

PEST CONTROL'S MOST-TRUSTED RESOURCE SINCE 1933

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2021 **ANT**

BATTLES

SPECIAL ADVERTORIAL INSERT

When product loyalty pays off

Sumari Insecticide leads Pest-End Inc. into customer trust and satisfaction

Fifteen years ago, Nicholas DiRusso began his role as a route technician in the pest management business, leading up to what is now his career. DiRusso took his love of the business and transitioned to technical manager at Pest-End Inc., a family-owned, second-generation business based in Plaistow, N.H., where company values are transmitted across all services.

Pest-End has been a longtime MGK customer, so when the Minneapolis, Minn.-based manufacturer introduced Sumari Insecticide in the summer of 2020, the Pest-End team was anxious to try it out.



Nicholas DiRusso

“I reached out to Brian to see if he had anything in his toolbox that would help,” DiRusso says. “That’s when he gave me a sample of Sumari to treat the customer’s home with. A week later, my customer reached out to me and asked

what we did — because ‘whatever it was, it had worked.’ We use Sumari for all our difficult infestations now.”

Because Sumari is an all-in-one product, DiRusso and his technicians don’t have to mix multiple products together.

“There are cost savings involved with Sumari, especially when it reduces callback rates for ant infestations,” DiRusso says. Sumari quickly became a favorite for DiRusso and his techs.

DiRusso also points to the immediate, knowledgeable service he and the team receive from MGK regarding all of its

ANT BATTLE

COMPANY: Pest-End Inc.

BATTLEFIELD: Commercial and Residential

WAR STORY: Nicholas DiRusso, technical manager for Pest-End Inc., first used Sumari Insecticide, a clothianidin-based insecticide, during a difficult residential carpenter ant infestation, where the homeowner received zero relief from previous treatments. The home was surrounded by woods, so DiRusso decided to reach out to his MGK representative, Brian Cooney, to help troubleshoot. Cooney pointed him to Sumari because of its fast-acting and long-lasting residual control against ants and other pests.

“Before we used Sumari, we’d get about 10 to 15 callbacks after difficult ant infestations,” he adds. “Since we’ve incorporated Sumari into our routine, we haven’t gotten any callbacks.”

WEAPON OF CHOICE

PROVEN SOLUTION: Sumari Insecticide

WEBSITE: MGK.com/Sumari

products. “It’s clear that MGK cares about their end users, due to endless dedication given by reps to ensure issues and questions are resolved right away,” he says.

“MGK puts a lot of time and effort into the products they’re putting out on the market, as well as significant research,” DiRusso says. “There’s not an MGK product on the market that the company hasn’t thoroughly researched or tested. Their dedication to quality control plays out in the field, making technicians’ lives easier.”

While Sumari is a Pest-End favorite, DiRusso and his team of technicians use multiple other MGK products as well, including NyGuard Plus Flea & Tick Premise Spray, CrossFire and Vendetta Nitro Gel Bait, as well as other products that “have worked tremendously for us,” according to DiRusso.

Sumari delivers sustained returns through rapid control and a long-lasting residual, DiRusso says.

“Word of mouth about your customers’ satisfaction will get around to their neighbors, friends and families, and it will pay off for your company,” he says.



A go-to product for ants and more

South Carolina PMP relies on Niban to eradicate tough ant infestations

Johnny Jury has fought plenty of ant infestations throughout his career, but he never saw carpenter ants as large as those he encountered on a job this spring in his hometown of North Augusta, S.C.

A leaky roof inside a home business was pooling onto a floral cooler. The cooler itself



Johnny Jury

was dripping water into a crawlspace below, attracting black carpenter ants (*Camponotus pennsylvanicus*) to the wet wood.

The property owner called Jury Pest Services, a family business operating since 1947, for help.

Jury, who is CFO of the company, found giant ant mounds in the crawlspace. Outside, the monster ants were biting off and carrying away pieces of damaged vinyl from the building's exterior. Termites had also invaded.

"These ants were like Goliath," he recalls. "They were on the homeowner's desk, in his bed, everywhere."

Jury first tried a fast-knockdown product, which staggered some of the ants but didn't kill them. Then he applied Nisus Niban Granular Bait outside the building and Niban FG, a finer granular version of Niban, inside. Six days later, the ants were gone.

Niban is also labeled for cockroaches, silverfish, crickets, earwigs, slugs and snails. Its active ingredient is a borate compound which, when consumed by pests, disrupts their metabolism so they can't gain nutrition from food, and they starve to death. The kicker is that since Niban is tasty, insects carry it back to their nests for others to share.

Jury says he likes that Niban is environmentally friendly. Borate comes from the natural element boron, which is nontoxic to people and pets. Boron is actually a micronutrient humans take in from vegetables. Unlike humans, however, ants and other pests cannot excrete whatever boron they don't need, and the element builds up in their bodies — with fatal results.

"I can use Niban in attics and crawlspaces and not have to worry about it harming anyone in the house, including pets," Jury says. "And if there's a need to go in and remove it after the problem is solved, it's not hard to vacuum or sweep up."



At this account, carpenter ants feasted on the home's vinyl siding.

ANT BATTLE

COMPANY: Jury Pest Services

BATTLEFIELD: Residential, industrial, retail, hospitality

WAR STORY: Johnny Jury, CFO of Jury Pest Services, says ants are a significant problem in South Carolina and Georgia. They infest restaurants, medical buildings, daycare centers, schools and homes. His approach to resolving ant issues, first and foremost, involves listening to the customers regarding the nature of the infestation. Jury asks whether they can provide a photo of the ant so he can identify the species, which helps him determine which product to use. Then his technicians thoroughly inspect the property, looking for ant trails or entryways. In one case, Jury and his crew noticed a crack in a window, which was wet because an outdoor sprinkler was aimed at it. Moisture attracts ants, so he asked the customer to redirect the sprinkler, then dusted the window's interior and exterior with Niban. The ants disappeared.

WEAPON OF CHOICE

PROVEN SOLUTION: Niban by Nisus Corp.

WEBSITE: NisusCorp.com/product/niban

Another plus for Jury is that Niban is weather-resistant. He says it remains effective in up to 6 inches of water, and it holds up in high heat.

"I've always used Niban," Jury concludes. "Decades of use show that it works. And if you leave any behind, it will last a long time."

**“Make ant control simple,”
you said. So we did.**



Deadly simple.

Introducing
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Maximize efficacy and control with all-new **Sumari® System**. The powerful combination of **Sumari Insecticide** and **Sumari Ant Gel Bait** is uniquely formulated to provide long-lasting control through direct contact and ingestion. This targeted attract-and-kill approach reaches deep into the colony, delivering faster and more thorough control, even when other food sources are present.

The Sumari System simply gives you more control to get it right the first time.

Learn more at MGK.com/SumariSystem

Sumari Insecticide is not for sale in California or New York.



MGK.com/SumariSystem

