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2022

RODENT BATTLES

Save time and headaches with ActiveSense

The ActiveSense system by Corteva Agriscience changes the game at Ecologic Entomology

For the last 40 years, Jonathan Boyar, ACE, has been involved in the pest control industry. From removing colonies of honeybees in walls at age 15 to founding his business in 2010, Ecologic Entomology, Boyar's passion of pest control has never changed.



Jonathan Boyar

The Boston, Mass.-based firm primarily focuses on multifamily housing. For Boyar, the ActiveSense system has “changed the game” at Ecologic Entomology when it comes to rodent control.

“We’ve been using ActiveSense for about a year now,” Boyar says. “We’re finding that it’s saving us

time because with this technology, when you have your traps down, you only have to send out a technician when it notifies you of a catch. Before, we’d have to send technicians out again and again just to see whether anything was there. With ActiveSense, we don’t have to do that.”

Boyar points out that for pest management professionals (PMPs) in older cities like Boston, there are often old sewer pipes that are broken or abandoned underneath buildings. This situation can be a main reason for rodent problems inside residential and commercial properties alike.

“The ActiveSense system helps us smoke out where the rats may be entering from,” Boyar explains. “We’re able to initially put out traps and then start collecting data from the system. We can then fine-tune

the placements of our traps, helping us target the places where the rodents are invading.”

Boyar points out that a system like ActiveSense can help PMPs stay on top of both rodent control and preventive maintenance.

“I’m happy to have this technology and to be deploying it,” Boyar says. “It’s helping us become even more effective at what we do.”

RODENT BATTLE

COMPANY: Ecologic Entomology

BATTLEFIELD: 75 percent commercial/25 percent residential

WAR STORY: Jonathan Boyar, ACE, principal of Ecologic Entomology, says his technicians were dealing with a restaurant inside of a hotel that was having nightly sightings of house mice (*Mus musculus*) on the dining room floor. Prior rodent strategies just didn’t seem to work. That’s when Boyar decided to introduce the restaurant to the ActiveSense system.

Once ActiveSense was deployed, Boyar’s team was quickly able to pinpoint the side of the restaurant the mice were entering from.

“We’ve had great success with ActiveSense at this account,” Boyar says. “Mice sightings almost never occur anymore. The system has helped us identify where the mice are infiltrating, and we’ve been able to reposition devices and strategize around that information that we’ve learned from the system.”

WEAPON OF CHOICE

PROVEN SOLUTION: The ActiveSense system

WEBSITE: ActiveSense.com



A Rodent Battle in Boston with Bell

Yankee Pest Control uses Bell Sensing Technologies' iQ product line to alleviate rodent activity

Since Yankee Pest Control opened its doors in 1990, Galvin Murphy Sr., has been leading the charge against pests throughout the greater Boston, Mass., market. When Murphy was introduced to Bell Laboratories in the mid-1990s, he felt that he had finally found a solution to the rodent problems plaguing his service area.

"In the greater Boston area, rodents are the No. 1 pest we're dealing with, and Norway rats are leading the charge," Murphy explains, referring to *Rattus norvegicus*.

Yankee Pest Control focuses mainly on residential pest management, with 22 technicians on staff. One current initiative for the company is educating the community in ways that they can

alleviate the Norway rat problem that is plaguing their area.

"In many situations, rats are the result of human error, whether that be landscaping error, chicken coops, or not storing garbage correctly,"



Galvin Murphy Sr.

Murphy says. "To help with this, we visit with local communities in a variety of settings, and educate them on how best to care for and prevent these sorts of problems."

In addition to educating the public, Murphy is passionate about helping people feel more comfortable in their homes and businesses. When rat traps or baits are visible, he points out. With the iQ product line from Bell Sensing Technologies, Murphy and his techs are able to eliminate that concern.

"The iQ traps are great for anywhere you may need them," says Murphy. "When you walk into the room that the traps are in, you can get an immediate update on each trap that's there, without having to disturb the entire place.

We suggest it at nearly



RODENT BATTLE

COMPANY: Yankee Pest Control

BATTLEFIELD: 60 percent residential, with a mix of commercial accounts, termite-only work and bed bug-only work

WAR STORY: When Galvin Murphy inspected a downtown park in Boston, he immediately saw how big of a problem Norway rats were. After surveying the areas with the heaviest rodent footprint, Murphy says he knew what he needed to use.

"We placed 80 PROTECTA EVO Express iQ stations throughout the two-mile-long park," Murphy says. "This way, we don't need to be there on multiple visits, checking each station to see whether we got a hit. Instead, we can just check our cell phones to tell us whether we need to open them. It's a huge time-saver."

Thanks to Murphy and his team at Yankee Pest Control, the park that was once overrun with Norway rats is now back to being a peaceful oasis in the heart of the city.

WEAPON OF CHOICE

PROVEN SOLUTION: PROTECTA EVO Express iQ

WEBSITE: BellSensing.com

every rodent account simply because we know it's going to work."

For the team at Yankee Pest, the relationship with Bell is about more than just the products.

"Bell has great products, but also great people to work with," says Murphy. "Their field reps will go out to troubleshoot a problem with you and work on it right alongside you. They'll help train your people. They support the association and our industry, it's great."

As the war wages on between techs and rodents, Murphy is confident that with Bell's products, they will gain the upper hand to offer their customers protection.

Trap rodents effectively

Catchmaster Pro's glue trays and boards are a staple for The Bug Master

Dauphin Ewart, president of The Bug Master, has grown up in the pest control industry alongside his father, Ned, who founded the Austin, Texas-based company in 1981. As Ewart's father was retiring, it was a simple decision to follow in his father's footsteps and take over the business.

While servicing numerous locations in and around the Texas' Austin, Houston, Temple and San Marcos markets, Catchmaster Pro's glue traps have been a staple for The Bug Master in overcoming rodent challenges.

"We've been using Catchmaster's glue traps for quite some time," Ewart says. "We utilize a variety of the sizes they have for different types of situations we come across with rodents, and it's been a very successful tool for us."



Dauphin Ewart

With The Bug Master having an even split on commercial and residential services, having different glue trap size options has made all the difference.

"Catchmaster has a Jumbo Rat Glue Tray that we like to use on our heavy infestations," Ewart offers as an example, referring to the 24XL model. "Typically, we'll use them in cleanout situations in restaurants and other commercial environments."

Not only have Catchmaster Pro's rodent glue boards and trays worked exceptionally well for The Bug Master team, but the relationship with their rep, Robert Stocker, is another standout reason for their loyalty.

"For us, having a genuine relationship with our manufacturers has helped us in those situations where you need to navigate through

a problem that may be uncommon or different than what you've seen," Ewart says. "For me, that's kind of the core value that I see at Catchmaster, is that they have great people, they're always willing to help and they have great glue."

RODENT BATTLE

COMPANY: The Bug Master

BATTLEFIELD: 50 percent commercial, 50 percent residential

WAR STORY: Dauphin Ewart, president of The Bug Master, and his team use a variety of glue traps to gain control over rodents in the central Texas market.

For the extreme heat conditions that linger in Texas, Ewart notes that Catchmaster Pro's Jumbo Rat Glue Trays in particular have worked well in commercial settings.

"Rats like to use areas that are hard to get into. Being able to put these trays out and know they're not getting disturbed is significant," Ewart says. "For these heavy infestations in commercial settings, we go in with the jumbo traps where we would normally utilize a small or medium-sized trap for a residential setting."

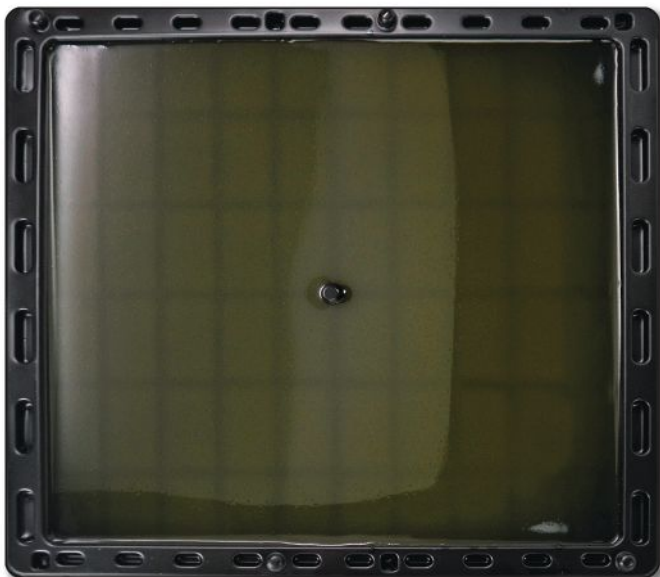
WEAPON OF CHOICE

PROVEN SOLUTION: Jumbo Rat Glue Trays (24XL)

WEBSITE: CatchmasterPro.com

Ewart advises that if you're looking to add Catchmaster Pro's rodent control products to your arsenal, make sure you first assess how they will fit into your treatment plan.

"Finding out how these traps fit in with your protocols is critical, because you need to know where the infestation is coming from," Ewart says. "Once you find out the problem areas, applying these glue products is key not only for rodents, but for catching and monitoring insects, too. It is a critical tool for being effective."



Finding the right fit for rodent control

Turner Pest Control uses Liphatech for strategic rodent treatment

Wade Wilson, technical director for Jacksonville, Fla.-based Turner Pest Control, an Anticimex company, uses a two-pronged strategy for gaining control over rodent infestations. First comes a heavy-hitter product for the initial takedown, followed by a product that will keep the rodents at a maintenance level.



Wade Wilson

For both steps, the manufacturer partner in Wilson's process is Liphatech.

Since 2015, Wilson and the techs at Turner Pest Control have been using Liphatech products, each one impressing the company more and more. Problems that had occurred before — like attracting ants, or rodents becoming bored of the bait — were no longer problems. In the Florida market, roof rats (*Rattus rattus*) are a particular problem.

“When we hear of complaints about rats, we use TakeDown Soft Bait for the initial takedown,” Wilson explains. “Once we have the initial control handled, we go in with FirstStrike Soft Bait for a constant control. The rats have reacted amazingly to this strategy.”

Since using Liphatech products at large commercial accounts, Wilson has noticed that even the audits of these customers have been

above and beyond their previous expectations, all because of FirstStrike and TakeDown.

“When auditors come and check your bait stations, everything needs to be perfect because they can do surprise audits,” says Wilson. “With other baits, there is the tendency for mold and mildew to build up on the bait between services, rendering it relatively useless. With FirstStrike and TakeDown, we never have to worry about that.”

According to Wilson, when his techs use both of the baits in conjunction with Liphatech's Aegis-RP Anchor Bait, the results are outstanding.

“Here in Jacksonville, we have monsoons that can really mess with bait stations and cause mold,” Wilson explains.

“With the Liphatech bait stations and the baits, we have never had to worry about that because of the design of the Aegis-RP Anchor Bait Station. There are so many aspects as to why we find these bait stations better for us — from the mold issue to a straight path for the rats.

It's overall a better fit for our company, and fits into our company strategy very well.”

RODENT BATTLE

COMPANY: Turner Pest Control

BATTLEFIELD: 20 percent commercial / 80 percent residential

WAR STORY: When Turner Pest Control was called into a sports stadium 11 years ago, Wade Wilson was shocked by what he saw. The location — which has a substantial amount of foot traffic — was overrun with Norway rats (*Rattus norvegicus*), even though a past company had claimed to treat them. Wilson went into action with his two-pronged strategy using Liphatech products.

“We went to the location with FirstStrike, and immediately got results,” Wilson reports. “The rats began taking the bait into the ceiling tiles, where their colony was. Within two weeks, we had gained control.”

Satisfied with the initial knockdown results, Wilson and his techs returned with TakeDown to ensure residual protection.

WEAPONS OF CHOICE

PROVEN SOLUTIONS: FirstStrike and TakeDown soft baits

WEBSITE: Liphatech.com



Finding Solutions with One Product

A-Mark Pest & Bird Management utilizes Neogen's SureKill Command Blocks against rodents

Pete Markham Jr. has been involved in the pest control industry for over 26 years. He learned the trade from one of the industry's best: his dad, Pete Markham Sr., who founded A-Mark Pest & Bird Management in 1986 and passed away Aug. 4, 2022, at the age of 68.

With the company based in Baytown, Texas, near Houston, Pete Markham Jr. serves as purchasing agent for its branches



Pete Markham Jr.

in Louisiana, Indiana, Illinois, Missouri and Ohio.

In the Lone Star state, A-Mark Pest & Bird Management is commercial-only — and with the Texas weather

comes a challenge of finding a rodent control product that holds up to the severe heat. Neogen's SureKill Command Blocks, Markham says, are up to the task: SureKill Command Blocks contain the active ingredient bromadiolone, which has been proven to withstand extreme heat while still being palatable to rodents.

"We've been using Neogen's SureKill Command Blocks for a little over two years now," he reports. "When we changed over to a new distributor, we decided to try out the



blocks and so far, they have worked extremely well. Our technicians like them and they're very cost-effective."

Markham says that SureKill Command Blocks have helped his family-owned company establish and maintain stringent rodent protocols.

"We are actually using less bait because the blocks hold up nicely in the Texas heat," he says. "The rodent bait boxes can get to over 100 degrees Fahrenheit easily. We just set out about four blocks in each box, record it, and then have had nothing but success doing so."

Another reason why Markham and his team have become loyal Neogen customers is due to the responsiveness and expertise of their manufacturer representative, Tamra Lewis.

"Tamra has always been available at any moment I need a question answered," Markham says. "We work seven days a week. Especially when we work with refineries, for example, they are working 24/7, so it's nice to be able to rely on how available and helpful Tamra is at any instance."

For pest management professionals looking to try out

Neogen's SureKill Command Blocks, Markham's advice is simple: "If you want a product that is cost-effective and also efficient, look into these rodent blocks."

RODENT BATTLE

COMPANY: A-Mark Pest & Bird Management

BATTLEFIELD: Commercial

WAR STORY: Vice President Pete Markham Jr. received a call for house mice (*Mus musculus*) infesting a nearby refinery, getting into the food that was made. After the refinery owners tried several attempts at finding a solution to the mouse problem, Markham and his technicians were called to handle the job.

Markham knew that the solution to this problem was simple: Neogen's SureKill Command Blocks.

After applying SureKill to the site, Markham reports, his techs came back two days later and were able to confirm that the mice were completely gone.

WEAPON OF CHOICE

PROVEN SOLUTION: SureKill Command Blocks

WEBSITE: NeogenProfessionalPest.com

RODENT BATTLE

Stopping rats as a family

Zip Zap Pest Control relies on PelGar products to keep rodents away

In 1985, Jeff Preece's father opened Zip Zap Termite & Pest Control in Mesa, Ariz. What started as a father-son venture soon grew, and when Preece opened a new Zip Zap branch in 1993 in Lawson, Mo., he kept it family-oriented, hiring his wife and kids to come work as well. In Northern Missouri, Norway rats (*Rattus norvegicus*) have become a huge problem because of business growth — one that many local pest management professionals (PMPs) are struggling to alleviate.

With his extensive career in the pest management industry — including becoming a board-certified entomologist (BCE) and teaching associate certified entomologist (ACE) certification classes — Preece is very familiar with products in the rodent management realm. His favorite brand for both everyday use and hard-to-control problems? PelGar.

"We're constantly looking for rodent control products that work

in many different situations," Preece explains. "With PelGar products, we get exactly that. Rodent Stop works wonders for small holes that rodents can get through that many people wouldn't even recognize as being problematic. Customers in the residential market love Monark SB because of the low-dose formulation of difenacoum and because it holds up to quite a bit of activity. We use Brigand wax blocks for more serious infestations and the bigger problem areas."

Preece says he is especially fond of the fact that PelGar products don't break down in the weather, so mold and mildew aren't problems for his customers. He trusts in the integrity of PelGar products so much so that he even uses them within his own home and business.

As he has grown in his career in the pest management industry, Preece has found that PelGar sticks out not only for proven products, but for its customer service, as well.

COMPANY: Zip Zap Termite & Pest Control

BATTLEFIELD: 60 percent residential / 40 percent commercial

WAR STORY: For Jeff Preece, BCE, dealing with rodents was nothing new. When he got a call about Norway rats infesting a customer's garage, he assumed the job would be typical. But when he arrived, there was nothing normal about this situation.

"When I got there, the customer was already in her garage, sitting in her car," Preece recalls. "She honked her horn, and 50 rats popped up from the rafters. I knew that PelGar had the products that she needed."

Preece used a combination of Monark SB and Brigand WB blocks to alleviate the infestation in the attached garage — targeting the rafters and corners the rats were hiding in — and was able to gain control so the customer could use her garage again.

WEAPON OF CHOICE

PROVEN SOLUTION: Monark Soft Bait and Brigand Wax Blocks

WEBSITE: PelGar.co.uk

"PMPs all over the country are having problems with rodents right now," says Preece. "With PelGar, I can go to my contacts and know that everything they say about the product is science-backed. I think the science-based knowledge that's behind every product and how they're developed — plus the care that the staff takes in their personal beliefs and commitment to their products — it's a good thing. It's the people behind the products that give me peace of mind."

The combination of effective products and great customer service has Preece relying on PelGar for nearly all his rodent needs. His piece of advice to other PMPs is to do the same: "Get to know the people at PelGar. They have solutions for you and your customers, no matter the size of your company."



Jeff Preece, center, is surrounded by his Zip Zap team.

PHOTO: ZIP ZAP PEST CONTROL

**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!



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