A SUPPLEMENT TO

PMP

Pest Management Professional

2026 COCKROACH MANAGEMENT SUPPLEMENT



Cockroach Control Trifecta

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MGK helps PMPs offer smart cockroach management solutions



BY TOMMY POWELL
MGK Technical Field Specialist

German cockroach (*Blattella germanica*) control can be extremely challenging, but few things are more rewarding than eliminating a population from an account. As a public health pest, German cockroaches can impact the health and well-being of occupants, making effective control especially important.

Successful control starts with understanding cockroach biology. The majority of a German cockroach population consists of nymphs, and nymphs and gravid females tend to remain close to harborage areas. As a rule, I focus control measures within approximately 3 feet of identified harborage areas.

During inspection, identify as many harborage areas as possible and determine whether the infestation is heavy, medium or low. Once you determine the infestation level, you can select control measures accordingly.

Heavy infestations: Reduce the population quickly

With a heavy infestation, the initial goal should be rapid population reduction. Physical removal with a vacuum, combined with fast-acting products such as Shockwave 1 Flushing, Killing & Residual Aerosol, can help accomplish this.

Shockwave 1 is formulated with five active ingredients to flush insects from harborage areas, kill by contact and provide residual control. It also contains NyGuard IGR, an insect growth regulator that helps disrupt the cockroach life cycle. Remember, harborage areas may extend beyond kitchens and bathrooms. After reducing the initial population, continue control measures before cockroaches have an opportunity to rebound. I recommend conducting another assessment within two weeks.

Medium infestations: Target harborage areas

With medium infestations, baits such as MGK's Vendetta line and products such as Sumari Insecticide can be incorporated into the control program. Sumari combines broad-spectrum pest control with NyGuard IGR in a single product, providing two modes of action.

When baiting, placement matters. Apply bait as close to identified harborage areas as possible — remember the 3-foot rule — and match the amount of bait to the level of infestation.

A consistent bait rotation program is important. Vendetta Plus Cockroach Gel Bait contains abamectin, making it a useful rotational option with Vendetta Nitro and Vendetta 360 Cockroach Gel Baits, which contain the Group 4A active ingredient clothianidin. Rotating bait matrices and active ingredients can help maintain an effective long-term control program.

Low-level infestations: Find what you missed

If German cockroaches are no longer present in typical harborage areas but a few continue appearing on monitors, you may be dealing with a hidden harborage area that was missed during the initial inspection.

Use monitors to help pinpoint its location. Glue boards containing first- and second-instar nymphs, and potentially gravid females, can indicate a harborage area is nearby. Once located, these areas can be targeted with bait.

If the hidden harborage cannot be identified, NyGuard IGR Concentrate can provide another tool for the control program. Its versatile label allows pest management professionals (PMPs) to treat a variety of areas where cockroaches may be developing.

Ultimately, matching your strategy to what you find in the account can help turn even a challenging infestation into a successful control program.

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Cockroach Control Trifecta

Using a three-pronged approach helps pros succeed

By Diane Sofranec | *PMP* Senior Editor

No matter which cockroach species pest management professionals (PMPs) encounter — German (*Blattella germanica*), American (*Periplaneta americana*), Oriental (*Blatta orientalis*), smoky brown (*P. fuliginosa*), or Turkestan (*Blatta lateralis*), to name a few — customers rely on a pro's expertise to conquer infestations. A three-pronged approach of thorough inspections, the use of a variety of control solutions and an insistence on customer cooperation leads to revenue growth from referrals and repeat business.

Cockroach management is good for a pest control company's business. Indeed, *Pest Management Professional*'s (*PMP*'s) 2026 Cockroach Management Survey shows 59 percent of respondents experienced an increase in cockroach job volume from 2024 to 2025. Looking ahead to 2026, 76 percent expect their cockroach management revenue to grow, and no one who answered our survey expects revenue to decrease.

Take a closer look

Because cockroaches typically prefer to stay out of sight, thorough inspections and positive identification are crucial.

"A missed German cockroach ID can drastically affect your callback rates, so don't be afraid to get your hands dirty," says Cameron Brennan, owner of Brennan Pest Control in Pensacola, Fla. "Move that fridge, look under that sink, or do something *really* crazy and ask the customer some pertinent questions."



Courtney Fincher

A good inspection will reveal the level of the infestation and the vicinity of the cockroach activity, says Courtney Fincher, owner of A-1 Exterminators in Lodi, Calif. Then, you will be able to choose the appropriate solutions. Always keep in mind that the label is the law when applying chemical treatment.

"The label will give you the proper ratios and tell you when to reapply," she says. "Customers often want one 'heavy spray' to fix the problem, but applying products properly and giving them time to work is more important than simply using more."

Because cockroach management solutions continue to evolve, consider experimenting with new products that come on the market. Brennan says he

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Profitability by Account Type

1. **Single-family homes**
2. Apartments & multi-family housing
3. Restaurants
4. Food processing plants & warehouses
5. Resorts & hotels
6. Schools & daycare centers
7. Healthcare facilities
8. Planes, trains & buses

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Continued from page CM3
learns by asking other PMPs, reading professional blogs and magazine articles, and reviewing scientific publications.

"There's a lot of information out there, so try to be open to new approaches," he says. "Being good at what you do is a byproduct of refining your current strategies. Being the best, though, means looking ahead to future challenges and filling in the gaps we never even knew existed."

Evaluating your results will allow you to make informed decisions, Brennan adds, but don't expect one product will solve the problem.

"The best products in the wrong hands can be less effective than subpar products in the right hands," he says. "Sometimes no product will solve the problem because a non-chemical solution is needed."





"Move that fridge, look under that sink, or do something really crazy and ask the customer some pertinent questions."
— Cameron Brennan

Consider several options

Treatment success often will depend on customer cooperation. Even the best control solutions will fail if you don't share your treatment strategy.

"My B&G may have a wand, but it doesn't make it magical," Brennan quips. "Make sure customers know what to do before, during and after your service."

Also, make sure customers give you access to the areas you need to address, he adds. Otherwise, your treatment won't be effective.

The philosophy at Brennan Pest Control is that no *one* thing solves everything.

"Layer your approach in such a way that even if one element doesn't work, you have other elements that will get the job done," Brennan says. "Start with considering all the non-chemical strategies, like educating the customer about how and where they store food."

A-1 Exterminators ensures success by having a good protocol in place, Fincher says. That includes customer expectations and preparation, along with a treatment and follow-up schedule.

One of the keys to success when providing cockroach management services is education, and not just for technicians.

"Educate your whole team. Your office staff plays an important role in explaining the process and setting expectations with customers," Fincher says. "Keep training and learn from others in the industry. We can all learn from one another." **PMP**

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MORE ONLINE For additional cockroach management insights, visit **PMPPestTalk.net.**

Top 3 Cockroach Management Drivers



1. Repeat business and referrals
2. Control solutions are more effective today
3. Increased awareness of public-health risks

Top 3 Cockroach Management Obstacles

1. Do-it-yourself (DIY) products
2. Educating home and business owners and municipalities on related public-health risks
3. Fierce pricing competition



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Rising to the Cockroach Challenge

***Pest Management Professional*'s 2026 Cockroach Management Survey asked readers to share their memorable cockroach control experiences. See more at PMPPestTalk.net.**



John Judge

▶ We experienced a situation with a major American cockroach issue at an apartment complex. Trying to deal with the issue above ground did not alleviate the problem. So, we partnered with another company that had a scientist come out, and we went below ground — literally into the sewers via manhole covers in the middle of the road.

It was there we came across millions of cockroaches. The scientist commented that it was the worst he had ever seen. Since the sewers were the source of the issue, we then focused treatment efforts there. It took about three to four weeks to eradicate the cockroaches in the sewer, but once that was done, we had almost complete control of the problem thereafter.

In this case, going underground helped solve the problem. For challenging cockroach infestations, avoid treating symptoms without first identifying the source. Complete a thorough inspection, review sanitation and structural conditions, study utility pathways, and follow the activity beyond the immediate property. In this case, above-ground treatments provided temporary relief, but the sewer system continued to exert significant pressure. Once we identified and treated the source, we gained control.

— John Judge, ACE, VP of Operations, Certus, Tampa, Fla.



Scott Campbell

▶ One of two brothers living in a duplex called about seeing German cockroaches. When I pulled out his refrigerator, thousands of cockroaches scattered. Drawers had squished cockroaches where they opened and shut.

I asked the young man, "Dude, do you have a girlfriend?"

He said, "Yes."

I said, "I'll bet you don't bring her here!"

He said, "Hell no!"

I offered four services 21 days apart. At each service, I rotated active ingredients and guaranteed I would break the lifecycle. Each visit, I dusted voids, used insect growth regulators with different active ingredient adulticides, baited with gel-based cockroach baits, and used glue boards to monitor for activity. In 84 days, there was no activity.

A couple of weeks later, he sent me a picture of him and his then-girlfriend having a candlelight dinner in his duplex. They eventually married, and I still service them quarterly at the home they purchased a year after their wedding. He still reminds me about that duplex and says he probably wouldn't be married if he hadn't met me. Whenever I'm there, their child likes to hold my flashlight and follow me around, shining it where bugs would be. Needless to say, I gained a client for life.

— Scott Campbell, President, Abode Pest Solutions, Sorrento, Fla.

▶ A home had tens of thousands of German cockroaches — mostly in the kitchen behind the appliances, but pretty much everywhere, including the ceiling.

On the first visit, I prepped treatment areas by pulling drawers out of cabinets, ensuring items are away from areas to be treated, and flipping furniture. In extreme situations like these, I use a quick knockdown aerosol. Optionally, you can hold up the can and say, "By the power of Grayskull ... I have the power!" You should have a respirator on by this point so nobody else will be around to hear it, but you'll know.

After that, I did a thorough liquid application using a juvenile hormone disruptor, starting in the kitchen. I used "The Little Drummer Boy" technique, where I kept my feet moving to reduce the likelihood a cockroach would inadvertently crawl up my leg. It looks silly, but it works.

I applied a little bit of bait in non-treated areas, but not too much. At this stage, the liquid and aerosol treatments were doing the heavy lifting. Then, I placed insect monitors in key areas.

On the second visit, before treatment, I asked the customers about any hot spots that needed attention. This allowed me to focus on problem areas. This visit used different products for different active ingredients. It was the finesse visit, where fine-tuned dusting and baiting were key. I placed additional insect monitors in appropriate areas.

I called the customers back about one month later to make sure they knew we were committed to doing a good job. It also allowed us to get ahead of the issue before they had to call us back.

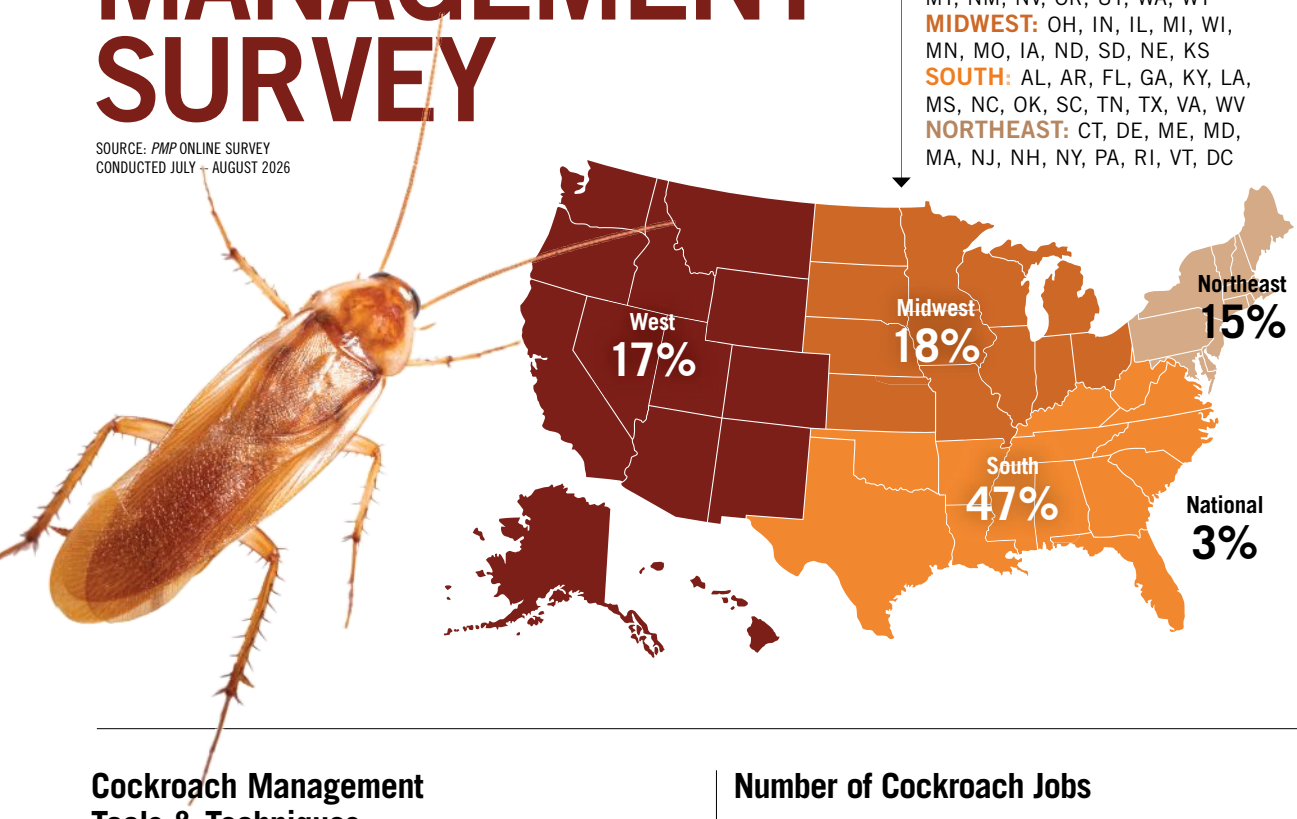
— Cameron Brennan, Owner/Operator, Brennan Pest Control, Pensacola, Fla.

COCKROACH MANAGEMENT SURVEY

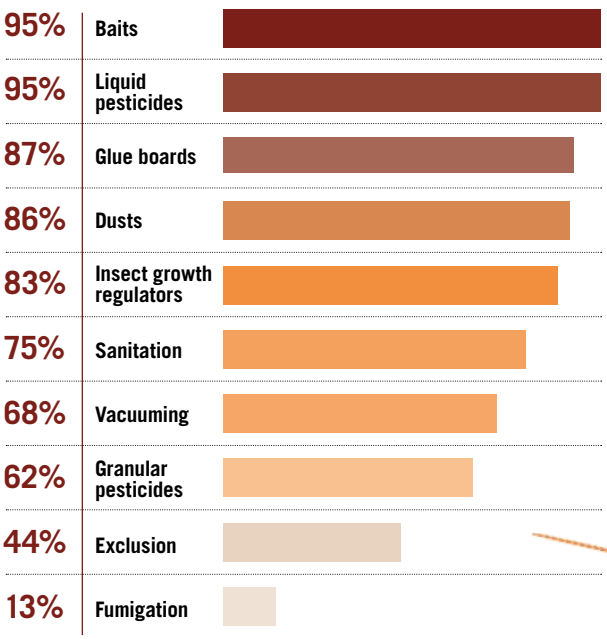
SOURCE: *PMP* ONLINE SURVEY
CONDUCTED JULY – AUGUST 2026

Area of Operations

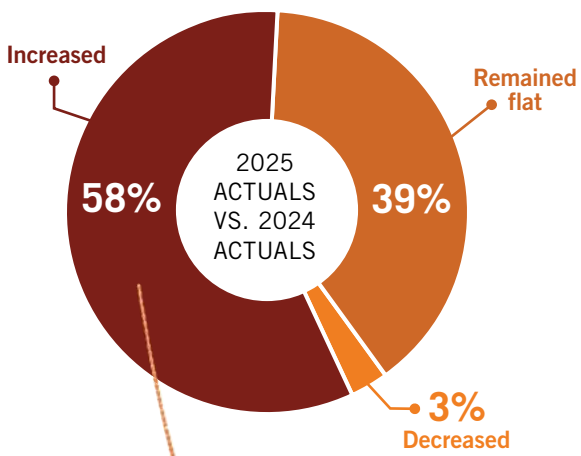
WEST: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY
MIDWEST: OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS
SOUTH: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV
NORTHEAST: CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, DC

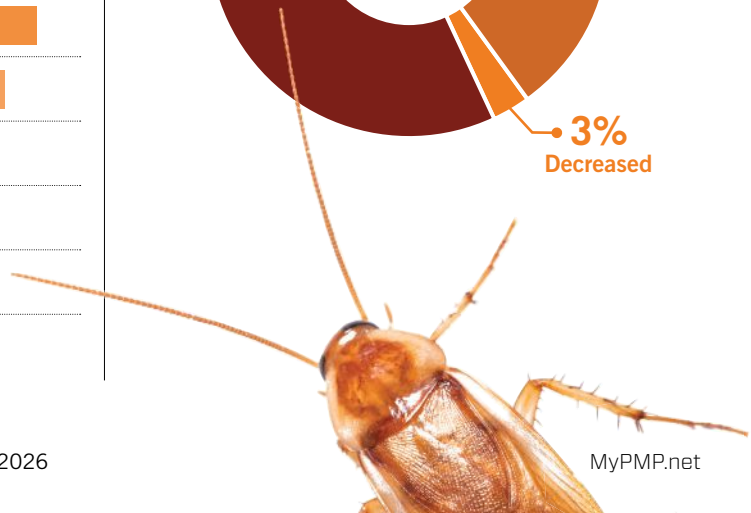


Cockroach Management Tools & Techniques



Number of Cockroach Jobs





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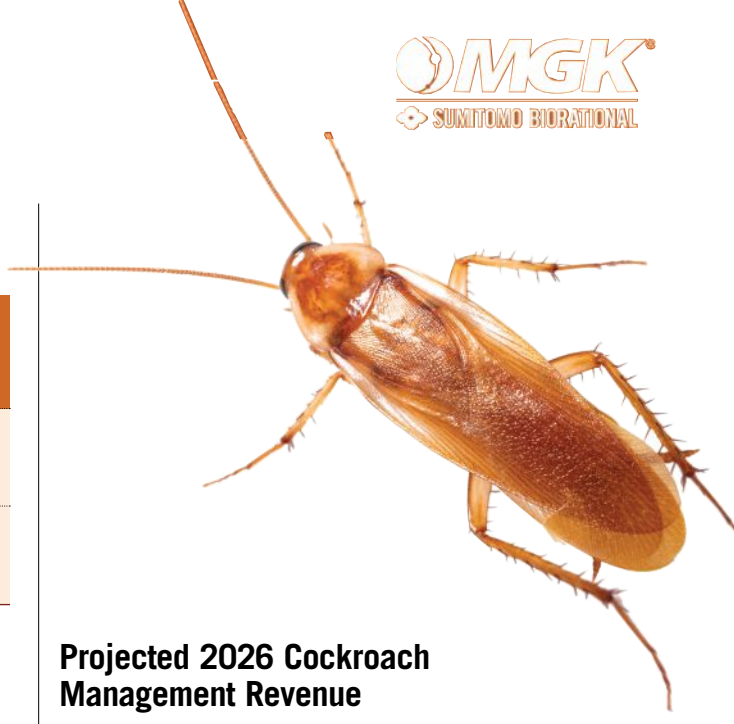
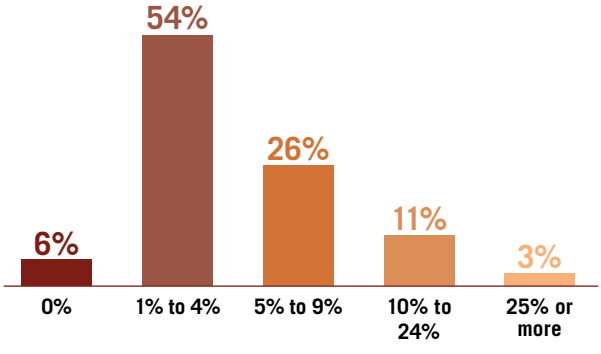


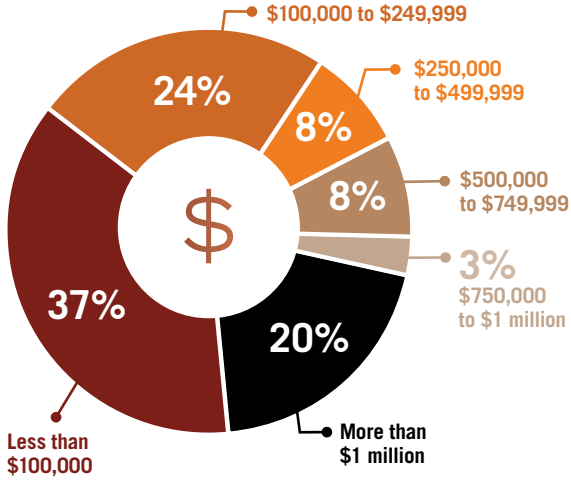
Projected 2026 Cockroach Management Revenue by Structure Type

	RESIDENTIAL	COMMERCIAL
51% or more of cockroach management revenue	47%	19%
50% or less of cockroach management revenue	53%	81%

Projected 2026 Cockroach Management Callback Rates



Projected 2026 Cockroach Management Revenue



Account Types Served

91%	Single-family homes
80%	Apartments and multi-family housing
73%	Restaurants
61%	Schools and daycare centers
46%	Healthcare facilities
44%	Food-processing plants and warehouses
44%	Resorts and hotels
16%	Planes, trains and buses

Cockroach Management Revenue

2026 PROJECTIONS VS. 2025 ACTUALS

3%	Project an increase of 50% or more
16%	Project an increase of 25% to 49%
39%	Project an increase of 10% to 24%
18%	Project an increase of 9% or less
24%	Project revenue to remain flat

Most-requested Cockroach Management Service Frequency

1. Monthly
2. Quarterly
3. Weekly



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INNOVATIVE SOLUTIONS.
UNMATCHED EXPERTISE.

MGK is your partner for effective cockroach control. Our powerful portfolio of solutions helps tackle persistent cockroach infestations and deliver reliable control with confidence



Vendetta® Cockroach Gel Bait

Vendetta Cockroach Gel Bait is designed for the control of cockroach infestations, including severe infestations. Its balanced nutrient matrix is formulated to be palatable to both bait-averse and non-averse cockroaches. Vendetta is applied as a spot or crack and crevice treatment, making it easy to use in a wide range of residential, commercial, and industrial environments.



Vendetta® Plus Cockroach Gel Bait

Vendetta Plus combines two modes of action to kill German cockroaches where they hide. Its highly palatable bait matrix is effective on both bait-averse and non-averse populations. Ideal for use in rotation with other Vendetta baits as part of a comprehensive resistance management program.



Vendetta Nitro® Cockroach Gel Bait

Vendetta Nitro combines two modes of action to target both visible and hidden cockroach populations. The palatable bait matrix is designed for heavy German cockroach infestations. This easy-to-use bait plays a key role within the Vendetta rotation, providing a go-to option for more severe infestations when timely control is needed.



Vendetta® 360 Cockroach Gel Bait

Vendetta 360 is the ideal rotational cockroach gel bait in an advanced roach defense system, combining a novel food matrix with two modes of action. The bait matrix is formulated to attract both bait averse and non-averse cockroaches. Apply in cracks and crevices where cockroaches live and harbor to kill them with an easy-to-use formulation.



Sumari® Insecticide

Sumari Insecticide is a versatile insecticide for control of ants, German cockroaches, and a broad spectrum of other insects in residential and commercial accounts. Featuring dual modes of action and NyGuard® technology, Sumari is designed to help PMPs get the job done right the first time.



Shockwave® 1 Flushing, Filling & Residual Aerosol

Shockwave 1 Aerosol combines flushing, a residual adulticide, and NyGuard® IGR in one convenient, ready-to-use aerosol. From cockroaches and stored product pests to ants*, flies, and fleas, Shockwave 1 provides broad-spectrum insect control for residential and commercial accounts, including food and non-food areas of food-handling establishments.

SCAN TO SEE OUR FULL PRODUCT LINEUP

*Excluding fire & carpenter ants

Always read and follow the EPA-approved product label.

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