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SPECIAL ADVERTORIAL INSERT

Little bugs, big hitters

Rottler Pest and Lawn Solutions uses three powerful products to control bed bug outbreaks

There are few things worse than realizing your home or business is infested with bed bugs. As technical director for Rottler Pest and Lawn Solutions in St. Louis, Mo., Jason Everitt has seen this firsthand. Everitt first began with Rottler Pest in 1994, and has seen his fair



Jason Everitt

share of bed bug infestations, having started as a technician and worked his way up the company. When bed bugs began making a resurgence in the 2000s, Rottler Pest was achieving good control using BASF products. These products gave them the upper hand, says Everitt, by reducing the rate of spread, and giving them a more even control — even to bed bug populations that were considered to be resistant.

As the Rottler Pest team began to treat more and more bed bug outbreaks, they noticed three products that were consistently breaking down colonies more effectively than they had seen with other products: Alpine® WSG Water Soluble Granule Insecticide, Alpine® Dust Insecticide and Phantom® Termiticide-Insecticide.



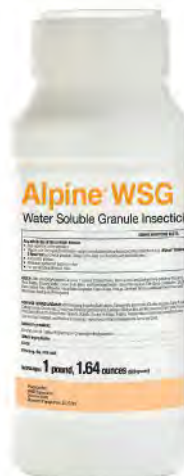
“Alpine WSG is a primary product for us that we use on a regular basis,” Everitt says. “For the long-term side of it, once we see we’ve gotten the bed bugs under control, that’s when we turn to Phantom

Termiticide-Insecticide.”

Even in his days as a technician, Everitt relied on the strength of these BASF products to get to the bottom of even the most infested bed bug accounts. With a combination of the active ingredient dinotefuran in Alpine Dust and water-soluble Alpine WSG, and chlorfenapyr in the nonrepellent Phantom Termiticide-Insecticide, Everitt says he feels confident that his staff has the necessary tools to handle any bed bug outbreak.

“We have a very experienced staff; there’s really not a situation our techs haven’t come across,” Everitt says. “We rely on rotating products to control pest outbreaks, and BASF has given us products that allow for rotation while still showing results.”

Everitt knows that dealing with bed bugs



BED BUG BATTLE

COMPANY: Rottler Pest and Lawn Solutions

BATTLEFIELD: Residential and commercial

WAR STORY: Having bed bugs in one room is bad. Having them in 18 rooms is horrible. This is what Jason Everitt, technical director for Rottler Pest and Lawn Solutions, faced when he was called to a hotel account about 10 years ago, right as the bed bug resurgence was beginning to gain ground.

“They would run their laundry carts right by the rooms on the first floor, which tend to have a high level of occupancy over other floors,” Everitt says. “They kept getting bed bug pressure in this wing of the hotel, causing it to spread.”

Because bed bug service was so new to them at the time, Rottler Pest gave the hotel a treatment for free so the team could test the power of BASF products. The techs went in with Alpine Dust and Alpine WSG, and were able to contain the infestation within a few visits. They were also able to convince the hotel manager to continue with Rottler Pest to maintain and manage their bed bug problem, and Everitt says the hotel is still a valued — and essentially bed bug-free — client today.

WEAPON OF CHOICE

PROVEN SOLUTION: Alpine Dust and Alpine WSG

WEBSITE: PestControl.BASF.us

in a home can be a sensitive issue. Because his team can use a variety of BASF products in different areas of the house to control bed bug outbreaks, there is a higher chance that they are able to get to the root cause and eliminate the infestation.

“The products are easy to use and mix,” Everitt says. “The results are very good, and they’re very friendly to the end-user — making them a great product to use in the home.”

From DIY to the 'Authority'

How one landlord found his calling helping people feel comfortable at home with the help of Aprehend

Having been a full-time professional landlord for 20 years, Brian Metzger always strove to learn as much as he could to alleviate tenant problems himself. In 2017, Metzger began focusing on bed bugs, and cultivated relationships with bed



Brian Metzger

bug experts, researching every product and process available. The more Metzger researched, the more he realized this was a profession he could use to not only help his tenants, but also to help others. In January 2018, Metzger founded GP Home Defense, which quickly gained the reputation of being "The Bed Bug Authority" in Salina, Kan.

Metzger first found Aprehend after researching how to control bed bugs in a low-toxicity manner, and quickly it became his go-to product. With an active ingredient of a natural fungus, *Beauveria bassiana*, Aprehend gives Metzger the residual he wants without the chemicals he dislikes.

Because of Metzger's preference for green products, he began

using Aprehend across multiple different households. "The three-month residual is tremendous," he says. "The fact that it continues to work long after the application is a huge benefit."

When Metzger enters either a residential or commercial property to treat for bed bugs, he relies on non-chemical treatments to ensure that the situation is handled in a way he would want his own house taken care of, he says.

"We use Aprehend in the house, and do a very meticulous crack-and-crevice treatment," Metzger says. "We take apart beds; we vacuum up what we can, and then we thoroughly treat the bed and the box springs."

Because bed bug reinfestation rates are often higher than homeowners would like, Metzger



BED BUG BATTLE

COMPANY: GP Home Defense, LLC

BATTLEFIELD: Commercial and residential

WAR STORY: A local nursing home had been battling bed bugs for many years, "basically playing whack-a-mole with the bugs," says Brian Metzger, owner of GP Home Defense. "They would show up in one room, treat that room. Then they'd show up somewhere else, so they'd treat that, too. Finally, the nursing home got in touch with me."

Over the course of three days, Metzger treated the entire nursing home. After seeing how well Aprehend worked for the initial infestation, he set the nursing home up on a quarterly treatment plan to ensure that there would always be residual present.

"For the first time in years, they were completely bed bug-free," Metzger says.

WEAPON OF CHOICE

PROVEN SOLUTION: Aprehend from ConidioTec

WEBSITE: Aprehend.com

knew he would need a product that not only killed the bed bugs, but also had a long-lasting residual to handle reinfestation.

"A lot of people are prone to reintroduction or reinfestation,

so we are sure to set people who are at high-risk onto our treatment plan," says Metzger. "We highlight high-traffic areas the second time around, and are very thorough during all visits."

Metzger came into the pest control business wanting to develop a more specialized service for his tenants who were facing the challenge of dealing with bedbugs, and was able to expand his business into what his customers know him as today: The Bed Bug Authority.

High temps for high-rises

Action Pest Exterminating conquers bed bugs — and the complexities of apartments — with Heat Assault

For Action Pest Exterminating, the approach to eliminate bed bugs isn't just a pest decision, but a business decision. Joshua Cox, who has been a pest technician with the Midland, N.C.-based company for eight years, says the choice was driven by what was best for the company and its clientele.

"A lot of it had to do with our primary customers, who live in apartment complexes," says Cox. In 2017, his company began to encounter challenges with new apartment complexes that had fire sprinkler



Joshua Cox

systems. They were using heat to manage bed bugs, but they needed heat equipment that could operate without triggering or damaging the systems.

That's when Action Pest began using the Heat Assault 500X.

"The Heat Assault 500X allowed us to dial in our temperatures and keep customers from having to shut off sprinklers and drain them," says Cox, explaining that the process of disabling the sprinkler systems can be costly for apartment complexes.

Heat Assault units produce heat reaching temperatures of 145° Fahrenheit or higher to eliminate bed bugs. The equipment uses forced convection technology to quickly achieve high temperatures and pump the heated air uniformly throughout the treatment area.

PURCHASED SECOND UNIT

With Heat Assault, Cox says, they can get properties "as hot as they need" to effectively eliminate bed bugs. The company purchased a second Heat Assault 500X unit two years ago.

"The units have been great," says Cox, who appreciates that the equipment is compact and lightweight. "The heat exchangers and manifolds are basically the size of briefcases you can carry up to the location. One person can do it. Even if an apartment unit has a lot of furniture, you still have room."

Heat Assault also has the power to effectively heat apartment units several stories high. About a year ago, Cox had to treat a high-rise apartment in Charlotte, N.C. Cox was able to get the Heat Assault's return hoses up seven floors without any problem.

"We were able to get the temperature up to the 140s in about two hours," he says. "We had no callbacks, it was just a one-time treatment."

That success rate is important to Action Pest, and to its business.

"Our customers have confidence we can get the job done in one visit," says Cox. He adds that with the Heat Assault, the team can eliminate bed bugs with one treatment — as long as the customers are doing their necessary prep.

BED BUG BATTLE

COMPANY: Action Pest Exterminating

BATTLEFIELD: Primarily residential, including apartment complexes and single-family homes

WAR STORY: The most challenging aspect of bed bug treatments, for Joshua Cox of Action Pest Exterminating, is getting rid of bugs in hard-to-reach places, such as under carpets and behind door casings.

"We've put a lot of focus on treating those areas," he says. To do so, he arranges Heat Assault remote heat exchangers in a way to target the most heat to those places. "Trying to focus on those areas has allowed us to be more successful."

WEAPON OF CHOICE

PROVEN SOLUTION: Heat Assault

WEBSITE: Heat-Assault.com

"Our callbacks are low, and we have less work and setup with the Heat Assault."

The biggest benefit of the Heat Assault treatment for Action Pest is the company's ability to navigate the complexities of apartments.

"Heat Assault has allowed us to take on properties that we normally wouldn't have been able to," concludes Cox. "It has definitely helped our business be successful."



Primed to protect

Guarding customers against biting bed bugs with the Mattress Safe KleenCover collection

As bed bugs became more prevalent in his market in the 2010s, Bill Campbell looked for a way to provide his customers with long-lasting results. By using Mattress Safe's KleenCover collection, Campbell says it has helped his Orkin franchise take care of its customers.

"It's been a good experience using Mattress Safe products for our customers," Campbell says. "I've never had any issues. They



Bill Campbell

do what they say they are going to do, and they get the product to me."

Campbell owns the Orkin franchise in Wytheville, Va., and previously owned another location about two hours away in Danville, Va., before selling it a few years ago. For more than a decade, Campbell has used Mattress Safe products for every residential bed bug job.

"Mattress Safe products do a wonderful job. It's been a very long time since I've used anything but Mattress Safe," says Campbell.

After starting out in the pest control industry more than 45 years ago, Campbell began as a technician and worked his way into sales and management.

"For my first 30 years in this business, I can count on one hand the amount of times I'd been out on a bed bug call," Campbell

recalls. "And now it's at least a weekly call for us."

With about eight technicians in the field, Campbell says bed bug jobs include a thorough treatment, and then the installation of both the Ultimate Mattress Encasement and the Stretch Knit Box Spring Encasement from Mattress Safe.

"We do everything we need to do to get rid of the problem," he says. "The key is to be very thorough."

The Ultimate Mattress Encasement is bed bug-certified, laminated, waterproof, nonallergenic and viral and bacterial resistant. The Stretch Knit Box Spring Encasement is also bed bug-certified.

The certification is done by independent, board-certified entomologists, and reports are available on the Mattress Safe website.

Because of the elasticity on the encasements, Campbell says the products are easy to install, even as a one-person task. "The covers are soft and once you put the

BED BUG BATTLE

COMPANY: Orkin Pest Control franchise in Wytheville, Va.

BATTLEFIELD: 85 percent residential, including apartments

WAR STORY: Bill Campbell, an Orkin franchise owner, has found a "tried-and-true" recipe for even the most stubborn bed bug infestations.

"I've been involved in a lot of horrible bed bug jobs. Some are worse than others," Campbell says. "But we use the same protocol to get rid of them: We inspect and treat the entire house, every crack and crevice, pull up carpets and rugs, take mattresses and box springs off to treat underneath and install Mattress Safe covers."

Campbell says he even uses the mattress encasements on his own beds at home. "Mattress Safe has good products," he says. "If I didn't think it did the job, I wouldn't use it."

WEAPON OF CHOICE

PROVEN SOLUTION: Mattress Safe's KleenCover Collection

WEBSITE: MattressSafe.com

sheets on the bed, you don't even notice them," he says.

With any callbacks, Campbell says the main priority is to take care of the customer.

"It doesn't matter whether they have five bed bugs or 510 bed bugs, we're going to treat for the same thing every time," he says.



Prime Bed Bug Eradicator

Terminix maintains comfortable living situations for customers with the Polti Cimex Eradicator

When Dr. Rick Cooper joined the Terminix team as senior director of technical service, he brought with him more than 30 years of expertise in the field of entomology. Because of his experience, Dr. Cooper knew that to ensure Terminix remained on top of its game in the pest



Dr. Rick Cooper

industry, he would need to incorporate a tool he has seen work time and time again: steam. As Dr. Cooper continued to fine-tune the Memphis, Tenn.-based company's bed bug program, he began testing different uses and methods of steam to see what would be the best way to not only kill bed bugs, but the eggs as well.

"I knew, coming into the program, that steam had to be a central part of the program," Dr. Cooper says. "We started to look at various steamers that were in the marketplace, and we found the Polti Cimex Eradicator to be the best choice."

The Polti Cimex Eradicator works by super-heating the water up to 356° Fahrenheit. This allows for a steam that, according to Dr. Cooper, is best for penetrating the cracks and crevices in furniture, limiting

the amount of moisture to the surface being steamed.

"The hotter the temperature, the greater the penetration and the faster the kill," says Dr. Cooper. "The attachment and the super-heated steam set the Polti steamer apart."

When using the Polti steamer, he found that not only were visible bed bugs killed, but the eggs were also eliminated.

"We want to reduce the amount of moisture so there isn't a moisture buildup in cushions and things of that nature," Dr. Cooper says. "By having a low moisture content, the Polti Eradicator is very favorable."

Dr. Cooper is confident that as the Terminix bed bug program continues to grow, steam will always remain one of the tools in the toolbox. The Polti Cimex Eradicator will continue to be his weapon of choice.

"The Polti steamer plays an integral role in our bed bug management program, and is a cornerstone piece of equipment that the program is built upon," Dr. Cooper says. "It provides a highly reliable method for destroying all stages of bed bugs that may not be controlled using other methods."

BED BUG BATTLE

COMPANY: Terminix

BATTLEFIELD: Residential and commercial

WAR STORY: Fully eradicating bed bugs from furniture can be a very difficult situation. Because bed bugs are typically only treated on the surface, this allows the possibility of eggs left behind, deep in the cracks and crevices, resulting in more bed bugs. Dr. Rick Cooper, senior director of technical services for Terminix, is well versed in removing bed bugs.

In addition to using pesticides as appropriate, Dr. Cooper notes, "we rely on the physical removal and destruction of bed bugs. The best tools for this are vacuum cleaners and steamers."

Dr. Cooper says that the Polti Cimex Eradicator in particular has shown great success in killing both eggs and mature bed bugs. This is thanks to its ability to get to eggs not only on the surface, but in cracks and crevices beneath the surface, he says.

WEAPON OF CHOICE

PROVEN SOLUTION: Polti Cimex Eradicator

WEBSITE: PoltiEradicator.com



More than a bug controller

Orkin branch manager relies on Sterifab to not only control pests, but to sanitize as well

After having worked both in corporate and for himself in pest control, Kelly Johnson, branch manager for Orkin in Oklahoma City, Okla., knows that when bed bugs get into a house, they can cause many problems.

When he's working on a site — whether it is residential or commercial — Johnson wants a product that is not only going

"I HAD TO SEARCH FOR SOMETHING THAT WE COULD PUT OUT THAT WOULD KILL THE BED BUGS, BUT WOULDN'T GET INTO THEIR LUNGS. STERIFAB SEEMED TO BE THE PERFECT TICKET." — Kelly Johnson

to control the pest, but also disinfect the area. He started using Sterifab in 2006, and knew even then he had found the right product for his customers.

"The beauty of Sterifab is that it is very effective, and people are very familiar with the odor of cleaning alcohol," says Johnson. "They see it as two things: They see it as safe, and they see it as clean. That's exactly what I was going for."

As Johnson began using Sterifab more regularly, he noticed that it was working incredibly well for people who had previous breathing problems. Because Sterifab has no added

perfumes and no residual, he was able to use it on the bedding of these people and still see the results he wanted.

"When bed bugs started really coming back in the early 2000s, I noticed it was impacting a lot of lower-income and elderly people," Johnson says. "They were having bad breathing problems, and I didn't want residual pesticide up by the headboards or in the mattresses. I had to search for something that we could put out that would kill the bed bugs, but wouldn't get into their lungs. Sterifab seemed to be the perfect ticket."

Johnson says that he likes Sterifab because it's a noninvasive product that still offers great control. Sterifab was formulated to not only be noninvasive, but also work as a deodorizer, disinfectant and insecticide.

The last 40 years have been dedicated to helping people find comfort in their homes for Johnson, and he relies on Sterifab to assist him in this. He says he feels confident using it for all his customers, from commercial businesses to single-family homes.

"We've been using Sterifab for a while now, and I see us using a lot more of it in the future," says Johnson.

BED BUG BATTLE

COMPANY: Orkin

BATTLEFIELD: Commercial and residential businesses

WAR STORY: When a multi-family housing unit becomes infested with bed bugs, it can cause a world of nightmares. Kelly Johnson, branch manager for Orkin, describes how detrimental, and difficult to control, one situation was that his team tackled about three years ago.

"We worked on a housing project that was pretty intense and completely full of bed bugs," Johnson says. "We could only use Sterifab because of all the breathing problems many of the elderly tenants had."

Johnson knew that to control this, he would need a product that would not only control the bed bugs, but would keep the area sterilized — all while not leaving residuals. When he used Sterifab, the situation was handled — and continues to be handled in the same way.

"We were able to help them control it, and we are still servicing them as of today," says Johnson.

The disinfection aspect of the product is appreciated not only by management, but by residents as well, Johnson says. While at press time, it's not yet officially rated to control COVID-19, Sterifab is registered by the U.S. Environmental Protection Agency and labeled as a viricide, insecticide, bactericide, germicide, disinfectant, deodorant, sanitizer, mildewicide and fungicide. It's capable of controlling many "bugs," both crawling and contagious.

WEAPON OF CHOICE

PROVEN SOLUTION: Sterifab by Noble Pine Products

WEBSITE: Sterifab.com



BED BUG BATTLE

COMPANY: NuTech Pest Control

BATTLEFIELD: Residential and commercial

WAR STORY: When bed bugs invade a single-family home, they cause problems, of course. But when a multi-family apartment building gets the pest, more than one family is in danger of being infested. One situation was so bad, according to NuTech Pest Control's Mel Rich Jr., that there were thousands of bed bugs visible in one apartment — so many, in fact, that they were inside of books on the nightstand.

Rich knew he needed to approach this situation with caution, and with the Exacticide Power Duster in hand.

"My method for doing box spring service is to flip it over and dust with the Exacticide. I treat all the corners, and then the middle of the box spring," Rich says. "I dust the inside of the box spring itself, finishing up with the edges of the dust cover and the corner guards."

By approaching the situation methodically, Rich is able to gain control in a relatively short amount of time, and ensure that the bed bugs are fully destroyed for his customers. In the case of the book-infested apartment unit, he was able to bring the population under control before it spread to the neighbors.

WEAPON OF CHOICE

PROVEN SOLUTION: Exacticide Power Duster

WEBSITE: Technicide.com

callbacks, he needs to use something that is going to be effective. His personal choice: Exacticide Power Duster.

Dusting away the bugs

Stamford, Conn.-based NuTech focuses on eliminating bed bugs with one main tool: the Exacticide duster

For NuTech Pest Control, based in Stamford, Conn., dust is the preferred method of eliminating bed bugs.

Owner and operator Mel Rich Jr. has almost 30 years of experience under his belt, and has seen his fair share of bed bug infestations. He knows that you



Mel Rich Jr.

need to act fast to eliminate bed bugs, especially in residential situations.

Since 1991, Rich has been serving the people of Connecticut to ensure that they feel comfortable in their homes. With three main categories of pest control — including general pest, termite and rodent — Rich focuses on customer service and safety as the pillars of his company.

But by 2015, as Rich continued to grow NuTech, he began realizing that to continue giving the care that made his customers trust him, he would need to step up his game.

"When you're doing a bed bug service, you need efficiency," Rich says. "You need to be able to get into the cracks and crevices, and you need to do it in an effective manner."

Rich decided that to become more effective in his bed bug protocol, he needed to invest in a high-quality power duster. After trying many and having them all come up short, he tried the Exacticide Power Duster from Technicide. He has used it in every bed bug situation since.

"It was frustrating after many years trying to come up with the right equipment to deliver the dust properly," Rich says. "About four years ago, I purchased my Exacticide, and it's a main component of my bed bug treatment protocol."

The precision and control of the Exacticide Power Duster made it a no-brainer, he says. "The adjustable knob allows you to control the amount you need — whether it's a large amount or a tiny amount," says Rich. "There are certain situations where I want to dial it back and get the dust into little cracks and crevices, but there are other times where I want to deliver a large amount of dust in a short amount of time."

Rich knows that to give customers a sense of peace and minimize

