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2026 RODENT BATTLES

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SPECIAL ADVERTORIAL SECTION

When Less Bait Means Better Rodent Control

Serving as Saela Pest Control's technical supervisor for the past six years, pest management professional (PMP) Dennis Weiss understands what it takes to select products that deliver reliable results while supporting responsible pest management practices.

Based in Orem, Utah, Saela has partnered with BASF for more than 10 years. That relationship has grown

substantially over the past five years as the company expanded its use of Selontra Rodent Bait from BASF.

According to Weiss, one of the primary reasons Saela began using Selontra was the growing legislative scrutiny surrounding traditional rodenticides, particularly in Western states. Saela was also looking for ways to reduce the potential for secondary toxicity and better protect non-target wildlife.

"We wanted to take a step in the right direction," says Weiss. "We wanted to reduce secondary toxicity and be very conscious of the non-target wildlife we have out here."

When Saela first began testing Selontra, the team noticed



Dennis Weiss

something unexpected: Compared with the rodenticides they had used previously, rodents appeared to be consuming less bait. In the past, technicians might return to an account after a week to find that rodents had consumed entire blocks or sachets. With Selontra, bait consumption was noticeably lower.

But so were the rodent problems.

That change had a measurable impact on Saela's day-to-day service. Previously, technicians often returned to accounts to replenish bait stations after customers noticed rodent activity. With Selontra, Weiss says, bait generally lasts through the normal service interval, while rodent-related customer callbacks have diminished significantly.

The experience reinforced an important lesson for Weiss and his team: The amount of bait consumed isn't necessarily the best measure of success.

In addition, Prelontra Rodent Monitoring Soft Block from BASF helps PMPs make informed rodent-management decisions. Designed to work with Selontra, the non-toxic monitoring bait supports a two-step integrated pest management (IPM) approach, helping technicians identify rodent activity and determine where treatment is needed.

Because Prelontra contains no toxicant, technicians can use it to monitor feeding activity before deploying rodenticide. Once rodent activity is confirmed, technicians can transition to Selontra in

Rodent Battle

COMPANY: Saela Pest Control

BATTLEFIELD: 95 percent residential, 5 percent commercial

WAR STORY: "We were dealing with a routine rodent control situation at a residential account where our technicians frequently had to return because the customer continued to see rodent activity," explains Weiss. At the time, Saela Pest Control was still using traditional rodenticides, and technicians would often find that rodents had consumed significant amounts of bait — sometimes chewing through blocks or sachets within a week. The result was more service calls, more bait replenishment and continued concerns from the customer.

"We decided to switch to Selontra with this specific account," says Weiss. The Saela team made the decision in part because of their desire to move toward a rodent control approach that addressed growing concerns surrounding traditional rodenticides while continuing to deliver effective results.

Those results came in quickly. Instead of returning to find bait stations depleted and responding to repeated customer callbacks, the team found that bait was lasting through the normal service window. More importantly, the customer was no longer calling to report continued rodent activity.

WEAPON OF CHOICE

PROVEN SOLUTION: Selontra from BASF

WEBSITE: PestControl.basf.us

accordance with the product label, providing a targeted approach to rodent management.

"We recently completed an extensive internal field trial with Prelontra," says Weiss. "As a company, we're still evaluating those results, but we're excited to see the outcome and where this product can take us in the future."



Smarter Monitoring, Stronger Service

Founded in 2023, Burlington, Mass.-based Discreet Pest and Wildlife Services Inc. relies on Bell Laboratories' iQ technology to optimize rodent strategies across its commercial accounts. Owner Alicia Badolato says the iQ platform's user-friendly software and timestamped data made an impact from day one.

Discreet Pest and Wildlife prides itself on being a "white glove" pest control provider, serving large commercial accounts throughout Greater Boston that value cutting-edge tools and high-quality results.

"A lot of our larger commercial customers are all about technology and innovation, and the sensing technology has proven to be a huge success," Badolato says. "It makes it very easy for us to extract the data that our clients need and comply with audits, reporting and analysis."

For Badolato and her team, one of the biggest advantages of Bell's iQ product line is the ability to know which devices have experienced

rodent activity. Rather than spending valuable service time manually checking every device, technicians can quickly identify where captures have occurred and focus their attention on the areas that need it most.

"You're able to complete the service faster, and because you're able to complete the service faster, you're spending more time diagnosing why hotspots are hotspots," says Badolato.

That efficiency also helps Discreet Pest and Wildlife turn monitoring data into actionable insights. Using the free Bell Sensing portal, rodent activity data gathered by iQ products can easily be incorporated directly into customer service reports. The team can provide clients with a clear picture of what happened during each visit, including which devices were checked and where activity occurred.

"I would 100 percent vouch for Bell's iQ product line," Badolato concludes. "It has proven wonders for our company, and I'm sure it would do the same for yours."



**Alicia N.
Badolato, Esq.**



24/7 iQ PULSE RAT PULSE MOUSE T-Rat MOUSE EXPRESS LANDSCAPE

Rodent Battle

COMPANY: Discreet Pest and Wildlife Services Inc.

BATTLEFIELD: 80 percent commercial, 20 percent residential

WAR STORY: Moisture can create challenges that go beyond rodent activity itself. At one specific commercial account, Badolato and her team encountered traditional multi-catch traps that had deteriorated in damp environments. Over time, the metal components had rusted, including interior trap doors, affecting the equipment's ability to function properly.

"Sometimes they will rust to the point where they cannot even operate functionally," Badolato explains.

The team needed a solution that could withstand these challenging conditions while also helping technicians respond more efficiently when activity occurred. Bell's 24/7 iQ multiple-catch mouse trap offered both. Because the devices are constructed of durable, polycarbonate plastic, they eliminated the rust concerns associated with traditional metal traps. The integrated technology also showed the team when a capture occurred, allowing technicians to focus immediately on areas of activity rather than spending valuable time manually checking every device. That efficiency gave the team more time to investigate the underlying cause of rodent pressure and determine why certain areas had become hotspots.

WEAPON OF CHOICE

PROVEN SOLUTION: 24/7 iQ, powered by Bell Sensing Technologies

WEBSITE: BellSensing.com

Cornered: Shadowbox Stations Take Down Persistent Rodents

With a family legacy in pest management stretching back to 1951, Northwest Exterminating in Marietta, Ga., has relied on practical solutions to solve customer challenges for decades. For Blake Southerland, commercial account executive for the Rollins Inc.-owned brand, that means having the flexibility to select the right tool for a wide range of pest situations.



Blake Southerland

“Northwest has been doing business with Catchmaster Pro for as long as I can think of,” says Southerland. “Their Shadowbox Rodent Stations, for example, are in our arsenal of products that we use every single day that helps us get results.”

In 2025, the Bayonne, N.J.-based manufacturer launched the Shadowbox designed for mice, to great acclaim. This year, it debuted a larger Shadowbox specifically for rats. Both reusable devices are low-cost and easy to assemble,

with a discreet profile and multiple anchoring options.

Catchmaster Pro products aren’t reserved for special situations at Northwest Exterminating; they’re part of the company’s regular day-to-day operations.

“Having the Catchmaster Pro products allows us to have flexibility in whatever we’re facing,” Southerland explains, adding that they give him confidence that he can offer the best solution for the issue at hand, whatever it may be.

Southerland also points to the range within the Catchmaster Pro line as a key advantage. Whether it’s rodent control, insect control or pest monitoring, Northwest draws on Catchmaster’s full lineup to tailor its approach to each pest challenge and customer need, rather than relying on a one-size-fits-all solution.

“The value that these types of products add, whether it’s for an existing large company or a startup, is that they’re inexpensive in comparison to the results you’re going to get,” Southerland says, “whether it’s a residential or commercial account.”

Southerland recommends Catchmaster Pro products to pest management businesses of every size looking for tools that deliver results across both residential and commercial accounts.



Rodent Battle

COMPANY: Northwest Exterminating

BATTLEFIELD: 100 percent commercial

WAR STORY: A frustrated property manager called about an office building with a persistent house mouse (*Mus musculus*) problem. It was just one mouse, but it was proving to be elusive.

Southerland had just picked up several Catchmaster Pro Shadowbox Rodent Stations at a summer conference and decided to deploy them during a Friday inspection of the property. When he returned Monday, the mouse had been caught. This problem that had dragged on for weeks was resolved in less than 72 hours.

“I went out, set these traps, went back on Monday, and caught the one mouse that had been running rampant for the previous few weeks, and no one had been able to solve it,” Southerland says. “Shadowbox cut down on the time and costs to solve a problem and create a happy customer.”

WEAPON OF CHOICE

PROVEN SOLUTION: Shadowbox Rodent Stations from Catchmaster Pro

WEBSITE: CatchmasterPro.com

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Green is Good: Built to Last, Designed to Perform

Brian Alonso is a third-generation owner of Columbus Pest Control in Columbus, Ohio, and has been immersed in the pest management industry since childhood.

His father, Lonnie, and late grandfather, Orlando, are both *Pest Management Professional* Hall of Famers (Class of 2019).

At 16, Alonso began working summers for his father, continuing through college. After graduating from Capital University, he joined the family business full-time and has spent 25 years as a pest management professional (PMP).

His relationship with JT Eaton goes back even further. “I remember growing up going to the Ohio Pest Management Association’s summer meetings,” says Alonso. “Dale Baker, who’s now the president of JT Eaton, and I were on the kids’ side of the meeting running around while our dads were doing business.”

That early connection has grown into a decades-long professional relationship built on familiarity and trust. Today, Alonso relies on JT Eaton products in a variety of applications, and he is particularly pleased with two of the Twinsburg, Ohio-based manufacturer’s corrosion-resistant, high-visibility multiple-catch mouse traps. The Safe-Tee Repeater (420-SAFETEE) can capture up to 30 mice at



Brian Alonso

once, while its compact counterpart, the Safe-Tee Little Pete (423-SAFETEE), can capture up to 10 mice at once. Little Pete is up to 55 percent narrower than standard traps, so it can easily fit into tight or low-clearance spaces.

Because the bait-free traps stay set and ready, technicians don’t have to worry about bait being consumed between visits.

Beyond effectiveness, the stations’ durability and longevity make a meaningful difference in his day-to-day operations.

That efficiency extends to customers, too, Alonso points out with a chuckle: “The quality assurance professionals at these accounts have been appreciative of the stations because they’re not getting billed as frequently.”

In short, family friendships aside, Alonso says JT Eaton’s products have earned a permanent place in his toolbox because they combine effectiveness, durability and ease of use, especially when meeting the unique demands of commercial accounts.



Rodent Battle

COMPANY: Columbus Pest Control

BATTLEFIELD: 60 percent residential, 40 percent commercial

WAR STORY: Alonso recalls a difficult account at a meat processing plant where keeping rodent stations in place was an ongoing struggle. With forklifts moving throughout the facility and equipment packed into tight spaces, stations were at risk of being crushed or pushed out of position. The traditional white, black and aluminum-colored stations also blended into the industrial surroundings, making them difficult to locate when they went missing.

“I had one station that had completely disappeared,” he recalls.

Two of JT Eaton’s multiple-catch mouse traps were just the ticket to eliminate such concerns. The smaller footprint of both the Safe-Tee Repeater and Safe-Tee Little Pete helped solve the placement challenge, and their high-visibility, neon-green powdercoat finish made them easy to spot throughout the facility. During a cleanup before implementing the new stations, the team discovered two stations that had previously gone missing.

The difference was especially noticeable in the time saved on replacements, Alonso reports, adding, “It used to be every week I was replacing two or three of them, and it dropped down to maybe once in a while.”

With fewer damaged or misplaced stations, Alonso says he spends less time replacing equipment and more time servicing the account efficiently.

WEAPON OF CHOICE

PROVEN SOLUTION: Safe-Tee Repeater and Safe-Tee Little Pete from JT Eaton

WEBSITE: JTEatonPMP.com

Reliable Tools for Every Rodent Challenge

Chris Garcia has spent more than 30 years in the pest management industry, with experience across nearly every facet of the business: residential, commercial, bed bugs, fumigation and more. He's spent the last 21 of those years with Medina, Minn.-based Adam's Pest Control, where he's "worn just about every hat." Today, he serves as a regional manager, overseeing inventory and purchasing of pest control products.

Adam's Pest Control has done business with Kness since the 1970s, a relationship dating back to the company's founding in 1971. For Adam's, Kness isn't a new addition to the toolbox; it's a



“For consistency and quality in a commercial setting, I believe they're one of the best commercial traps in the industry.”

— Chris Garcia



partner the company has relied on for generations.

Garcia knows that effective rodent control begins with a thorough inspection and choosing the right traps, and that's why he continues to go back to Kness.

"The Pro-Ketch is Adam's Pest Control's most popular and go-to Kness trap," he says, noting it's used primarily on commercial accounts. Designed to catch multiple mice, it doubles as an effective monitoring tool.

Garcia says the throughline across Kness' product line is durability, consistency and longevity. "They've always been very solid," he adds, noting that this reliability translates directly into better service and stronger customer satisfaction.

He also values the relationship itself, knowing he can call Kness for support when needed, and that the company is willing to work with him on product development.

"For consistency and quality in a commercial setting, I believe they're one of the best commercial traps in the industry," Garcia concludes.

Rodent Battle

COMPANY: Adam's Pest Control

BATTLEFIELD: 50 percent commercial, 50 percent residential

WAR STORY: A food manufacturer called Adam's Pest Control after trying other companies with no luck; the house mouse (*Mus musculus*) problem simply wouldn't go away. Garcia knew the job had to start with the basics.

"Rodent control always starts with a very thorough inspection and customer interactions," he says. "Asking lots of questions to identify what's going on in the structure, and then you strategically put a plan together."

For this account, the plan centered on a trap he's relied on for years. "The Pro-Ketch is kind of our go-to trap," he says. Once it was deployed, results came almost immediately; mouse activity that other companies had failed to resolve was brought under control in short order.

What made the difference, Garcia says, was using a tool he trusts. "Durability and consistency are very important to us," he concludes. "Kness is a solid company, a Midwest company, that puts out a good product that I would stand by."

WEAPON OF CHOICE

PROVEN SOLUTION: Pro-Ketch from Kness

WEBSITE: Kness.com

From Trial to Trusted Solution: Why FirstStrike Stands Out

For more than a decade, Trey Hodson, general manager of Big River Pest Control in Hannibal, Mo., has worked with Liphatech and knows the manufacturer's products and support quite well. When Big River began transitioning from bait blocks to soft bait around 2015, the company evaluated several options before finding the right fit.

"Through testing periods of a couple of other baits, FirstStrike proved itself for our general needs," Hodson says.

That evaluation process gave Big River confidence that FirstStrike Soft Bait could meet the company's needs across its accounts. Building on that testing, Hodson says when comparing FirstStrike with the bait blocks the company had previously used, "the product stood out for its palatability, ease of use and results."

The product has since become a standard part of Big River's rodent-

management program. Hodson says the company has seen a noticeable reduction in rodent callbacks since adopting FirstStrike.

"We really don't have rodent callbacks," Hodson says. "We use it on every account where rodenticides are being applied. FirstStrike is our sole soft bait."

For Hodson, the experience extends beyond the product itself. He also points to his long-standing relationship with Liphatech and its representatives as an important part of the partnership.

"The reps and their products definitely speak for themselves," he says. "Liphatech as a company is great to work with."

Based on his experience, Hodson says other PMPs considering FirstStrike should give it a try.

"We have definitely had great success with it," he says. "We're happy with the product, the company and the representatives who work for them."



Rodent Battle

COMPANY: Big River Pest Control

BATTLEFIELD: 60 percent residential, 40 percent commercial

WAR STORY: One particularly challenging account demonstrated the product's value. When Big River took over a commercial restaurant account that had been experiencing an infestation of house mice (*Mus musculus*), the previous pest management provider had been unable to get the problem under control. The account was experiencing more than 20 mice per week.

Big River decided to combine FirstStrike with exclusion work. That approach helped to knock down the mouse population quickly. Within three months, mouse activity had been reduced to zero.

"It was a lot of time and effort," Hodson admits. "But obviously, FirstStrike definitely helped us."

WEAPON OF CHOICE

PROVEN SOLUTION: FirstStrike from Liphatech

WEBSITE: Liphatech.com



“We’re happy with the product, the company and the representatives who work for them.”

— Trey Hodson

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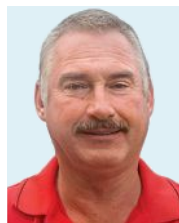
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Three Decades, One Bait: How Talon Weatherblok XT Earned a Veteran PMP's Trust

Pest management professional (PMP) Brian Beining has worked in the pest control industry since 1980, spending most of his career self-employed as owner of Buckeye Exterminating Inc. in Ottoville, Ohio, a market with significant agricultural activity.

Beining has partnered with Neogen for about a decade, though his history with SureKill Talon Weatherblok XT goes back over 20 years, to when the product was registered under Syngenta.

Beining says SureKill Talon Weatherblok XT has become essential to his day-to-day work. "My role is primarily troubleshooting," he says. "So, I handle a lot of the difficult accounts, and difficult call-in jobs and things of that nature, and



“The best part of Talon Weatherblok XT is its acceptance by the rodents. In many cases, it gives us complete control.”

— Brian Beining

Talon Weatherblok XT helps make my job easier.”

At Buckeye Exterminating, Beining regularly runs side-by-side comparisons of SureKill Talon Weatherblok XT against other baits on the market. Based on those comparisons and more than three decades of field experience, he considers it to be a sure bet.

“The best part of Talon Weatherblok XT is its acceptance by the rodents,” Beining explains. “In many cases, it gives us complete control. And the control that comes with that bait acceptance seems to be as good or better than any other product that we’ve used.”

After decades of relying on SureKill Talon Weatherblok XT, Beining’s message to fellow rodent control professionals considering the bait is simple: “Try it. I don’t think you’ll be disappointed.”



Rodent Battle

COMPANY: Buckeye Exterminating Inc.

BATTLEFIELD: 40 percent commercial, 40 percent residential, 20 percent agricultural

WAR STORY: One of the biggest challenges Buckeye Exterminating faces on agricultural accounts is competing food sources. At a grain farm in rural northwest Ohio, house mice (*Mus musculus*) had no shortage of feed options. Getting them to accept a bait on that property was the first, and toughest, battle the crew faced.

That’s where SureKill Talon Weatherblok XT earned its place. On that farm, Beining ran side-by-side comparisons and rotated baits throughout the year, but SureKill Talon Weatherblok XT kept winning out.

“It’s a bait that still seems to be pretty readily accepted in situations where other food options are available to rodents,” he says.

That acceptance is what got the account under control. After testing other products against it on that same property, Buckeye Exterminating kept coming back to SureKill Talon Weatherblok XT.

“It’s been our go-to bait most of the time, especially when starting initial services, for more than 20 years,” Beining says.

WEAPON OF CHOICE

PROVEN SOLUTION: SureKill Talon Weatherblok XT from Neogen

WEBSITE: NeogenProfessionalPest.com

Doing Something Different to Deliver a Better Customer Experience

For one North Florida pest and wildlife management company, standing out means doing more than what customers expect. Coastal Wildlife and Pest Services uses Skyhawk Trapmate remote monitoring technology on residential rat-trapping jobs as part of its strategy to deliver a premium service experience.

"We knew we had to do something different than what everybody else was doing," says Jason Shepard, who founded this Jacksonville, Fla.-based firm in 2021. "If we are going to go out into this market and proclaim to be the best, and proclaim to be better than everybody else, we cannot do what everybody else does."

Before implementing remote monitoring, Coastal technicians checked roof rat (*Rattus rattus*) traps on a regular schedule, sometimes twice a week. That meant spending time and fuel traveling to jobs even when no traps had been triggered.

With Skyhawk Trapmate devices, the team receives an alert when a trap is tripped, allowing technicians to respond when action is needed. The device is compatible with most rodent control brands on the market.

"One of the big things we talk to customers about is our ability to know the trap has tripped before they could ever

smell a dead rat," Shepard says. "We know when they're tripped, so we don't need to have to make unnecessary trips to check traps."

The technology also helps support the company's larger goal of differentiating itself in a competitive market.

"The expense of the devices is washed out by the eliminated trap checks," Shepard says. "You've not only cut your technician costs, but you've also enhanced your customer experience."



Jason Shepard

Shepard describes the results as a chain reaction: A better experience can lead to better reviews, stronger lead generation and a more powerful position in the market.

For this company, investing in technology isn't just about monitoring traps; it's about doing something different to deliver something better.

"In order to be better than the rest, we have to do something different," Shepard says. "And this is one of the ways we've chosen to be different."



Rodent Battle

COMPANY: Coastal Wildlife and Pest Services

BATTLEFIELD: 50 percent commercial, 50 percent residential

WAR STORY: On many residential roof rat jobs, Shepard's team set six traps in the client's attic, checking up to twice a week. Sometimes, a rat would be caught shortly after a technician left, leaving the homeowner to discover the problem first when the odor developed.

Each time a customer called Coastal Wildlife and Pest Services to complain about smelling a dead rat, the company would have to dispatch a technician on short notice. This meant the company was spending money on labor, fuel and fleet resources on an issue that could have been prevented.

Shepard's company then decided to deploy Skyhawk Trapmate's Hub and Vibration Magnet Sensors on their traps. Now, rather than waiting until the next scheduled check, or until their client calls them, the team receives an alert whenever a trap is triggered.

"If a trap trips at 2 a.m., we come into the office, we have an alert, we know the trap is tripped, we can dispatch a technician to get it before it ever starts to cause the odor," says Shepard.

Now, Shepard and his technicians can act before a caught rodent becomes a customer complaint.

WEAPON OF CHOICE

PROVEN SOLUTION: Hub and Vibration Magnet Sensors from Skyhawk Trapmate

WEBSITE: Trapmate.ai