

MOSQUITO TRAPS OFFER SAVINGS IN TIME, PRODUCT AND CALLBACKS

CATCHMASTER PRO'S TRAPS CAN BE AN EFFECTIVE, NON-TOXIC COMPONENT OF MOSQUITO MANAGEMENT

When one pest management company overhauled the way it approached mosquito management, it put Catchmaster Pro's products at the center of its changing efforts.

Mark Kitchenman, owner of the Terminix franchise in Puerto Rico, offers termite, pest, rodent and bed bug control to commercial properties. In the past, his customers mainly focused their budgets on controlling rodents and cockroaches. But with the spread of the Zika virus disease a few years back, many of them began to realize the importance of managing mosquitoes.



Mark Kitchenman

Not only did mosquito control become more of a priority, but Kitchenman and his team also made a change in the way they treated for mosquitoes. Instead of continuing their fogging program,

they designed a mosquito management program centered around Catchmaster Pro's Ovi-Catch and Ovi-Planter mosquito traps.

Kitchenman says he was especially interested in the traps because the technology was developed and tested in Puerto Rico. The traps also gave them a pesticide-free option with a discreet design.

"The amount of product we're able to eliminate using is amazing now that we aren't fogging everywhere," Kitchenman says. "The traps are now the crux of our resorts and hotels that have mosquito problems."

Helping them incorporate the Ovi-Catch and Ovi-Planter into their mosquito management program was Dr. Stan Cope, vice president of technical services of Catchmaster Pro's parent, Atlantic Paste & Glue. The U.S. Navy veteran was previously with Terminix and is a past president of the American Mosquito Control Association (AMCA).

Dr. Cope provided them with onsite training to help the team learn about the product, how to set up their mosquito services and how to improve their processes. This included learning about the different types of mosquitoes, their lifecycles, how to perform inspections and educating customers.

The traps target female mosquitoes, as each female caught eliminates up to 1,000 future mosquitoes. "One of the benefits of the trap is that it will help collapse the colonies," Kitchenman says.

Technicians fill the 5-gallon trap buckets with water and organic materials like leaves and hay. "The mosquitoes are attracted to that and fly down into the cylinder and get stuck on the glue board," Kitchenman explains. "We change the boards periodically as needed."

The placement of the traps on a property is the key to efficacy, and the best spots can change. "What's good today might not be good tomorrow. Nature is always changing," Kitchenman points out. "The program should always be evaluated."

As part of their program, the team identifies suitable trap locations, treats potential or existing mosquito breeding sites, targets adult resting sites with adulticide, applies larvicide or insect growth regulators (IGRs) to possible



Omar Rohena, general manager at a Puerto Rico-based Terminix franchise sets up the Ovi-Catch mosquito trap.

breeding sites and records all of their treatment areas. Playing a major role in their mosquito management program continues to be the Ovi-Catch and Ovi-Planter.

"It's one of the top tools in our program, and I like that it's a non-toxic control," Kitchenman says. "Some of the properties I go on are full of mosquitoes, and it works great. It's reduced our callback rate tremendously."

