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PMR PestManagement PROFESSIONAL

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2018

COCKROACH BATTLES

SPECIAL ADVERTORIAL INSERT

Fast and steadfast

Lloyd Pest Control thrives off long-term cockroach solution Alpine Cockroach Gel Bait Rotation 1 & 2 Reservoirs by BASF

When Efrain Velasco landed a job three years ago at Lloyd Pest Control in San Diego, Calif., he was pleased to see the firm was already using Alpine Cockroach Gel Bait Rotation 1 & 2 Reservoirs by BASF.

Velasco, before arriving at Lloyd as its technical director, sold the product while working for a national pest management distributor. He knew Alpine was effective because he always received positive feedback from customers.

"It works," says Velasco. "Historically, Lloyd had stuck to the same cockroach management products, but eventually we started seeing bait aversion — cockroaches stopped eating certain baits. So rotating the two Alpine products fits perfectly with what we're trying to do."

BASF had bait aversion in mind when it developed Alpine Cockroach Gel Bait Rotation 1 & 2 Reservoirs. Research has shown that when a pest management firm applies a single gel bait product exclusively, cockroaches start avoiding the bait after they're exposed to it for a while.

To maintain control, Alpine Cockroach Gel Bait Rotations 1 & 2 Reservoirs provide



Efrain Velasco

different food ingredients. BASF recommends that PMPs rotate their baits every 4-6 months to prevent bait aversion.

However, both formulations have the same active ingredient, dinotefuran, which kills cockroaches within minutes of exposure and acts as a nonrepellent. It's also deadly to cockroach nymphs. Dinotefuran, the nonrepellent active ingredient in Alpine insecticides, has been granted Reduced Risk status for public health and food handling use by the EPA.

At Lloyd Pest Control — which for 85 years has dealt with everything from ants and bed bugs to silverfish and earwigs through its seven branch offices — Velasco appreciates Alpine's low toxicity to birds and mammals.

"Alpine is something I feel comfortable using," Velasco says. "Low toxicity is something we always look at when choosing products."

In Velasco's experience, Alpine Cockroach Gel Bait Rotation 1 & 2 Reservoirs work quickly, as long as technicians apply the gel correctly. To avoid slipups, Velasco

COCKROACH BATTLE

COMPANY: Lloyd Pest Control

BATTLEFIELD: Residential, commercial, manufacturing, hospitals, hotels and the San Diego Zoo

WAR STORY: Efrain Velasco, technical director at Lloyd Pest Control in San Diego, Calif., says nothing can replace in-person inspections when it comes to determining where insects are hiding. However, Lloyd has another tool in its toolbox: In a typical restaurant, the company scatters 20 to 30 electronic monitors that detect insect activity. Usually the monitors are positioned in cockroach hotspots rich with moisture, food and heat.

Technicians are trained to use the monitors as part of their inspection protocol. "If anything pops up at any given time when we're not there, the monitors are there 24/7," Velasco says. "If they find activity, the technicians know exactly where to treat. The monitors help prevent anything from blowing up in our faces."

WEAPON OF CHOICE

PROVEN SOLUTION: Alpine Cockroach Gel Bait Rotation 1 & 2 Reservoirs

WEBSITE: PestControl.BASF.us

simply buys a pallet of Alpine 1, and when that's almost gone, he orders a pallet of Alpine 2.

Alpine kills all kinds of cockroaches, including German, Oriental, American and Turkestan, that Lloyd Pest Control battles every day.

"Cockroaches are our No. 1 pest," Velasco says.



COCKROACH BATTLE

COMPANY: VIP Pest Control

BATTLEFIELD: Commercial and residential

WARRIOR: Vernon Williams, a technician with VIP Pest Control, says cockroaches are a significant problem in Florida. He says the key to control is to understand that every infestation is different, whether it's in a business or a house. Also, just because the customer sees cockroaches in one part of a building doesn't mean that's where they are entering or nesting. For example, restaurant workers might notice cockroaches in the kitchen, but the pests might be originating from a storage room, where they entered the building by hitching rides on incoming supplies.

Once VIP determines the point of origin, the company calls a staff meeting to determine the best approach to take.

WEAPON OF CHOICE

PROVEN SOLUTION: Gentrol IGR Concentrate by Zoëcon Professional Products

WEBSITE: Zoecon.com

Proven results

Gentrol IGR Concentrate by Zoëcon Professional Products provides VIP Pest Control with fast and long-lasting elimination of cockroaches

Pest management technician Vernon Williams maintains that German cockroaches (*Blattella germanica*) are the most resilient insects in his profession. That's why VIP Pest Control, which services the Tampa, Fla., area and is owned and operated by Vicki J. Hutto, is continually looking for new products.

"IN MY EXPERIENCE, GENTROL IGR KILLED COCKROACHES QUICKER THAN I'VE EVER SEEN."

—Vernon Williams

This summer, after a sales representative showed samples of Gentrol Insect Growth Regulator (IGR) Concentrate by Zoëcon Professional Products, VIP decided to try it on a restaurant with a significant cockroach problem. Prior to trying Gentrol, VIP had been treating the restaurant every week for several months — with less-than-satisfactory results.

When Williams returned for a follow-up visit the week after VIP first applied Gentrol, he searched the restaurant but didn't see cockroaches.

"I didn't know what to expect, but the customer really liked the result, and I did, too," Williams says. "In my experience, the product killed cockroaches quicker than I've ever seen. And the sales rep said it would take time to see the full results."

Gentrol IGR Concentrate works fast, but is also thorough and long-lasting. Its active ingredient, (S)-hydroprene, penetrates wall cavities, cracks and crevices. And once cockroaches are exposed to Gentrol, the product either kills the pests immediately, or inhibits their growth and makes them sterile. Gentrol stays effective for up to four months.

OTHER PESTS, TOO

Gentrol has been approved for safe use in restaurants, schools, hospitals and nursing homes. And it's not just for cockroaches: The product is also labeled for bed bugs, fruit flies, drain flies and other pests.

Williams can vouch for Gentrol's effectiveness with drain flies (Psychodidae), after VIP Pest Control received a service call about an old, vacant home under renovation. The flies had taken over the house.

"I was surprised at the number of drain flies I saw," Williams says. "We used



Gentrol Complete, and it worked. We followed up once a couple of days later, and so far they haven't called us back."

VIP has used Gentrol IGR Concentrate on four jobs so far, and the results have been outstanding. That pleases Williams, who received his training at VIP.

"There are not many jobs where you can see results of what you're doing," Williams says. "It's very gratifying, because you're helping people."

Spreading the news

Texas-based ABC Home & Commercial Services continues to find ways to use MGK's cockroach bait

When it came time for ABC Home & Commercial Services to rotate products, its team started using MGK's Vendetta Nitro cockroach gel bait, which is a cleanout product that combines clothianidin and NyGuard Insect Growth Regulator (IGR). The results that followed exceeded the team's expectations.



Randy McCarty



Matt Gorman

ABC's commercial team first used Vendetta Nitro on cleanout jobs with German cockroaches (*Blattella germanica*), although they have since started using it some for maintenance and follow-ups, as well. These technicians shared the results with their residential

"We've seen some pretty drastic changes compared to what we had used in the past," says Randy McCarty, ACE, education and training coordinator at ABC's main office in Austin, Texas. Owned by Bobby Jenkins, current chairman of the National Pest Management Association's Professional Pest Management Alliance, the company has eight locations in the Lone Star State, as well as one each in Oklahoma and Florida.

ABC's commercial team first used Vendetta Nitro on cleanout jobs with German cockroaches (*Blattella germanica*), although they have since started using it some for maintenance and follow-ups, as well. These technicians shared the results with their residential

counterparts, encouraging them to try the product.

ABC's technicians aren't the only ones who are vocal about the results, however. "We've had customers who have told us, 'I don't know what you did, but we love it,'" McCarty says. "It's been cool how that's worked."

Because German cockroaches are "our No. 1 adversary" on commercial accounts, especially in restaurant kitchens and apartment complexes, McCarty says, finding a dependable weapon against the pest has been vital.

"The first time I used Vendetta Nitro, I was surprised by the way German cockroaches came out and ate it," says Matt Gorman, commercial pest specialist at ABC Home & Commercial Services in Austin.

Beyond the product's results, Gorman says he's also appreciated its consistency — something that comes in handy with Texas' heat.

"I like how it's nice and consistent, especially in warmer areas of the kitchen. It doesn't drip when you apply it," Gorman



COCKROACH BATTLE

COMPANY: ABC Home & Commercial Services

BATTLEFIELD: About 60 percent residential and 40 percent commercial, with locations in Texas, Oklahoma and Florida

WAR STORY: Apartment complexes have proven especially difficult when it comes to treating for German cockroaches. "You might treat one unit, but then it's the unit next to it that has a problem," says Randy McCarty, ACE, education and training coordinator at ABC Home & Commercial Services.

Commercial Pest Specialist
Matt Gorman agrees and says his team has seen improvement in effectiveness since they started using Vendetta Nitro.

"It was very frustrating," Gorman says of treating apartment complexes before. "But within three to four visits of using the Nitro, we saw that it was actually working. You see a dramatic decline in numbers, and see carcasses everywhere."

And they have the numbers to back it up: "I have an apartment complex where I've just used Nitro on it, and the log book went from eight to 10 a week to two to three a week — and that was in about six or seven months," Gorman says.

WEAPON OF CHOICE

PROVEN SOLUTION: Vendetta Nitro by MGK

WEBSITE: MGK.com

says. "Even with it being hot inside of the truck, we didn't have any issues like that."

Gorman says Vendetta Nitro has also shortened the amount of time it takes to see results, which is a key benefit of the product that sets it apart.

"A lot of times, you bait and spray, bait and spray, bait and spray," he says. "You'll see the numbers are dwindling, but there's still an issue. With Nitro, you see a dramatic decrease in activity."