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# RODENT BATTLES

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# A palatable solution

Sprague Pest Solutions relies on Selontra Rodent Bait to quickly eliminate rodent infestations

**A**shley Roden has been in the pest management business for the past seven-and-a-half years, and she has become very experienced in rodent management. Roden started at Sprague Pest Solutions, based in Tacoma, Wash., as a route technician, working her way up to regional entomologist.

After dealing with a particularly difficult roof rat (*Rattus rattus*) infestation, Roden knew that to



Ashley Roden

continue giving the same care and commitment Sprague had been giving for the past 90 years, the team would have to shift the way they were doing things. Enter BASF's Selontra Rodent Bait.

"We weren't rotating our rodenticides, and we were stuck on a few active ingredients," Roden admits. "We knew we needed to do more. Our BASF representative, Matthew Bloom, told us about Selontra and gave us samples in November 2017."

To test out the product, Sprague ran an initial pilot program centralized in Puget Sound, Wash. The team focused on areas where the rodent issues were the worst. The goal was to see whether Selontra would be more palatable to the rodents, and to get a better understanding of its effectiveness.

With the active ingredient cholecalciferol, Selontra is designed to work quickly — promising a fast kill and high palatability for rodents.<sup>1</sup> Following the pilot program, Roden knew that when trying to handle even the most difficult infestations, Sprague would need a product like Selontra to ensure that rodents didn't stand a chance. It's now an essential tool in the team's collective rodent control toolbox.

"When we set up a new account, we put out bait stations with monitoring bait to see the rodent activity," Roden explains. "Once the rodent has fed on the monitoring bait, we will then use Selontra."

Roden reports that many Sprague accounts that are approved to use Selontra have benefitted from the product. Since Sprague has partnered with BASF, she says, the company has gained the upper hand on rodent control.

"Our rodent issues were getting more difficult, and I think Selontra helped things from becoming more difficult," says Roden, noting that Selontra's scent attracts the rodents, and the taste gets them to feast upon it. "They are intelligent animals, but they can't pass this up," she adds.

"I appreciate that BASF is continually coming up with more options for us to use. We need as

## RODENT BATTLE

**COMPANY:** Sprague Pest Solutions

**BATTLEFIELD:** 100 percent commercial

**WAR STORY:** In a place like eastern Washington, a mouse infestation in a facility can be a very tricky problem to solve. One particular facility had been using one active ingredient for eight years to target house mice (*Mus musculus*), with little luck even keeping mice out of the facility. When Sprague got the account and the technician decided to try Selontra, the client was immediately impressed with the results.

"They originally were seeing a lot of active mice inside. Since we switched to Selontra, our tech began seeing a lot more dead mice outside the facility," says Ashley Roden, regional entomologist at Sprague Pest. "That makes us happy to see that it's working. We've actually been catching fewer mice inside since we switched to Selontra, showing there's a great reduction in the local population."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** BASF's Selontra Rodent Bait

**WEBSITE:** PestControl.BASF.us

many options as possible when it comes to rodent control."

1 - *U.S. Field Trials (Indiana Grain Farm, 2017; NC Pig Farm, 2016)*

- <http://www.npic.orst.edu/factsheets/rodenticides.html>. 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



## A tech-savvy approach

How one New York pest management business is using technology — and good business relationships — to save customers from infestations

**A**fter 32 years in business, Liberty, N.Y.-based Pestech Pest Solutions is well-versed in keeping rodents at bay. With specialized service depots catering to New York, Pennsylvania and New Jersey, Pestech is used to dealing with Norway rats (*Rattus norvegicus*), house mice (*Mus musculus*) and



Mark Davidson

more — all with the help of Bell Labs products. Second-generation owner Mark Davidson has been a part of the business since he was 16 years old, holding every position from technician to CEO. For as long as he can remember, Pestech has been using Bell Labs products to assist in rodent management. For Davidson, the relationships built through Bell Labs allow Pestech to grow as a company.

“I appreciate that, because we have these great relationships built out on a professional level. When new and emerging technologies are coming down the pipe, they keep us involved,” Davidson says. “They give us the opportunity to provide feedback on any of their new products, and be a part of the future of the pest management industry.”

When Bell Labs first began marketing the Trapper 24/7 iQ in 2019, Davidson knew that he needed to test it himself.

“We have a policy at Pestech that every product, whether it’s equipment or a new chemical, is tested in the field for efficacy before it can be rolled out,” Davidson says. “We wanted to make sure it works for us and our customers.”

Davidson took the Trapper 24/7 iQ to a handful of accounts to test and ensure that the Trapper 24/7 iQ lived up to Bell Labs’ prestige. He was happy to report back to the company that it not only met, but exceeded his expectations in capturing rodents.

“I went out to do the tests myself, to identify what the benefits were,” Davidson recalls. “We found that there were barely any cons, and the pros of using the Trapper 24/7 iQ went off the page.”

Among the biggest benefits, he adds, is having both the extra time and insightful data on hand to locate sanitation, harborage and other potential problems before they become serious issues. “It’s helping us to maintain a higher quality and standard of service for clients that we wouldn’t have been able to offer with traditional equipment,” he concludes.

## RODENT BATTLE

**COMPANY:** Pestech Pest Solutions

**BATTLEFIELD:** 60 percent residential, 40 percent commercial

**WAR STORY:** Prior to using the Trapper 24/7 iQ mouse traps, Pestech was checking traps once a month, not knowing exactly when mice were being caught.

The traps were originally assigned a week during the month to be checked, along with pest-vulnerable zones. The technicians would check the traps, and then move on, leaving that trap unchecked for the rest of the month, according to Pestech CEO Mark Davidson: “We’d be there for about two-and-a half to three hours each week. By the end of the month, we would have checked the whole building.”

Now, Davidson and his team are able to check the entire building in the same time, and they spend extra time checking over spaces that could pose a potential threat of infestation, giving their team and their clients better results.

“We’re now giving our clients better data, we’re able to budget for pest issues in advance because we have that better data, and, with the time saved, we’re able to spend more time being proactive and inspecting,” Davidson says.

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Bell Labs’ Trapper 24/7 iQ

**WEBSITE:** BellSensing.com



# Count on the catch

Keeping critters at bay is made easy for Plunkett's Pest Control with Kness' Pro-Ketch

**F**or more than two decades, Plunkett's Pest Control has relied on the quality of rodent control products manufactured by Albia, Iowa-based Kness Pest Defense.

Ken Gladen, warehouse and fleet manager for Plunkett's, has managed the company's inventory,



Ken Gladen

including Kness products, for the past six years. Founded in 1915 and headquartered in Minneapolis, Minn., Plunkett's covers a service area of 22 states

throughout the Midwest and Southwest United States.

Plunkett's pest management professionals (PMPs) work to take care of rodent problems for both residential and commercial customers. "It is not uncommon for our technicians to be servicing a large food plant, a restaurant and a residential home all in the same day or week," says Gladen, who manages multiple warehouses across Plunkett's service areas.

Gladen says his favorite aspect of doing business with Kness is the company's responsiveness and service, making sure Plunkett's PMPs are stocked with the tools they need to tackle any rodent job.

Plunkett's uses Kness rat and mouse traps including the Big Snap-E, the Ketch-All multiple-catch mousetrap, the Snap-E mousetrap, the Big Snap-E rat

trap, and the Pro-Ketch multiple catch mousetrap.

The Pro-Ketch traps are low-profile and always set, which helps reduce the service time PMPs need to spend at each account. Because the traps can catch multiple rodents at once, rodent activity and problem areas can be identified more quickly.

The exclusive design of the Pro-Ketch allows PMPs to clean and sanitize the traps more efficiently, Gladen says.

"What we like about the Pro-Ketch is that the ramp and trapping device is on the lid of the trap," he says. "This allows the technician to open the trap and clean out the trap with either a brush or a cleaner and rag."

Plunkett's company name is embossed in the metal lids of the Pro-Ketch, and the traps are specially molded with Plunkett's signature green color, Gladen says.

Plunkett's stickers are also placed on the Pro-Ketch traps, a task that used to take up time and effort from the warehouse team at Plunkett's. Now, Kness is able to place the Plunkett's stickers on the traps during production.



## RODENT BATTLE

**COMPANY:** Plunkett's Pest Control

**BATTLEFIELD:** 75 percent commercial, 25 percent residential

**WAR STORY:** Supporting the pest management professionals who work at Plunkett's with quality products is a top priority, according to the company's warehouse and fleet manager, Ken Gladen.

"We decided to stay with the American production of Kness over the possible savings of an imported product," he says. "We like the consistent quality of the products they produce."

Part of Plunkett's company values include making choices that support the businesses of its customers and vendors, Gladen says.

"We want to provide great service, as well as be a good neighbor to the communities we live in and service," he adds.

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Pro-Ketch multiple catch mousetrap

**WEBSITE:** Kness.com

These customization options help identify Plunkett's equipment out in the field.

Providing customers with rodent control using Kness products has earned Plunkett's the trust to solve the problem and offer a 60-day guarantee for rodent services.

"Caring about people, our vendors, our clients and our technicians, is just what we believe in," says Gladen.



# Competitive advantage

PestNow continues to grow, backed by Neogen's SureKill Command

**T**o be competitive in today's market, pest management companies need products that are tough on pests, not bottom lines.

This is a lesson Rusty Markland, COO of PestNow, knows all too well. With business booming at the Sterling, Va.-based pest control company, the 30-year industry veteran knows how to find products that check all the boxes.

"We have such a large volume of clients, it is our responsibility as management to use a maintenance bait that gives us uniform efficiency and safety precautions," says Markland. "It is also our responsibility to research options that improve the bottom line without sacrificing safety and efficiency."

For PestNow, that perfect combination of safety, efficiency and cost savings came from Neogen's SureKill line.

Neogen's SureKill Command blocks feature an all-weather formulation that reduces the risk of bait spoilage. Its food-grade ingredients provide an irresistible formulation for effective control in most environments.

The result is a versatile product that can be used for maintenance or during cleanout — indoor and outdoor — for control of rats, mice and other non-commensal rodents.

The PestNow team switched to Neogen Surekill Command blocks about one year ago, and it quickly became a company staple.

"SureKill Command blocks worked so well that we expanded SureKill to our residential quarterly and monthly routes," says Markland. "The results have been remarkable — there has been no drop in performance, and there's been a clear impact on our bottom line."

The price savings, Markland notes, are not designed for the coffers of the company. Instead, PestNow views them as something that can be passed on directly to the customer. Thus, PestNow is able to build a strong client base and open the door to even more growth.

From "a couple of guys and a truck" to a \$25 million-plus company that spans three states and the District of Columbia, PestNow has come a long way. That's why it's important to Markland that the company's reputation is protected.

"If the problem cannot be controlled, customers do not blame the product, they blame the company," says Markland. "It is important for the

## RODENT BATTLE

**COMPANY:** PestNow

**BATTLEFIELD:** 70 percent residential and 30 percent commercial, with rapid expansion in commercial

**WAR STORY:** Rusty Markland, COO of PestNow, says his team was dealing with a difficult case where a home had such a high-volume house mouse (*Mus musculus*) infestation that they could not bait it fast enough. At one point, the mice quit feeding on the bait. The team switched to SureKill Command Blocks, and within two weeks of considerable bait consumption, they were not only able to bring the infestation under control, they were also able to eradicate the rodents. The event proved to Markland that this product could be used in aggressive situations, not just for maintenance.

### WEAPON OF CHOICE

**PROVEN SOLUTION:** SureKill Command Blocks

**WEBSITE:** NeogenProfessionalPest.com

company to research and find the safest, best products."

That's exactly what they have been able to find in Neogen's SureKill Command.



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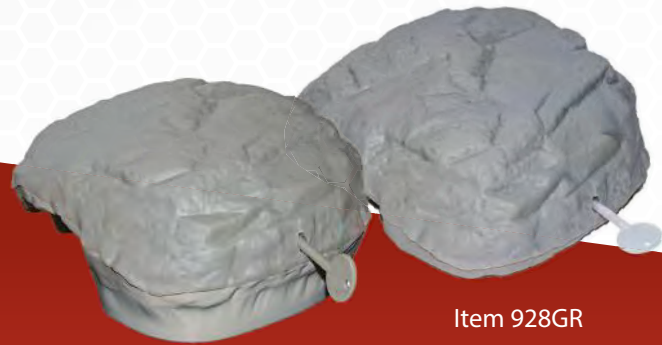
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