

PMP Pest Management PROFESSIONAL

Bell Labs.....	R3
Corteva Agriscience.....	R4
Kness	R5
Neogen.....	R6
PelGar.....	R7

2021

RODENT

BATTLES

SPECIAL ADVERTORIAL INSERT

AVAILABLE NOW

KNOW WHEN & WHERE RODENTS ARE TRAVELING



- Streamline your service
- Accurately track bait consumption
- Affordable electronic monitoring

AVAILABLE NOW IN



Easy to set-up rodent monitoring devices:
THE PRODUCTS YOU NEED TO GET THE RESULTS YOU WANT.



iQ PRODUCTS
POWERED BY

Bell
SENSING TECHNOLOGIES

Bell
LABORATORIES, INC.

For information go to:
www.bellsensing.com

Planting Success

Solution Pest Services uses iQ trays to assist in keeping an MDF plant rodent-free

When Mike Park first began in the pest management industry over 30 years ago, he did not anticipate being a part of a technological breakthrough. He opened Yuba City, Calif.-based Solution Pest Services five years later, serving both commercial and residential accounts.



Mike Park

Fourteen years ago, Park did a job that would change the trajectory of his career. After treating a residence for pest activity, and setting the account up on a monthly service, a partnership was formed: This particular homeowner was the brains behind a manufacturing plant that produces medium-density fiberboard (MDF) using rice straw, a byproduct produced from harvesting rice stalks. And after 10 years of being a satisfied Solution Pest Customer, he asked Park and his team to treat his newly built manufacturing facilities, as well.

"I have a pretty extensive background in pest control," Park says. "This situation with this facility is unique; there's nothing else like it around."

With orchards and fields surrounding the entire factory, as well as the stacks of straw, house mice (*Mus musculus*) were a huge problem. Park deployed

quite a few PROTECA EVO iQ trays from Bell Laboratories, which are powered by Bell Sensing Technologies. He says he was very surprised by the data that was provided.

"During the first three weeks after the installation of the iQ trays we noticed we had significant activity reported to our Bell Sensing App without seeing bait consumption in the stations. This information was very valuable. At that point, I talked to my rep, who suggested a Bell Fastrac rodent bait. I instantly saw a difference in control. And without those iQ trays and the data they recorded, I never would have seen that difference."

The combination of verified rodent data and the control gained with the change in bait, let Park know that iQ technology was a perfect fit for his company. As the manufacturing facility grows, Park plans to grow right alongside it — and potentially expand his business. With iQ devices, Park can see the hard and fast numbers, which have given him a new appreciation of the technology from Bell.

RODENT BATTLE

COMPANY: Solution Pest Services

BATTLEFIELD: 70 percent commercial and 30 percent residential

WAR STORY: When Mike Park got a call about a duplex infested by Norway rats (*Rattus norvegicus*), he wasn't worried. After owning his pest control company Solution Pest Services for 25 years, not much surprised him. This duplex, however, was a different level of infestation.

"A neighbor told me he had seen 27 Norway rats outside when I got there, so I began investigating," Park says. "The downstairs unit used to house a hoarder who left all of her stuff there, with no pathways and things being stacked 2 feet high."

After inspecting the duplex, Park estimated that there was anywhere between 150 and 200 rats present. He brought in his favorite weapons against big infestations: Express iQ trays and Fastrac bait from Bell.

"On this duplex, we put out 75 bait stations," explains Park. "I was getting between 20 and 45 hits per station in a 48-hour period. After the initial prebaiting period, I put Fastrac into the trays. We achieved 100 percent control within seven days."

WEAPON OF CHOICE

PROVEN SOLUTION: iQ sensing trays and Fastrac rodent bait

WEBSITES: BellSensing.com and BellLabs.com

iQ PRODUCT LINE UP



RODENT BATTLE

COMPANY: Hoffman Exterminating Co. Inc.

BATTLEFIELD: 50 percent commercial and 50 percent residential

WAR STORY: When Bill Hoffman of Hoffman Exterminating Co. Inc. began using the ActiveSense system, he was trying to find a solution for rodent problems with bigger customers. With the ability to monitor the sites remotely, Hoffman and his team could spend time on other areas of the business, instead of constantly checking traps.

ActiveSense enables Hoffman Exterminating to land accounts that “we may not have been able to before,” Hoffman says. A prime example is Lincoln Financial Field Stadium, the home of the Philadelphia Eagles.

“The ActiveSense system allowed us to do that size of facility in a much more reasonable time frame, both for them and for us,” he says. “It allowed us to fit inside their green building initiative.”

Hoffman deployed over 700 monitors on site, allowing the facility to be continuously monitored — offering the stadium better protection.

PROVEN SOLUTION: ActiveSense system

WEBSITE: ActiveSense.com

Sensing a solution

Hoffman Exterminating uses the ActiveSense system to monitor big facilities

About three years ago, Mantua Township, N.J.-based Hoffman Exterminating saw an increase in volume for rodent control in industrial accounts. President and Founder Bill Hoffman had been a longtime Certified Sentricon Specialist of the Sentricon System, so he knew he could trust the



Bill Hoffman

manufacturer, Corteva Agriscience, to help him in this arena, as well.

Corteva offers the ActiveSense system, an electronic remote monitoring system that monitors rodent traps for activity so the technician can reallocate their time to tasks that elevate the service they provide. ActiveSense sends real-time alerts directly to the technician, notifying them which traps have activity and the exact location in a client facility, so the team prioritize the most pressing issues once on-site.

Hoffman says there are many benefits to using the system, beyond the obvious saved time and increased accuracy. “It also saves our technicians’ knees,” he points out. “And with us being able to monitor a facility 24/7 without physically being there, it even saves on gas and vehicle maintenance.”

Hoffman began his company in 1990 from a spare bedroom in his home. Today, it employs

approximately 63 people, with five offices in New Jersey and Pennsylvania, and annual revenue of nearly \$8 million.

Thanks to the ActiveSense system, Hoffman has been able to shift the focus of his company from checking traps for a majority of his technicians’ visits to focusing on other facets of the business, such as allotting more time for inspections and pinpointing the main areas of entrance for the pests, as well as opportunities for upselling other pest control services.

“Because we do a lot of large facilities in the Philadelphia market, especially food facilities, we decided that it would be best for both the customer and the technicians if we had a device that would allow us to focus on other parts of the business rather than just checking the traps,” says Hoffman. “When we did the business model with ActiveSense, we realized we could still make sure customers didn’t have rodent issues — while looking into other services for their facilities, as well.”

Hoffman has seen the benefits of using the ActiveSense system in all



his accounts, from small single-family homes experiencing a house mouse (*Mus musculus*) problem all the way up to huge factories dealing with Norway rats (*Rattus norvegicus*). With the ActiveSense system, he has access to a site’s status 24/7.

“It’s given us real-time data. We can see movement, we can see activity, we can see what’s going on in facilities,” Hoffman says. “It gives us a really good heatmap to work with, and allows us to look at a facility basically in three dimensions. We can see every floor, every side and every level to determine whether there is an issue and if so, where it might be.”

A multitrap for a mill with mice

Horizon Pest Solutions uses Kness products to keep rodents out of the picture

Melisa Arnold started her career working directly for a flour milling company, who paid for her to become certified in pest control. The more she learned about the professional pest management industry, however, the more she wanted



Melisa Arnold

to learn. She made it official when, shortly after relocating to a mill in Kansas from Oklahoma, she was offered a position from the company that was fumigating the facilities.

In June 2020, she got a business license for Horizon Pest Solutions LLC, based in New Cambria, Kan. As she has built up her business in both the residential and commercial sectors, she has one main company she's relied on heavily: Albia, Iowa-based Kness Pest Defense.

"When I was doing in-house pest management for the flour milling company, we used Kness in-house at that facility," Arnold says. "When I started my own business, I knew I wanted to work with Kness, because I know their products work."

It isn't just brand loyalty that keeps Arnold coming back to Kness. In her experience, she's

found that Kness' Pro-Ketch Multiple Catch Mousetrap does the trick for customers struggling with house mouse (*Mus musculus*) infestations. Arnold's favorite feature of this product is the ease of use it offers when it comes to cleaning the traps.

"I like the fact that when you open the lid, the mechanism is on the top of the lid so you can clean the entire unit," Arnold says. "When the mechanism and counterweight are molded into the bottom, it can sometimes be hard to clean. With Pro-Ketch, you don't have to mess with it when it's on the top — when you're opening up that lid, you can easily brush it out and then just go on. It saves me so much time."

After using Pro-Ketch for a while, Arnold says she feels strongly that they are the sturdiest traps she has used. Because of the discreet nature of the product, Arnold has found that she can keep them in any location and, thanks to the way they are built,

RODENT BATTLE

COMPANY: Horizon Pest Solutions

BATTLEFIELD: 50 percent commercial and 50 percent residential

WAR STORY: When Melisa Arnold, owner of Horizon Pest Solutions LLC, got a call about a grain elevator that was infested with house mice, she was ready to go. After touring the facility and determining where she should place traps — specifically, in the elevator basement and in the elevator's gallery — she grabbed 53 Pro-Ketch Multiple Catch Mousetraps. She strategically placed the Pro-Ketch traps and 124 bait stations where they were needed, and left.

The next day, Arnold came back to deliver the keys to the bait stations for her customer. The facility manager mentioned that whatever she had done was working very well already. Surprised, Arnold went over to a Pro-Ketch trap and found it was already full. This, she says, "was all thanks to the trap."

WEAPON OF CHOICE

PROVEN SOLUTION: Kness Pro-Ketch Multiple Catch Mousetrap

WEBSITE: Kness.com

they'll hold up no matter the circumstance.

"I would tell anyone who is interested in multi-catch mouse traps to try Kness. Because when you do that, you'll never change," Arnold says.



Generations of pest control success

Walthall Pest Services relies on Neogen's SureKill Command to win the war on rodents

Chris Walthall started working for his dad's company 15 years ago. Once Walthall's father retired from the pest control industry, he knew he had to keep the family tradition alive. So in February 2016, he opened Walthall Pest Services in the McKinney, Texas.



Chris Walthall

Walthall still oversees his company's service department to develop new protocols and application techniques, and to determine how service is performed in the field — all while continuing his role as company owner.

Walthall and his technicians rely on SureKill Command by Neogen to deal with even the toughest rodent infestations. When Walthall was introduced to Neogen and its SureKill Command product in the fall of 2020 by representative Tamra Lewis, he saw how great of a product it was and was ready to test it in the field. Today, he notes, he was glad to see that SureKill did not disappoint from the start.

Ease of use isn't the only thing Walthall Pest Services enjoys about SureKill Command, Walthall says. Featuring an

active ingredient of bromadiolone, the product is effective in most environments.

"The way the product is made, it holds up really well in the heat and high-moisture areas. It doesn't break down," Walthall says. "It holds up well in every condition, from what we've noticed."

SureKill Command has left Walthall Pest Services with virtually zero callbacks, especially in its residential accounts.

"We've definitely seen a drop in our callback rates since using SureKill Command," Walthall says. "We generally don't get many rodent calls, and now if we do, they're easily taken care of with the use of SureKill Command."

According to Walthall, the product isn't the only success Neogen offers.

"Tamra and the entire Neogen team are really great at keeping us updated on new products and specials that are going on," Walthall says.

Walthall says that every pest management professional should give SureKill Command a shot. After all, it's brought Walthall Pest Services success since the beginning: "It's a great product."



RODENT BATTLE

COMPANY: Walthall Pest Services

BATTLEFIELD: 85 percent commercial and 15 percent residential

WAR STORY: Chris Walthall, owner of Walthall Pest Services, says his team was dealing with a difficult case where a nursing home had been overrun by house mice (*Mus musculus*), from the outside to the inside. The mice quit feeding on the team's original rodent bait, and that's when Neogen rep Tamra Lewis recommended SureKill Command.

This was the team's first experience with SureKill Command, and they were thrilled with the near-immediate results, Walthall says.

WEAPON OF CHOICE

PROVEN SOLUTION: SureKill Command

WEBSITE: NeogenProfessionalPest.com

30 years of product success

PelGar's Brigand WB performs well on rodent infestations

Based in Fort Worth, Texas, the family-owned Western Exterminating Co. celebrates 65 years in the pest control industry. All seven of its technicians appreciate being able to use PelGar's Brigand Wax Block (WB) to help fight off rodents,



Ed Doyle

regardless of it being a home or business account.

According to Service Manager Ed Doyle, ACE, the company has been utilizing the Brigand Wax Blocks even before their rep, Andrej Branc, joined the PelGar team in 2016.

"Nancy and I met Andrej prior to PelGar buying AB Bait Co., and when he switched over to PelGar, it didn't change a thing for us, because we love the products that much," says Doyle, whose wife, Nancy, is secretary/treasurer for Western. Nancy's parents, Verne and Carolyn Peterson, purchased the company in 1965, and her sister, April Hardy, ACE, is vice president.

One thing about Brigand that stands out, he adds, is the longevity of the product and the way it holds up well in the Texas heat.

"I like that we can put down this product and come back almost a month later — and it won't be melted, which is really nice," Doyle says.

With an active ingredient of bromadiolone, Brigand Wax Blocks are palatable for both rats and mice, giving Doyle and his team the upper hand on any rodent they may encounter.

"It seems to me that the mice and rats really like this product," Doyle observes.

Not only does Doyle, a 30-year industry veteran, admire the product, he also appreciates PelGar reps being responsive to any concerns he and his team might have.



RODENT BATTLE

COMPANY: Western Exterminating Co Inc.

BATTLEFIELD: 75 percent commercial and 25 percent residential

WAR STORY: Ed Doyle first realized Brigand WB's potential on a home infested with Norway rats (*Rattus norvegicus*). At the time, Doyle had just received a sample of Brigand and decided to test it out.

"The house was fairly close to our office," Doyle recalls. "We put out plenty of bait because it was so heavily infested with rats. But when we came back two weeks later, every bit of the Brigand product was gone — and so were the rats. We reloaded the product, and came back about a month later. We found that the Brigand was still there, meaning we got all the rats on the first try."

WEAPON OF CHOICE

PROVEN SOLUTION: Brigand WB

WEBSITE: PelGar.co.uk/usa

"If we ever have questions, Andrej or Gary Brooks, region representative, address them almost immediately, which is really great," Doyle says. "The other thing I like about PelGar is that I know the products that I'm using really work, and have made a difference."

For PMPs wanting to have success with rodent infestations, Doyle suggests, it's beneficial to try Brigand WB out on the field.

"The product is very attractive and it lasts a long time," he concludes. "It cuts back the amount of time spent on the field and on callbacks. Instead, we can go back and check on the the status once a month and the product is still standing. The minimal wear and tear is great."

**American Made.
Trusted Products.
Proven Results.**



SureKill[®]
Command

- Proven single feed Bromadiolone active
- Results within a few days after lethal dose
- All weather formulation reduces risk of ruined bait

Command *Better Bait!*



800.621.8829 (USA/Canada) or 859.254.1221
professionalpest@NEOGEN.com • NEOGENprofessionalpest.com