

PMP Pest Management PROFESSIONAL

Control Solutions Inc..... C2
Neogen..... C3
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Technicide..... C5

2022

COCKROACH BATTLES

Quick knockdown with long residual

The Town and Country Solutions team appreciates the dual benefits of using CSI's Precision Delivery System (PDS) + Doxem Precise

Featuring the active ingredient indoxacarb, Doxem Precise from Control Solutions Inc. (CSI) is a dry flowable bait formulation that is non-staining and long-lasting. The product is designed specifically to flow through CSI's Precision Delivery System (PDS), and penetrates hard-to-reach cracks, crevices and voids with the simple squeeze of the trigger.

Caleb Fabry, the second-generation president and manager of operations of Rochester, N.Y.-based Town and Country Solutions, knows exactly where he was when he first decided to give the PDS + Doxem Precise System

a try. He is part of the U Group, which is comprised of successful and progressive pest management professionals looking to take their companies to the next level. CSI Key Accounts Manager Karl Kibodeaux, ACE, demonstrated how to use the system during the U Group meeting that took place in the fall of 2021.

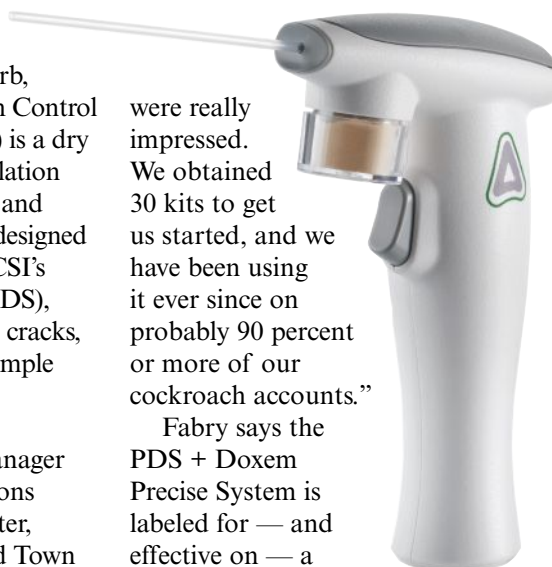
"He invited my leadership team and me to come visit the CSI headquarters in Pasadena, Texas, in-person to learn more about the system," Fabry recalls. "We toured the entire operations and

were really impressed. We obtained 30 kits to get us started, and we have been using it ever since on probably 90 percent or more of our cockroach accounts."

Fabry says the PDS + Doxem Precise System is labeled for — and effective on — a variety of other general household pests, too: "It takes care of secondary pests for our customers, and keeps pest pressures down in general because of its long application lifespan."

The return on investment with the system is huge, Fabry adds. "Even for accounts with housekeeping issues, the product is able to take care of cockroaches," he concludes.

"Today, we use Doxem Precise in full buildings, rental homes and restaurants, and we get the results we want after just one application."



COCKROACH BATTLE

COMPANY: Town and Country Solutions

BATTLEFIELD: 65 percent commercial / 35 percent residential

WAR STORY: Caleb Fabry chose one of Town and Country's most difficult cockroach accounts to try out PDS with Doxem Precise. Because of the pandemic, tenants of this 400-unit-plus high-rise were not being held accountable for housekeeping issues.

"The situation allowed a building we had good control over for years to turn quickly into a major infestation issue," Fabry recalls.

The first visit involved treating the trash compactor room as a test. This yielded good results, which made Fabry decide to go "all in."

"We treated every unit," he reports. "We went back three weeks later in all units that had any identified level of cockroaches and treated again."

Fabry theorizes that the only reason all units weren't cockroach-free from the start after treatment was because of the learning curve for some of his team: "It's not like using gel baits or sprays. It is important to learn how much is enough. Location is also important."

With more training and experience under their belts, the team treated the few remaining active units a third time to eliminate the problem completely. Today, he says, they can treat just about any account with this system and gain total control the first time, every time.

WEAPON OF CHOICE

PROVEN SOLUTION: Precision Delivery System (PDS) + Doxem Precise

WEBSITE: CSI-PDS.com



‘Nice texture, doesn’t run’

SureKill Roach Gel Bait reduces callbacks by 50 percent for Apple Pest Control

When Apple Pest Control in Helotes, Texas, received its first samples of Neogen’s SureKill Roach Gel Bait about a year ago, company owner Stan Goodson decided to test the product personally.

The test site was a badly infested barbeque restaurant in Helotes. German cockroaches were crawling behind loosened wood panels. The pests had established a foothold behind kitchen equipment.

“German cockroaches were everywhere,” Goodson recalls.

“I had gotten rid of them in that same restaurant two years earlier, but thanks to COVID-19, the owner had trouble hiring enough people to keep the building clean, so it was dirty.”

Goodson put down at least 20 grams of SureKill. When he returned two weeks later, he saw nothing but dead cockroaches. Goodson was sold.

“SureKill performed better than other products I had been using,” Goodson says. “It has a nice texture, so it’s easy to work with, and it stays moist but doesn’t run.”

“And SureKill doesn’t repel cockroaches,” he adds. “It has sugar and protein, so it’s palatable, and cockroaches enjoy eating it. That’s key.”

SureKill Roach Gel Bait’s active ingredient is fast-acting imidacloprid, which offers both quick knockdown and long residual. Each SureKill cartridge contains 40 grams of product, enough for 1,000 bait applications.

“SureKill is a good value,” Goodson says. “And I just like the way it comes out of the tube. You want it to come out consistently, and it’s very consistent.”

Apple Pest Control now use SureKill exclusively for cockroaches. Goodson reports that the product, paired with a more efficient scheduling system he implemented for his technicians,



Stan Goodson



COCKROACH BATTLE

COMPANY: Apple Pest Control

BATTLEFIELD: 50 percent commercial / 50 percent residential

WAR STORY: Stan Goodson, founder and owner of Apple Pest Control in Helotes, Texas, says one of the most difficult cockroach control challenges he faces is convincing clients to do their part. He and his nine technicians often walk into infested restaurants or home kitchens and see food left on a stove and a sink filled with water. The client must remove all food debris so that cockroaches have just one source of nourishment — which in Apple Pest Control’s case is Neogen’s SureKill Roach Gel Bait. Moisture also must be reduced, because cockroaches need moisture to survive. So Goodson and his techs educate clients on the importance of cleanliness. They encourage them to use a flashlight to find and pick up food particles from the floor.

“You have to tell them delicately,” Goodson says. “Some people know they’re supposed to keep things clean, but they still don’t follow your instructions.”

WEAPON OF CHOICE

PROVEN SOLUTION: Neogen’s SureKill Roach Gel Bait

WEBSITE: NeogenProfessionalPest.com

has reduced callbacks by about 50 percent. The company also uses SureKill Ant Gel Bait and SureKill rodenticide.

Goodson, who started Apple Pest Control in 1984, appreciates Neogen’s customer service. He praises his Neogen sales representative, Tamra Martin, who even bailed him out when SureKill had sold out by sending him an emergency supply.

“Tamra’s been great,” Goodson says. “I can text or call her, and she provides answers the same day.”

Conquering the cockroach

Hoffman's Exterminating protects customers with Nisus' Niban and Nibor-D

Michael Knappenberger knew he was in for a battle when he turned on the light and saw hundreds of American cockroaches (*Periplaneta americana*). They didn't even bother to scatter.

It happened about a year ago in the wet basement/fallout shelter of a Philadelphia church built in the 1700s. There were so many cockroaches, and so few food sources, that the pests were cannibalizing themselves.



Michael Knappenberger

"We couldn't use a dust or spray, due to the moisture," says Knappenberger, the food safety account manager with Mantua, N.J.-based Hoffman's Exterminating.

"So I put out a good amount of Niban because it stands up in wet conditions."

When Knappenberger returned three days later, nearly every cockroach was dead.

"I never saw anything like it," Knappenberger says. "That was a very fast result in my experience. The cockroaches suddenly found a new food source — besides each other — and went crazy with it."

Niban by Nisus is a granular bait labeled for not only cockroaches, but also ants, silverfish, crickets, carpenter ants, earwigs, slugs and

snails. The pests eat Niban and share it with their colonies for total control.

Niban is an OMRI Listed organic product that won't harm nontarget insects and animals like bees, butterflies and birds. The active ingredient is a 5 percent boric acid. Borates are minerals that occur naturally.

Another advantage of Niban is that the granules hold up through sun, heat and up to 6 inches of rain.

The Hoffman's team also uses Nibor-D by Nisus for cockroaches. It's a borate dust that can be converted to a foam or mixed into a liquid. Nibor-D has a broad label and works on pests the same



COCKROACH BATTLE

COMPANY: Hoffman's Exterminating

BATTLEFIELD: 65 percent commercial / 25 percent residential / 10 percent industrial

WAR STORY: Michael Knappenberger, food safety account manager at Hoffman's Exterminating in Mantua, N.J., says a thorough site inspection is the first step when combating cockroaches. Clues can reveal where the pests are hiding, and where they might hide in the future. Then look for food, moisture, shelter opportunities and other conditions that can draw cockroaches.

For example, since the north side of a house typically holds more moisture than the other sides, a wood pile stacked against a home's north side can cause problems. Further, cracks in the home's foundation or walls can allow cockroaches to migrate from the wood pile into the kitchen.

After determining the pests' location, the next step is choosing the right product to apply, followed by a second inspection between three and 14 days later, depending on the level of infestation.

WEAPON OF CHOICE

PROVEN SOLUTION: Niban Granular Bait and Nibor-D Insecticide by Nisus

WEBSITE: NisusCorp.com/pest-pros

way as Niban. Also like Niban, Nibor-D can be part of a Green Pest Management program.

Knappenberger turns to Nibor-D for German cockroach infestations in commercial kitchens, especially in cases where the client isn't very helpful in keeping the place clean.

"What's enticing the cockroach to eat my bait when they prefer the grease under the fryer?" Knappenberger points out.

"Let's use what they are already eating. We just mix Nibor-D with water and apply it to the grease buildup. It's made a huge impact on pest populations."

Fast, precise and effective

Orkin franchise's techs appreciate the benefits of using Exacticide by Technicide

For Matt Golleher and his crew, applying dust when fighting German, American, Turkestan and oriental cockroaches once required the touch of an artist. Technicians had to squeeze and shake the duster repeatedly while trying to spread an even amount of product on a surface. Overapplication was common.

That changed when Golleher — co-owner of an Orkin Pest Control franchise in Prescott Valley, Ariz. — discovered Exacticide, a handheld battery-powered duster by Technicide. Instead of squeezing and shaking, Golleher and his team just pull a trigger, and they can easily control how much product comes out.

“We fell in love with Exacticide within the first six months of using it,” Golleher says. “It made our job so much easier, and we started using it for bed bugs and scorpions, too.”

With Exacticide, he adds, “you get a uniform application of dust without any clumps, and you don’t shoot out more product than you need.”

Exacticide was designed by a pest management professional to lay dust and granule baits with precision when battling cockroaches, bees, beetles, fleas, scorpions, silverfish and wasps. Golleher orders it with two batteries, and it comes with a charger, two dust canisters, two 12-inch-long wands and a carrying case.

“EXACTICIDE IS SO EASY TO USE, AND IT SAVES TIME.”

Matt Golleher

Exacticide accessories, sold separately, include a wireless remote, the 12- to 24-inch extension for hard-to-reach areas, and poles and hoses that provide even longer reaches.

Golleher likes the extension poles and hoses because they allow technicians to reach nests in high places outside without climbing a ladder. It means just one tech can work the job, because a second tech isn’t required to hold down the ladder.

Golleher, who’s worked in pest management for 18 years, says he first tried Exacticide more than 10 years ago, after a Technicide sales rep demonstrated the product at a trade show. He bought only one initially, testing the applicator on a commercial route with large buildings and long expansion joints.

“Dusting the expansion joints with Exacticide cut down application time substantially,” Golleher says. “It’s easier than a hand duster.”

Now all of Golleher’s trucks are supplied with Exacticide.

“Exacticide is so easy to use, and it saves time,” Golleher concludes.

COCKROACH BATTLE

COMPANY: Orkin Pest Control

BATTLEFIELD: 50 percent commercial / 50 percent residential

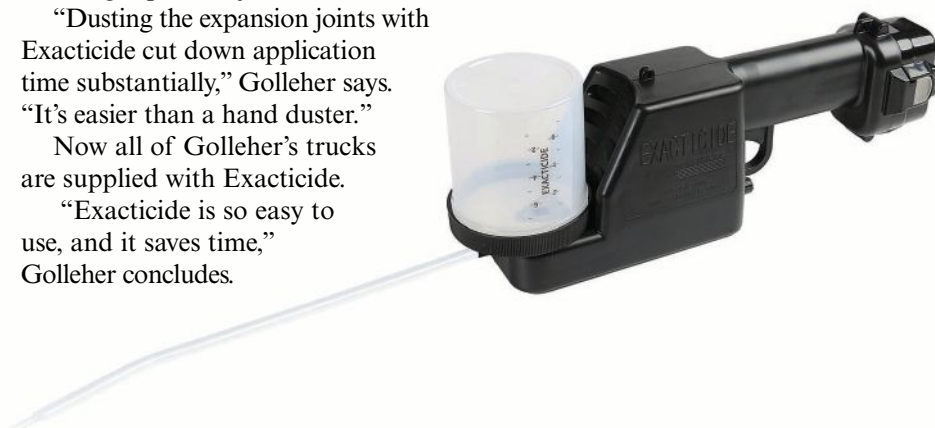
WAR STORY: Matt Golleher, co-owner of an Orkin franchise in Prescott Valley, Ariz., says that when he first started in the industry in the early 2000s, gel baits were the go-to product for cockroach management. However, too many technicians relied on this method alone, abandoning pest management basics like performing thorough inspections, searching for pockets of cockroaches underneath appliances and in wall voids, vacuuming up cockroaches, putting down liquid or dust treatments, and convincing customers to keep their buildings clean. A comprehensive approach is vital because the goal of indoor treatment is a zero cockroach population, and gel baits alone won’t get it done, Golleher says.

“Gel baits have their place, but relying on them solely left some of my guys inexperienced and unable to handle situations where sanitation problems weren’t being addressed by the customer,” he explains. “So we had to retrain our techs to take a more traditional approach.”

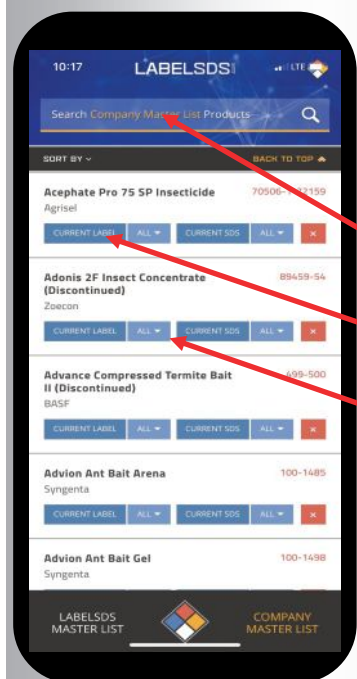
WEAPON OF CHOICE

PROVEN SOLUTION: Exacticide by Technicide

WEBSITE: Technicide.com



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CALLBACK CURES

By Dr. Jim Fredericks, BCE | PMP Contributor

The hardest part about saying goodbye is saying it right

Goodbyes leave a lasting impression. When parting ways with a loved one, a botched farewell can leave both parties feeling uneasy. In professional encounters, the last thing you say is just as important as the first impression. That's because it can influence your customer's behavior when it comes to the time leading up to the next scheduled service, and might result in a callback.

When finishing a service, don't say things like, "Nothing to report today." There is always *something* to report. Give your client what they paid for: your professional knowledge and expertise.

In addition to a lighthearted "I didn't see any pests, I guess we are doing our job," remind your client what they should be on the lookout for between now and the next service, and list the actions they should take to help keep pests at bay.

Tell them what they can expect from the service you provided. For example, treating the sill plate and band board in a basement during late summer or early fall often can result in lots of dead camel crickets (Rhaphidophoridae). If you fail to prepare your client to expect to see some carcasses, it might result in a callback. Instead, let them know up front there's no cause for alarm, and it's all part of the plan.

Last but not least, *never* tell customers to "Give us a call if you see anything." A single pest sighting shouldn't result in a callback, so don't encourage clients to do it. Instead, help them define an action threshold. For example, tell them they will likely see more ants in the vicinity of the bait that was applied, but they can call you if ants show up in the untreated areas or if they have questions.

Goodbyes are hard enough as it is, without creating unnecessary callbacks, too. PMP



**Without a head's up, camel
cricket carcasses can be
concerning for customers.**



You can reach Dr. Fredericks, the incoming executive director of the Professional Pest Management Alliance, at jf Fredericks@pestworld.org.

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