residential and commercial properties. There's an abundance of fruit, trees, shrubs and vegetation in the state, making it the perfect grounds for rodent activity, says General Manager Dave Watkins.

To combat these rodent populations, the company



Dave Watkins

started using Selontra rodent bait about 18 months ago.

"We've really had great success with it," reports Watkins, who is based out

of O'Connor's headquarters in Camarillo, Calif. "The rodents have been really receptive to it."

Selontra rodent bait has a low risk of secondary, non-target poisoning to birds and mammals. The stop-feed action of the active ingredient cholecalciferol also means rodents only eat the lethal dose.¹

"It saves us money in the long run," Watkins says. "If they eat enough to get a lethal dose and then stop feeding on it, we aren't having the expense of replacing bait that doesn't need to be replaced."

At O'Connor's office in Santa Barbara, Calif., Selontra has become the No.1 rodent bait for

residential accounts. "They have a unique vegetation there — close to the ocean, mountains and creeks. It's ideal for rodents," Watkins says.

Selontra rodent bait came through for one Santa Barbara residential account with thick vegetation. The team was using another rodenticide initially, but they couldn't control roof rats (*Rattus rattus*), which is the type of rodent they face 75 percent of the time.

"The supervisor started using Selontra, and got great results. It knocked the population down to minimal activity," Watkins reports. "He really became a true believer in Selontra and how it brought definite results."

Today, O'Connor uses Selontra rodent bait company-wide and enjoys both the results and the ability to provide customers with

RODENT BATTLE

COMPANY: O'Connor Pest Control

BATTLEFIELD: 99 percent of its commercial accounts and 40 percent of its residential accounts

WAR STORY: Because of growing consumer concern for wildlife in California, General Manager Dave Watkins decided to look for a non-anticoagulant rodent bait.

"There's been negative publicity arising around California with wildlife being found to have anticoagulant in their systems," Watkins says. The company turned to Selontra rodent bait to combat this issue, because the bait has been found to not pose a high risk of secondary poisoning.²

WEAPON OF CHOICE

PROVEN SOLUTION: Selontra rodent bait from BASF

WEBSITE: Pestcontrol.basf.us

reassurance and peace of mind.

"It really fits well into our arsenal of baits we use," Watkins says. "It's just been fantastic."



¹ 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.

² Erickson, W.; Urban, D. *Potential Risks of Nine Rodenticides to Birds and Nontarget Mammals: A Comparative Approach*. U.S. Environmental Protection Agency; Office of Prevention, Pesticides, and Toxic Substances; Office of Pesticide Programs; U.S. Government Printing Office: Washington, DC, 2004.

Proactive pest prevention

Kness' KritterSense remote monitoring system improves Adam's Pest Control's operational efficiency

With more than two decades of experience in pest control, Todd Leyse knows the value of technology when it comes to keeping a company running efficiently.

That's why the president of Medina, Minn.-based Adam's Pest Control implemented Kness' KritterSense remote monitoring system at one of the company's most important clients: a nearby mall. As an early adapter of the KritterSense system, Adam's has been using it for about a year.

The system's on-board motion sensor alerts pest management professionals (PMPs) of trap activity via a digital device, allowing them to check and clear the traps whenever necessary. The system also generates reports that round up information such as bait data, the location of the trapped animal, and the time the pest was caught.

"We'll deploy the traps in stations so we can check them less frequently, because the station will let us know when something's been caught," Leyse says. "As soon as something is caught, we can respond."

In addition to the KritterSense remote monitoring system, Adam's Pest Control uses Kness' Ketch-All Mouse Traps, Big Snap-E Rat Traps and Snap-E Mousetraps, among other products, according to Leyse.

However, it's the KritterSense remote monitoring system that's really helped up the company's efficiency.

"Challenges of having to mindlessly check the traps that are empty 90 percent of the time have been removed with using this system," says Leyse, adding that the traps allow Adam's employees to spend their time instead inspecting for other potential problems. "We can be more proactive for pest prevention."

In the year that Adam's has been using the KritterSense system, Leyse says it has helped the company capture mice, shrews and frogs.

Currently, the system is installed at only one of the company's accounts, but Leyse says he hopes to implement it at other clients' properties soon.

Of the KritterSense system's best features, Leyse cites the product's reliability and battery length,

RODENT BATTLE

COMPANY: Adam's Pest Control

BATTLEFIELD: 60 percent residential, 40 percent commercial clientele

WAR STORY: A mouse was sighted at one of the company's commercial accounts (a mall), so Medina, Minn.-based Adam's Pest Control placed a trap with sensors in the area and managed to catch the pest within just a few hours.

"Normally, we would have waited at least 24 hours or longer to check the traps, but this way, we could prove to the customer that it was caught quickly," say the company's president, Todd Leyse.

Leyse has integrated KritterSense alerts into Adam's Pest Control's software so alerts are logged and available within the customer's portal.

WEAPON OF CHOICE

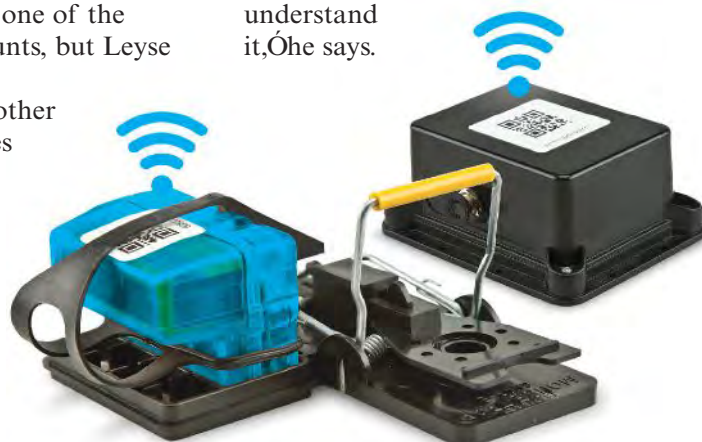
PROVEN SOLUTION: KritterSense remote monitoring system

WEBSITE: Kness.com

which free up technicians' time since they don't have to frequently return to the site to service the technology.

Leyse recommends other PMPs invest in the system and start getting used to it.

"It's the future of using these sorts of sensor technology traps, and we need to understand it," he says.



Finding answers

Bell Labs' new sensors point to an unexpected reason for mouse activity

Finding the cause of a rodent infestation is an important part of the puzzle for Andrew Feldstein, VP of operations for Assured Environments in New York City, and his team. One way they do that is through their partnership with Bell Laboratories.



Andrew Feldstein

The Assured Environments team recently tested the Trapper iQ product, powered by Bell Sensing Technologies, which they

added to their existing traps. This technology uses sensors to provide data through the app about when and where there has been activity.

“Sensor technology is probably the hottest topic in our industry,” Feldstein says. “Everybody is trying to come up with game-changing products to make pest management delivery more effective.”

His team was interested in Bell Sensing because the technology could help increase efficiency and provide data showing where they should perform remediation.

“The data captured allows you to make informed decisions on what to change, like station placement,” Feldstein explains. “You’re able to leverage data to really make you think out of the box about what’s going on and why.”

They tested the product out at several locations of one of their

retail customers. The locations they chose had historical rodent activity on the exterior and some on the interior, but no major infestations.

“iQ Products allow you to monitor areas that would normally be difficult to access on a daily basis,” says Feldstein, whose team used iPhones to review the data.

Beyond the typical information one might expect, he says the sensors also gave them data they weren’t expecting. When Assured Environments’ technicians checked the time stamps using the Bell Sensing app, they realized that more than 90 percent of the rodent activity coincided with deliveries from other vendors to the location.

“We didn’t think of that initially. Not only did we know where the activity was, which is great, we knew when it was occurring and were able to find the ‘why’ — it was delivery related,” Feldstein says, explaining that vendors had been bringing the rodents to the store on their trucks. “That kind of data is invaluable.”

Feldstein says the keys to any technological advancement, like with iQ products, is identifying how, where and when to use

RODENT BATTLE

COMPANY: Assured Environments

BATTLEFIELD: Primarily commercial properties

WAR STORY: Keeping his technicians engaged on each job is a priority for Andrew Feldstein, VP of operations for Assured Environments.

“We try to focus on having our technicians not just be trap checkers, or ‘checkknicks,’ as one of my friends in the industry says. We want them to be focused on not just being a robot doing the same repetitive task,” Feldstein says.

WEAPON OF CHOICE

PROVEN SOLUTION: Bell’s Trapper iQ multi-catch mouse trap, powered by Bell Sensing Technologies

WEBSITE: BellSensing.com

the product. After finding the right application for the sensor technology, Feldstein and his team were able to more effectively use their time on-site — and gained back time that would normally have been used checking traps.

“Then you can spend more time investigating other areas to provide a better service,” he adds.

Bell’s iQ products and Bell Sensing Technologies have helped Feldstein and his team set themselves apart.

“Our goal is to provide best-in-class service for our clients,” Feldstein concludes. “We use these types of improvements to deliver better service and constantly improve.”



Durable in wet and cold

PelGar's Brigand Soft Bait and Wax Block hold up in tough weather



About five years ago, Greg Poppe added two PelGar products — Brigand Soft Bait and Brigand Wax Block — to his rodent management tool chest. Since then, both products have helped Poppe gain and maintain control



Greg Poppe

of Norway rats, house mice and field mice. Poppe, owner and president of Poppe Enterprises LLC in Hastings, Neb., works with farmers in Nebraska, Kansas, Colorado, Wyoming and South Dakota to contain rodent populations in grain storage areas. He likes Brigand Soft Bait in particular because he has found its active ingredient, bromadiolone, is effective in these agricultural settings.

Soft Bait is also sold in a soft package, meaning it stays pliable, even in cold weather.

A lot of baits will break in the cold, Poppe says. “Soft Bait doesn’t. That makes it a lot easier to work with.”

PelGar, which specializes in rodenticides and pesticides used in agriculture, describes Soft Bait as having “high-energy content,” making it preferable to rodents in cool weather. In the winter, rats and mice are drawn to fatty food sources for the energy they provide — including the lard-based nature of Soft Bait.

“We get great bait acceptance with Soft Bait,” Poppe confirms. “It’s one of the better products in the wintertime.”

As for Brigand Wax Block, also with an active ingredient of bromadiolone, Poppe uses it mostly to monitor rats in places

RODENT BATTLE

COMPANY: Poppe Enterprises LLC

BATTLEFIELD: Rodent control in agricultural settings

WAR STORY: Greg Poppe, president and owner of Poppe Enterprises, faces a unique challenge. Normally, when treating an infested site, pest management professionals first make sure the area is sanitary and clutter-free. Poppe doesn’t have that luxury. His clients are farmers who store grain. Also, they typically keep up to 500 bales of hay, each weighing about 2,000 pounds, on the ground. Poppe has had to adapt to those conditions. He and his technicians, when inspecting a site, look for signs of disturbance or burrowing, then position bait stations near those spots. However, the best Poppe can hope for is reasonable control: “God created rats and mice to feed half the animals in this world, so we will never fully eliminate them in the environment we work. Our goal is to keep the numbers down.”

WEAPON OF CHOICE

PROVEN SOLUTION: PelGar’s Brigand Soft Bait and Brigand Wax Bait

WEBSITE: PelGar.co.uk/USA

where rodent activity is limited. He says the red, chocolaty bait is hard for rodents to resist.

“It’s hard, so it doesn’t break down as easily as other products in wet conditions,” Poppe says of Wax Block.

Wax Block inhibits growth of fungi and bacteria if the product is exposed to damp conditions. That was vital for Poppe this year, because Midwest states like Nebraska and South Dakota were hit with record-breaking flooding.

“Flooding does affect rodents,” Poppe says. “Normally in the summer, they go into the fields. This summer, because of all the moisture, they moved back and forth from outside to inside.”



A dinner bell no rat can resist

Lenz Pest Control in California finds that rodents eat 100 percent of SureKill Command by Neogen

Dale Shreve had settled for mediocrity. He wasn't thrilled with the rodent block he'd been using for years, but was comfortable with it. He didn't imagine anything could be better.

Then the manufacturer raised the price. That was the last



Dale Shreve

straw. Shreve — general pest and agricultural department manager at Lenz Pest Control in Santa Barbara, Calif. —

consulted with his pest management distributor, who immediately recommended SureKill Command, a rodent block by Neogen Corp.

Shreve tested Command for more than a month on rats in various environments, including homes, mountains and beaches. In each of about a dozen test cases, 100 percent of the bait was consumed. With the old product, the acceptance rate was 50 percent, he says.

"It was an immediate eyeopener that maybe the stuff I used before wasn't the best," Shreve adds. "The rats loved Command."

Today, Command is Lenz's one and only rodent bait — and the company leans on it heavily.

Every month, Lenz buys about 50 buckets of Command to fill more than 5,000 bait stations. Most of the company's exterior treatments are handled by Command and nothing else.

SureKill Command's active ingredient is bromadiolone, a single-feed, second-generation anticoagulant. The formula is designed to work in all weather conditions, which Shreve discovered during his tests. And rodents love the taste, he says.

Shreve says Command also contains an insect growth regulator, S-methoprene, something he's never seen in other rodent-control products. That means the bait is less susceptible to insect infestation, so they are less apt to destroy it.

"It was a new take," Shreve says. "I didn't know what to expect. I was worried the insect growth regulator would make the bait more repellent to rats, but it didn't."

Shreve says that because Command is less expensive than his previous rodent bait, he now spends just 10 percent of Lenz's rodent budget on the product. Previously, 12 percent of his rodent budget went toward rodent blocks.

Lenz's 14 technicians were initially skeptical of changing brands. Shreve says they feared that every job would go south on them.

"They groaned at first, but now they are on board," Shreve says. "They love it."

RODENT BATTLE

COMPANY: Lenz Pest Control

BATTLEFIELD: Residential, commercial, industrial, hospitality and government

WAR STORY: Dale Shreve, general pest and agricultural department manager at Lenz, says that tree and roof rats, followed by mice and gophers, are significant problems in his coverage area of southern Santa Barbara County in California. About half of the company's work involves controlling rats, so Lenz has a separate rodent department. One key for rodent inspectors is to determine where rodents are living outside — they can nest in sheds and trees, for example — then find where they might enter a nearby building. After that, Lenz might use a combination of traps, baits, repellents, exclusion techniques and habitat modification to gain control. In some cases, all they need is SureKill Command. "While not every rat will eat rodenticide," Shreve says, "we feel that the bait alone is good enough for most exterior services."

WEAPON OF CHOICE

PROVEN SOLUTION: Neogen Corp.'s SureKill Command

WEBSITE: NeogenProfessionalPest.com





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