

PEST CONTROL'S *MOST-TRUSTED* RESOURCE SINCE 1933

PMP Pest Management PROFESSIONAL

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GAIN CONTROL

COCKROACH MANAGEMENT SURVEY



BROUGHT TO YOU BY



MGK helps PMPs mitigate and prevent cockroach infestations

By Tommy Powell

Of the many lessons the COVID-19 pandemic has taught pest management professionals (PMPs), it's that cockroach control is as important as ever. Commercial kitchens and multi-unit residential buildings continue to battle cockroach pressure, particularly the German species (*Blattella germanica*). And there is always the risk of this insidious pest at other accounts, too.

Sanitation practices go a long way, of course. And every technician should be armed with a quality vacuum as their starting point in a cockroach account. But frankly, that's where the "one-size-fits-all" approach should end. Rather, PMPs should approach each cockroach account with an array of tools in their toolbox, and decide the optimal mix of methods to gain control quickly, effectively and with lasting effect. The risk of reinfestation, either from a level of possible resistance to a chemical or bait and/or a lack of long-term faithfulness to the sanitation recommendations PMPs give their customers, is just too great. A multi-pronged approach, tailored to the situation, is what will get you the win.

The team at MGK not only understands this concept, we have developed a complete portfolio of cockroach control products to help PMPs implement the best strategy at every account. We offer:

AEROSOL APPLICATION

- **Shockwave 1**, an all-in-one flushing and residual aerosol that is ideal for cleanouts and heavy pest populations in residential and commercial facilities. It offers quick flush, quick kill, residual and long-lasting control with an insect growth regulator (IGR).

LIQUID APPLICATIONS

- **Shockwave Fogging Concentrate**, which combines five active ingredients to provide flushing, fast knockdown, and residual control. Ideal for commercial facility cleanouts and heavy pest populations, the dual-synergized product contains NyGuard IGR for enhanced control.

- **Onslaught FastCap Microencapsulated Insecticide**

offers quick kill, residual and long-lasting control, ideal for residential cleanouts and heavy pest populations. It can be used for indoor broadcast treatment.

- **Sumari Insecticide** is a non-repellent with long-lasting residual to gain control of a population in residential structures. It contains NyGuard IGR for maximum control.

- **NyGuard IGR** itself has reduced-risk status, per the U.S. Environmental Protection Agency, for food-handling establishments. It offers up to six months of residual cockroach control to maintain control of a population in residential and commercial facilities.

BAIT APPLICATIONS

- **Vendetta Cockroach Gel Bait** is highly palatable to bait-averse and non-averse cockroaches alike, to maintain control of a population.

- **Vendetta Plus Cockroach Gel Bait** brings the benefits of Vendetta gel bait, plus NyGuard IGR to break the life cycle of cockroaches.

- **Vendetta Nitro Cockroach Gel Bait** is ideal for cleanouts and heavy infestations. It, too, contains NyGuard IGR and has no signal word on its label.

As we continue to refine and develop our offerings to help PMPs gain complete cockroach control for their customers, we are proud to sponsor this survey and analysis with *Pest Management Professional* magazine. The more the industry knows about cockroach biology and behavior, and their impact on the public, the better equipped we all are to choose the right treatment combination, every time.



POWELL is the eastern technical field specialist for MGK.





Gain Control

Conquering a cockroach infestation requires several approaches

By Diane Sofranec | PMP Senior Editor

Although choosing an effective cockroach control product is critical, an initial thorough inspection will help put pest management professionals (PMPs) on the path to success.

“Thorough inspections and targeted applications of pesticide eliminate cockroach problems,” says Cornett Martin, field operations manager for Ecolab, St. Paul, Minn.

“Most cockroach issues should be approached with a 90/10 rule: 90 percent inspection, 10 percent treatment. There definitely are outliers to this rule, but this approach has helped me shape one of the best cockroach elimination teams in Florida.”

Customers can help steer your inspections, he adds, if you ask them where and when they are seeing cockroach activity. When you do find cockroaches, identify the species.

“For successful cockroach control, a thorough inspection of the structure is very important,” says Technical Director Sam Makhani, GreenMind Pest Consulting, Chino Hills, Calif. “An accurate identification of the cockroach species is needed to be able to effectively treat this pest.”

EFFECTIVE COMMUNICATION

PMPs should communicate with their customers to help them understand the entire cockroach control process, says Kathleen Kaiser, president of Kaiser Pest Control Plus in Wichita, Kan. This includes the results they should expect and the amount of time needed for eradication. “Don’t over promise the results you think are possible,” she says.

In addition, speaking with customers often reveals the extent of their cockroach problem. Daryl Hansen is a field manager for Ram Exterminators in Shawnee, Kan., and says before treatment, he always asks customers to help him out by keeping their places clean so he can do his job better. He then waits for them to commit to his request.

“Instead of calling them out for having a messy place, I put it on me and say, ‘I really could use your help to do the best job I can. Would you mind making sure trash is taken out and keeping your kitchen clean?’ It sure helps get the job done quicker,” he says.

Customers with sanitation issues may be overwhelmed, embarrassed or in denial. “Fortunately, most customers really want to help,” he adds. “Sometimes it is not always about exclusion, but *inclusion*.”

Sharon Molter, owner of Protech Maintenance in

Indianapolis, Ind., suggests documenting everything and insisting on repairs, paint, or proper sanitation.

“I will walk away from some jobs if sanitation and cooperation are not present,” she adds. “Burnout will negate your results if technicians cannot be successful on the job.”

Molter advises talking with customers to determine when the infestation began. Find out whether an attempt was made to treat for cockroaches, and if so, whether it was performed by an in-house facilities worker, a pest control company technician, or the tenant.

“Knowing who applied the treatment guides you to what was applied, so a treatment plan can be more effectively determined,” she explains. “Then, inspect the infested area thoroughly to determine what should be used to eliminate the problem, and gauge what the follow-up treatments might entail.”

Once you outline a treatment plan, share it with everyone who is involved or affected to ensure your customer’s expectations are considered, and your treatment expectations and requirements are understood.



Sharon Molter



Daryl Hansen



Cornett Martin

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COMPREHENSIVE TRAINING

Another key to success is ensuring technicians do not take on too many service calls in a day. They need a sufficient amount of time to conduct inspections and perform treatments, says Makhani.

He recommends encouraging technicians to undergo advanced training. “The pest control market is very competitive, so do not compromise on service or enter into price wars,” Makhani advises. “Instead, promote that you use trained technicians who provide high-quality service.”



Sam Makhani

Then, require technicians to undergo comprehensive cockroach control training. Makhani says as a regional manager and technical director, he spent a few days or nights in the field with technicians to provide hands-on training, and followed up on any improvements each person needed. He also created a cockroach service protocol that technicians are required to follow line by line.

APPROPRIATE TOOLS

Certainly, training must encompass the proper selection and use of the tools required for cockroach control. New technology and modern pesticide formulations are worth exploring. “All pest problems are different, and technicians need to deal with them accordingly,” Makhani adds.

“The correct pesticide with a combination of integrated pest management [or IPM] methods will give you the best result, and that’s what your clients are looking for,” Makhani says. Rotating your pesticides and control

methods will bring the desired result with less effort or cost, he adds.

Not all pesticide failure is caused by pest resistance, he points out: “Ensure you identified the pest accurately, used the correct pesticide with the correct dosage, and applied the pesticide correctly and in the correct amount.”

Finding the source of the infestation should enable you to determine the size of the problem, and whether you are dealing with a new infestation or an ongoing issue, Makhani says. Look for conducive conditions, but do not overlook wall voids or anything that could lead to chronic cockroach infestations in residential or commercial buildings if left untreated.

“Exclusion will result in an account that is far less hospitable to pests so seal all voids, gaps, holes, crevices, and all harborage areas,” he adds. “Be sure to address sanitation and maintenance deficiencies, too.”

To eradicate pests, Makhani recommends selecting a long-term pest management strategy. “Do not rely entirely on the use of pesticides; instead, use a combination of control methods,” he says. Although the selection of the correct pesticide formulation is critical, so is communicating with and educating your customers.

“Prevention, follow-up, and the adjustment of an IPM plan with a long-term solution will return the desired control results,” he says. “Keeping a pest from becoming a problem is a key.”

Ram Exterminators’ Hansen says cockroach control depends on sanitation, cleanliness, and lack-of-moisture issues. “Communicating to customers the importance of these key factors is critical to success,” he concludes. PMP

MORE ONLINE

For more cockroach tips from the pros, visit PMPPestTalk.net.

You can reach SOFRANEC at dsofranec@northcoastmedia.net or 216-706-3793.



LIVING WITH A LARGE INFESTATION

Kathleen Kaiser, president of Kaiser Pest Control Plus in Wichita, Kan., snapped this photo of a door hinge at a single-family home with what she calls the “worst cockroach infestation I have ever seen in a place where people still lived.”

“I was called by the landlord because the tenants complained the heat wasn’t working,” she explains. “When

the landlord arrived at the home, he discovered the cockroach problem and determined the cockroaches made the thermostat short out.”

Two school-aged children lived in the home with their mother, and about a month after the first cockroach control treatment, Child Protective Services called Kaiser. The social worker told her when he first visited the family, the walls appeared to be moving with all the cockroaches (she agreed). But after the first treatment, he spotted only a few and commended her on a job well done.

“In the end, I was able to get control of the cockroaches,” she says. “But I don’t know whatever became of that family.” — D.S.



Kathleen Kaiser

Back on Track

Customers are allowing techs into their homes and businesses once again, and PMPs expect cockroach control revenue to continue to climb

By Diane Sofranec
PMP Senior Editor



What a difference a year makes. *Pest Management Professional's (PMP's) 2021*

Cockroach Management Survey shows customers are getting back on track when it comes to cockroach control.

Although pest control was deemed an essential service at the outset of last year's coronavirus pandemic, many residential customers preferred no contact with technicians and most commercial establishments closed. The data this year show that's no longer the case.

When asked "Have any customers told you directly they are canceling or delaying cockroach control service because of the economy's downturn or other impacts of COVID-19?" 57 percent of respondents said customers did not cancel or delay their cockroach management services. When asked last year, that figure was a low 33 percent.

This year, only 16 percent of those asked said customers delayed their cockroach management services;

last year, 31 percent of the pest management professionals (PMPs) asked said so.

In addition, PMPs are optimistic their cockroach control business will continue to climb this year, as 85 percent of survey respondents expect their 2021 revenue to be higher than revenue collected in 2020. Last year, 72 percent of respondents believed that to be true.

As for the most profitable accounts PMPs service, single-family homes rank highest, the same as last year. Restaurants dropped one spot to third, however, with apartments and multi-family housing taking over the second spot. Perhaps this change is a result of pandemic-related restaurant closures — both temporary and permanent.

Of the control methods PMPs prefer, our survey this year shows the use of glue boards, sanitation and exclusion increased. Baits, liquid pesticides and insect growth regulators (IGRs) topped the list once again. PMP

You can reach **SOFRANEC** at dsofranec@northcoastmedia.net or 216-706-3793.

MOST-REQUESTED COCKROACH MANAGEMENT SERVICE FREQUENCY

- 1 Monthly
- 2 Quarterly
- 3 Weekly

TOP 3 COCKROACH MANAGEMENT DRIVERS

- 1 Repeat business and referrals.
- 2 Control solutions are more effective today.
- 3 Increased awareness of public-health risks.

TOP 3 COCKROACH MANAGEMENT OBSTACLES

- 1 Do-it-yourself (DIY) products.
- 2 Fierce pricing competition.
- 3 Educating home and business owners and municipalities on related public-health risks.

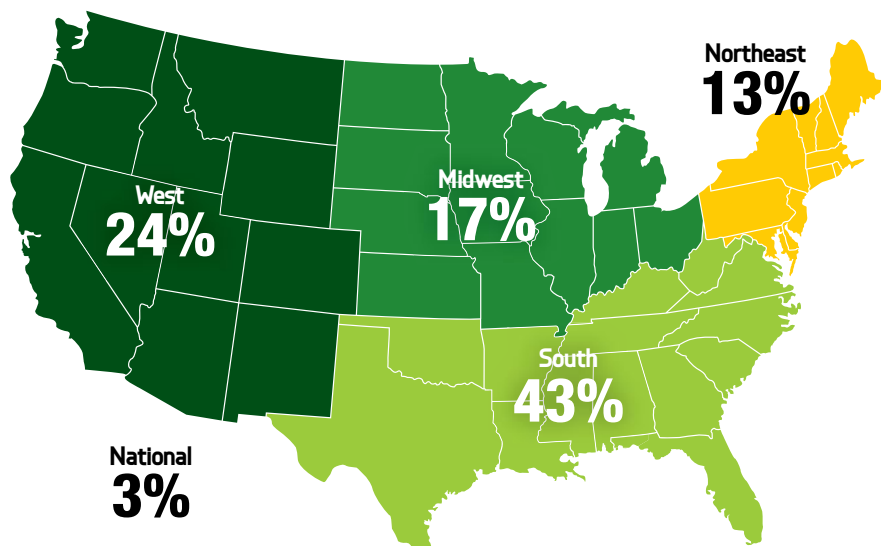
PROFITABILITY BY ACCOUNT TYPE

- 1 Single-family homes
- 2 Apartments & multi-family housing
- 3 Restaurants
- 4 Food processing plants & warehouses
- 5 Resorts & hotels
- 6 Schools & daycare centers
- 7 Healthcare facilities
- 8 Planes, trains & buses

2021 COCKROACH MANAGEMENT SURVEY

SOURCE: PMP ONLINE SURVEY CONDUCTED JULY – AUGUST 2021

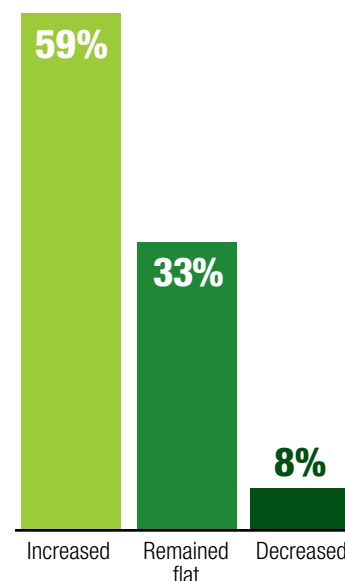
Area of Operations



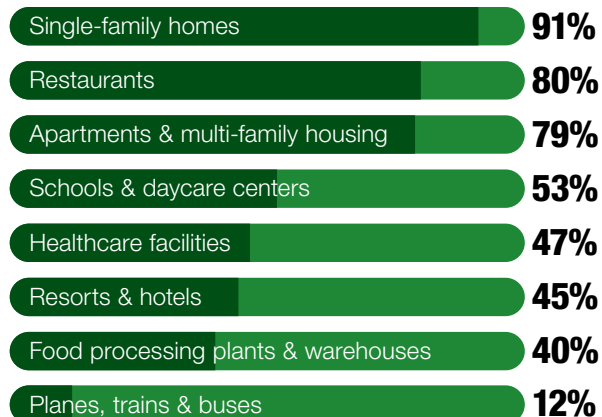
WEST: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY
MIDWEST: OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS
SOUTH: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV
NORTHEAST: CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.

Number of Cockroach Jobs

2020 actuals vs. 2019 actuals

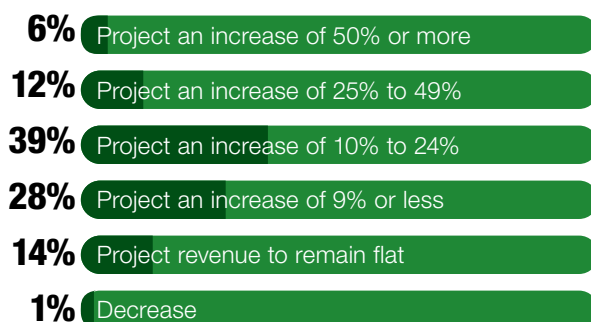


Account Types Served

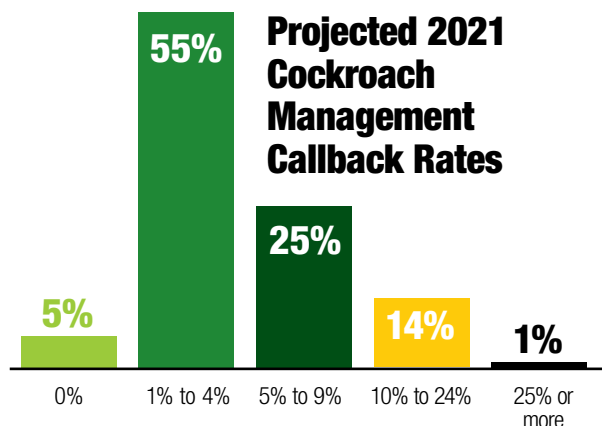


Cockroach Management Revenue

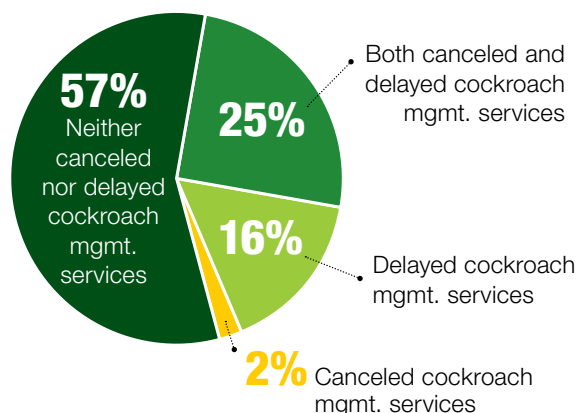
2021 Projections vs. 2020 Actuals



Projected 2021 Cockroach Management Callback Rates



Customer Response to Coronavirus Pandemic or Economic Downturn



Projected 2021 Cockroach Management Revenue

7%

 \$250,000 to
\$499,999

1%

 \$500,000 to
\$749,999

5%

 \$750,000 to
\$1 million

10%

More than \$1 million

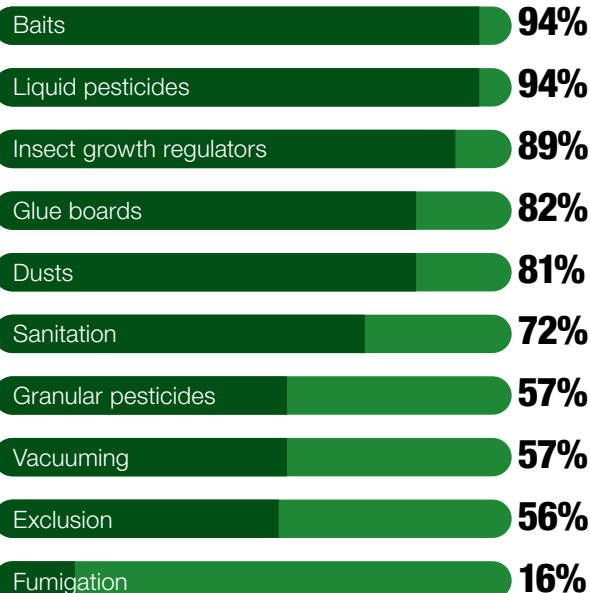
59%

 Less than
\$100,000

18%

 \$100,000 to
\$249,999

Cockroach Management Tools & Techniques

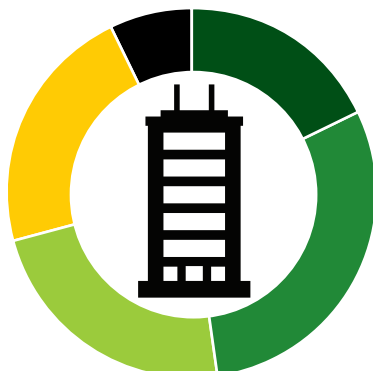


Projected 2021 Cockroach Management Revenue by Structure Type



RESIDENTIAL

50% or more of their cockroach mgmt. revenue	38%
25% to 49% of their cockroach mgmt. revenue	20%
10% to 24% of their cockroach mgmt. revenue	22%
1% to 9% of their cockroach mgmt. revenue	16%
0% of their cockroach mgmt. revenue	4%



COMMERCIAL/ INDUSTRIAL

50% or more of their cockroach mgmt. revenue	18%
25% to 49% of their cockroach mgmt. revenue	30%
10% to 24% of their cockroach mgmt. revenue	23%
1% to 9% of their cockroach mgmt. revenue	22%
0% of their cockroach mgmt. revenue	7%



GOVERNMENT/ MUNICIPAL

25% or more of their cockroach mgmt. revenue	5%
10% to 24% of their cockroach mgmt. revenue	7%
5% to 9% of their cockroach mgmt. revenue	15%
1% to 4% of their cockroach mgmt. revenue	35%
0% of their cockroach mgmt. revenue	38%



Tell roaches to flush off.

Shockwave® 1 Aerosol is a dual-synergized flushing, killing and residual all-in-one aerosol spray.

Shockwave 1 Aerosol flushes German roaches with dual killing agents, contains NyGuard® IGR and is labeled for food-area use. Now you have the convenient all-in-one product you need to stay in control.

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