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2021

# COCKROACH BATTLES

SPECIAL ADVERTORIAL INSERT

## On the 'Frontline' of a cockroach knockdown

John Barnett uses CSI's Precision Delivery System and Doxem® Precise to get results

In 2008, John Barnett realized a career shift was in order. After the housing market crashed and his job in construction became less than ideal, Barnett shifted his focus to pest management. He became an Associate Certified Entomologist (ACE), and found a career path he loved.



John Barnett

After having found his passion, Barnett began working at Frontline Pest Professionals, based in Murfreesboro, Tenn. He worked his way up from technician to president of service. His current position allows him to work closely with Frontline technicians and hear how the products they use are working.

For a particularly difficult German cockroach (*Blattella germanica*) infestation at a residence, Barnett decided to use the Precision Delivery System (PDS) with Doxem Precise from Control Solutions Inc. (CSI) that his rep told him about. The results, he reports, were extraordinary.

"I went in under the assumption that we would go in with all of the tools possible. In the house, there were areas where other applications would not work as well, such as in

wall voids, cracks and crevices" Barnett says. "I felt that the PDS provided me an opportunity to give the same type of application with deeper penetration, so more roaches would be prone to pick up the product more quickly."

The more Barnett used Doxem Precise and the PDS, the better he understood the way they worked. Soon, he was able to show his technicians how using these two products together would make all the difference in a house, apartment unit, hotel room or similar account.

"A great aspect about Doxem Precise is that it is a bait, not a repellent," says Barnett. "So instead of driving the pests away, we're drawing them in with a bait, getting a bigger punch. The dry flowable travels neatly into the areas and works very quickly."

Barnett sees Doxem Precise and the PDS as a "perfect pairing" for cockroach management.

"I use them on many different accounts, without any other support or additional products, and I've received extremely satisfactory results," Barnett concludes. "I can explain to our clients now that we can guarantee almost complete takedown."



### COCKROACH BATTLE

**COMPANY:** Frontline Pest Professionals

**BATTLEFIELD:** 100 percent residential

**WAR STORY:** When the technicians at Frontline Pest Professionals were approached with a significant infestation of German cockroaches (*Blattella germanica*) in an apartment unit that was slated to be rented out soon, John Barnett, ACE, admits that he was afraid he would have to use a slew of products to get even a bit of control on the population. His CSI rep, John Kurtz, told him about the Precision Delivery System and Doxem Precise, so Barnett gave it a try.

"The Precision Delivery System and Doxem Precise offered a way to get the product where it needed to be deep into the walls, which was where the main bulk of infestation was," Barnett says. "Two weeks after that initial application, we had an almost 100 percent success rate. The results were impressive, and tenants could move in."

#### WEAPON OF CHOICE

**PROVEN SOLUTION:** The Precision Delivery System and Doxem Precise

**WEBSITE:** CSI-PDS.com





## Finding a team player

MGK's Vendetta line is a choice EPM techs agree on

**F**or Brandon Carpenter, general manager of Environmental Pest Management (EPM), finding a product that all 32 of his technicians have success with can be difficult.

After experimentation and multiple tests, the Columbus, Ohio-based firm's team have agreed they prefer one brand for treating cockroach infestations: MGK's Vendetta bait line.

- For economical cleanouts, the basic Vendetta Cockroach Gel Bait goes on smooth, attracting and killing bait averse and non-averse cockroaches.
- If time is an important factor, Vendetta Nitro attracts and kills averse and non-averse cockroaches with the addition of MGK's insect growth regulator, NyGuard IGR.
- Vendetta Plus Cockroach Gel Bait also includes NyGuard IGR, reducing German cockroach populations by reducing reproduction.

"We rotate Vendetta for routine preventative measures, Vendetta Plus for normal infestations and Vendetta Nitro for heavy infestations. Each of those baits have different metrics and different chemical compounds in them, and a different purpose," Carpenter explains. "We want to use the best product out there, and we firmly believe that these products for cockroaches are second-to-none."

Carpenter recalls becoming acquainted with what the

Vendetta line could do when it was added to EPM's vigorous product tryout program back in 2018.

"Before we roll out a product company-wide, we like to pilot its use on a small scale, to ensure our senior technicians like it and that we're having good results. Then we start with the implementation phase across the company, getting it into every technician's hands to ensure it's being rolled out efficiently and effectively," Carpenter says.

Carpenter says he has been thrilled with the results of the Vendetta bait line.

"There is something about how well the Vendetta line works that I just love," Carpenter adds. "They have an IGR component in those baits, and for whatever reason, between their formulation and actives in there, cockroaches love them. It is like a five-star steak dinner to cockroaches. Cockroaches love it, and it attracts them quickly, making our jobs easier. It doesn't matter if you're a one-person shop. It doesn't matter if you're a 20-person shop or a 1,000-person shop. The Vendetta line is going to produce results, period."



Brandon Carpenter

## COCKROACH BATTLE

**COMPANY:** Environmental Pest Management

**BATTLEFIELD:** 80 percent commercial property management, 10 percent commercial, 10 percent residential

**WAR STORY:** In the last 10 years, Brandon Carpenter and his team of technicians at Environmental Pest Management have been on a mission to find a brand that was a heavy hitter against cockroach infestations. To get quality results, Carpenter has a tried-and-true method to test products.

"When I try a new product, I like to get a sample of it. I give it to one of my senior technicians and tell them to use it in the heaviest infestation they have, and I make sure they have a good supply so they can run multiple tests. In those heavy infestation tests using MGK, we minimized callback rates significantly while getting rid of the cockroaches," Carpenter recalls. "And while every scenario is different, we are taking care of the issue in almost half the amount of time that it took with previously."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** The Vendetta Line from MGK

**WEBSITE:** MGK.com/Vendetta



# Fight cockroaches quickly with one product

Burns Pest Elimination has added Neogen's SureKill Roach Gel Bait to its toolbox after a successful cockroach defeat

**B**ased in Phoenix, Ariz., Burns Pest Elimination serves communities throughout Arizona and Nevada. As technical director, Jeff Keller, ACE, is responsible for developing training programs and processes to ensure account efficiency and customer satisfaction.

A 20-year industry veteran, Keller points out that one of the biggest challenges with German cockroach (*Blattella germanica*) accounts is fully preparing the

clients for these treatments and understanding the severity of the problem.

"For us, the clients like it when they see results quickly and efficiently, nobody wants to see a lingering problem," Keller says.

"We started using SureKill Roach Gel Bait from Neogen after it was introduced about six months ago, and it gives us those quick results that our clients like to see. It fits nicely into our developed protocol."



Jeff Keller

SureKill Roach Gel Bait features the active ingredient imidacloprid in ready-to-use cartridges, making it simple for technicians to control difficult infestations, Keller says. He recalls how Neogen Professional West Coast Account Manager Bryan Bailey visited with the Burns team to demonstrate the SureKill line of products, which also includes the newly introduced SureKill Ant Gel Bait. Keller decided to try out SureKill Roach Gel Bait out in the field and says "it did not disappoint."

One testament to its efficacy was in a commercial restaurant kitchen in Las Vegas, Nev.



## COCKROACH BATTLE

**COMPANY:** Burns Pest Elimination

**BATTLEFIELD:** 60 percent residential and 40 percent commercial

**WAR STORY:** Jeff Keller, ACE, technical director of Burns Pest Elimination, explains that the toughest German cockroach populations are often multi-family housing complexes. Recently, Keller was approached by one of his branch managers about a new account, a complex that had a history of cockroach issues. Burns Pest Elimination has a specific protocol for such accounts that involves no prep work for residents — just heavy baiting to ensure quick results, and SureKill Roach Gel Bait has fallen into the protocol.

"We went to the location and met with the client. We laid out our protocol and explained how we were going to solve the issue," Keller explains. "We went in and utilized SureKill Roach Gel Bait, and despite the volume of cockroaches, we solved their issue in five weeks."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** SureKill Roach Gel Bait

**WEBSITE:** [Neogenprofessionalpest.com](http://Neogenprofessionalpest.com)

There were nearly 5,000 visible cockroaches in the room, he reports.

"What stood out to us from using SureKill at this location was how fast it knocked down the heavy population of roaches," Keller recalls. "We went back to the location three days later and barely saw anything moving. Our Las Vegas team was so amazed that they want to use it all the time now."

## A quick knockdown

Diam Pest Control loves the versatility of Nibor-D

**F**or many years, the team at Diam Pest Control was on the hunt for a versatile product that could pack a punch. Brent Freese, general manager of the Urbandale, Iowa-based firm, recalls how two years ago, his Nisus Corp. rep Jeff Caudill showed how Nibor-D could fit that bill.

liquid or foam. Freese says he loves Nibor-D's versatility, and that he is grateful to the Nisus Corp. team for making one-on-one training available to maximize the product's efficacy.

"It's also easy to apply," he adds. "I think it's a great product for technicians to have in their product arsenal."



**"WE DUSTED NIBOR-D BEHIND THE CABINETS, BEHIND THE DISHWASHER AND IN WALL VOIDS. IT WAS ABLE TO REACH ALL THE AREAS WE COULDN'T GET TO BEFORE WITH OTHER TREATMENT."** — Brent Freese

"We had been struggling for weeks to get a German cockroach account at an apartment building fully under control, and within one treatment of Nibor-D, it was handled. We started using this product on all of our problem cockroach accounts, with almost instant results every time."

In addition to cockroaches, Nibor-D has a wide label against a variety of pests, including carpenter ants, crickets, cluster flies and more. Featuring the active Disodium Octaborate Tetrahydrate, it can be used as a dust,

Freese reports that his Nisus rep, Jeff Caudill, checks in with the Diam team monthly, making sure they're as happy today with



## COCKROACH BATTLE

**COMPANY:** Diam Pest Control

**BATTLEFIELD:** 50 percent residential and 50 percent commercial

**WAR STORY:** Diam Pest Control has been dealing with pests for more than 50 years, so a German cockroach infestation is nothing new. General Manager Brent Freese recalls a heavily infested apartment complex that was only brought under control after using Nibor-D.

"Our rep Jeff came up, and we dusted Nibor-D behind the cabinets, behind the dishwasher and in wall voids. It was able to reach all the areas we couldn't get to before with other treatment," Freese says. "And when we came back to inspect the next week, we had dead cockroaches everywhere to vacuum and show the manager the night-and-day difference."

**WEAPON OF CHOICE**

**PROVEN SOLUTION:** Nibor-D

**WEBSITE:** NisusCorp.com/Nibor-D

the product as they were two years ago. Freese urges his fellow pest control colleagues to stay in touch frequently with their manufacturing and distribution representatives for the same reason.

"They are there to help, not just to sell. Most of them love getting out in the field, and they have a lot of

knowledge to share," he concludes. "Plus, sometimes a fresh set of eyes is the best way to troubleshoot a problem account."



# Winning with Exacticide

A second-generation PMP finds success with Technicide

In 1941, Winford James moved from Lafayette Springs, Miss., to Memphis, Tenn., where he started his career in the pest control industry. Thirty years later, he founded James Pest Management and brought his son Lanier into the business. Lanier James is now president of the company, growing it to two branch locations in Columbus, Miss., and Springhill, Tenn.

The younger James took interest in the Exacticide Duster from Technicide after seeing it for the first time at the National Pest Management Association convention in 2000, where Jim Harper, founder and owner of Technicide, was introducing it.

"I still have the first few units that I originally purchased, and they still work as good as new after all these years," James says. "They're extremely durable."

James explains that one of the challenges with German cockroaches (*Blattella germanica*) is that they don't like coming out in the open, meaning technicians need an approach to make the insects visible.

"The Exacticide Duster really helps with getting the roaches out in the open and has really done a good, thorough job," James says.

Made in the USA, the handheld, electric battery-powered duster is capable of applying both fine granule baits and dusts with ease and extreme precision. Quick-change canisters make it versatile for various pests. It also comes with a 1-year warranty and a 30-day, money-back guarantee. And for James and his technicians, the Exacticide Duster has become routine on nearly every cockroach account.

"We rotate three different dusts with the Exacticide, depending on the type of situation we have," James says. "The duster saves us time out on the field. It allows you to do a great job because you can get into the challenging areas easier. That's the most important part to us."

For pest management professionals looking to try out the Exacticide Duster from Technicide, James' advice is simple:

"If you don't have one, you should. This duster works on the inside and outside, allowing you to do so much because it's very versatile. It helps your bottom line and makes you money. I know that I will never regret this purchase."

## COCKROACH BATTLE

**COMPANY:** James Pest Management Inc.

**BATTLEFIELD:** 60 percent residential and 40 percent commercial

**WAR STORY:** Lanier James, the second-generation owner of James Pest Management, has had more than two decades of success using the Exacticide Duster from Technicide, especially when it comes to cockroaches.

James and his technicians were called into a restaurant that had a persistent German cockroach problem (*Blattella germanica*). The establishment had early 1950s-style cabinet work with a lot of void spaces, making it difficult to get to the floor. With the Exacticide Duster, James says, the issue lingered no more.

"We were able to come into the business with our Exacticide, and immediately we were able to get into all those hard spaces and voids," James explains. "The owner was so amazed that he saw great results within just a few days. It's a staple for our field work now."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Exacticide Duster

**WEBSITE:** [Technicide.com/Exacticide](http://Technicide.com/Exacticide)



Lanier James



## Gain cockroach control with one trusted product

Gentrol IGR Concentrate proves it's trustworthy during cockroach battles

**G**ary Wagner, ACE, started his pest control journey in 2012 as a technician, progressing to technical manager at Gregory Pest Solutions, Greenville, S.C. There, he ensured customers understood the procedures the technicians were using and creating action plans for them to prepare for treatment.



Gary Wagner

In 2021, however, Wagner transitioned to becoming a regional sales manager for Central Life Sciences, parent company of Zoëcon Professional Products. As the saying goes, “believe in what you sell” — and Wagner believes in Zoëcon products whole-heartedly.

“I’ve been using Gentrol IGR Concentrate since I’ve first heard about the product,” he offers as an example. “It was on my truck ever since; I’ve learned to trust it first-hand.”

The “IGR” — insect growth regulator — in Gentrol IGR Concentrate is (S)-hydroprene, which effectively breaks the insect’s life cycle and offers 120 days of control. The product is labeled across multiple sites for many pests, including fruit flies, drain flies, bed bugs — and, of course, the ubiquitous cockroach.

“I found that Gentrol is a fantastic tank partner, and I would often use it with my non-repellent insecticides,” Wagner says. “It provided a great advantage to me, especially during cockroach eliminations.”

Gentrol IGR Concentrate can be used as a fog or spray and is also approved for restaurant and other food-handling accounts. It translocates deep into wall cavities, cracks and crevices. It’s also part of the Gentrol line, which includes Gentrol Complete EC<sub>3</sub>, Gentrol Aerosol, Gentrol Complete Aerosol, and Gentrol Point Source.

While the newest addition to the line, Gentrol EC<sub>3</sub>, debuted after Wagner left Gregory Pest Solutions, he has received nothing but positive feedback from his clients about the product.

Wagner notes that it was easy for him to go from the service side of the industry to the sales side, because he has long been interested in knowing all the ways products can be maximized in the field for effectiveness. What he once learned and fine-tuned for himself and his team, he can now do for the industry at large. He likes the fact he’s part of a very large community of information and expertise for pest control.

“The great thing about this industry is that there

### COCKROACH BATTLE

**COMPANY:** Gregory Pest Solutions

**BATTLEFIELD:** 80 percent commercial and 20 percent residential

**WAR STORY:** Zoëcon Regional Sales Manager Gary Wagner, ACE, has been using Gentrol IGR Concentrate for nearly a decade to battle cockroaches. When Wagner served as a technician at Gregory Pest Solutions, he recalls how the product really made a difference at a restaurant in South Carolina to control a lingering German cockroach problem.

“I got down to the dish pit area, really digging down into the pockets and pits of these cockroach harborages,” Wagner explains. “Once I eradicated the issue, it taught me a lot about my service time. You see, when I wasn’t using Gentrol, my service time was about 45 minutes. When I implemented Gentrol into my procedure, my time went down to about 25 to 30 minutes. This allowed me to hand off a clean account and focus on other aspects, like rodent control. Simply put, without Gentrol, I don’t think I would’ve gotten control like I did.”

#### WEAPON OF CHOICE

**PROVEN SOLUTION:** Gentrol

**WEBSITE:** Zoecon.com

is always tons of information out there — and plenty of people willing to dive in and offer advice and help,” Wagner concludes.



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- Dust in areas you normally flush
- Use liquid formulation for general pests

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