

Pestech News



ISSUE 1 2006

News of interest to
Pest Control Professionals

Can we feature your business?

Do you have an interesting
approach to your business?

Do you do things a little differently or
have a useful tip to offer?

We'd like to hear about it to feature in
future editions of Pestech News.

Please email
howard@mediasupportservices.net

Welcome to our first edition



Eris Hess

Welcome to our new quarterly
newsletter 'Pestech News'.

The purpose of 'Pestech News' is
simply to keep in touch with you and to
demonstrate how much we appreciate
being a part of your business.

Over coming issues 'Pestech News'
will inform you of new products and
services and feature special topics of
interest.

We trust you find its content
interesting, informative and at times, even
amusing.

If you feel
there is an issue
that we should
raise amongst this community of ours,
please write and tell us, or phone us.
We will be delighted to have your
participation.

As is appropriate to the season, this
issue's lead article is about termites and
the business they bring us.

In future issues, we'll be focusing on
such topics as rodents and birds, IPMs
and general pest control.

DIARY Pestech Seminars

16/5/2006 SYDNEY

Dooley's Catholic Club: 24 John Street, Lidcoln
9am 5:30pm

17/5/2006 NEWCASTLE

Windale Gateshead Bowling Club:
2A Lake Street, Windale
9am 5:30pm

1/6/2006 CANBERRA

Comfort Inn Airport: 57-73 Yass Rd Queanbeyan
1pm 6:30pm

2/6/2006 WOLLONGONG (TBA)

1pm 6:30pm

20/6/2006 LISMORE

Lismore Workers Club: 231 Keen Street, Lismore
1pm 6:30pm

21/6/2006 COFFS HARBOUR

Country Comfort Coffs Harbour: 353 Pacific
Highway, Coffs Harbour
1pm 6:30pm

22/6/2006 TAMWORTH

Alandale Motor Inn
Cnr New England Hwy &
Burgmanns Lande, Tamworth
1pm 6:30pm

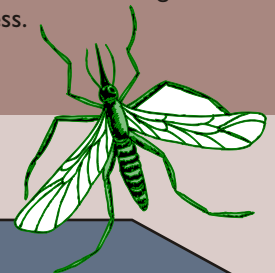
26-29/7/2006 F.A.O.P.M.A Conference

(Incorporating the Environmental
Pest Managers Conference)

Go to website and register: Subscribe a friend

Keep in touch with Australia's pest control community - have Pestech
News delivered to your email address every quarter. Or subscribe a friend!

Simply email us at sales@agservaustralia.com with your name, indicating which
email address you wish to have Pestech News sent to. If you are subscribing a friend,
please provide your name and his/her name and email address.



Inside:

■ Termite time
spells opportunity!

■ Mozzies offer
chance to promote

Mozzies offer your business 'promotional opportunities'

While ticks or termites are very dangerous pests, they're not everywhere; but mosquitoes are, and they are potentially lethal.

In Australia, pest managers tend not to be consulted on the control of mozzies.

Mozzies seem to be regarded as some kind of evil nobody can do anything about, apart from lighting smudge pots or blasting away with aerosol cans.

Practically a protected species!

But there is some good that the pest management community can do about them, and while it will hardly pay in cash, the business benefits are extremely good.

The most effective means of reduction of urban mozzie populations where broad-acre spraying is impracticable is through source reduction.

This simply means policing any containers, pots or gutters in and about a home to ensure they're not breeding spots.

This practice has been proven effective in fact it is enforced by law in Hong Kong.

It's a golden opportunity for the professional pest manager to demonstrate professionalism, public spiritedness and to get lots of free public exposure.

Taking the message of source reduction to your community by writing to your

local newspapers and radio stations, perhaps generating a press release, explaining what to do, and why, could sooner or later get you into the news with a story that will promote your business better than any advertising campaign you could afford!

For those with a sense for marketing, it's an opportunity.

Will bird flu lead to bird control?

With almost daily talk of threats from an outbreak of bird flu, pest controllers are likely to have the prospect of being called on for bird control. To capitalise on this we are offering one day courses on planning implementing bird control programs latter in the year. Please contact us for details.

In the US at least one firm is capitalising on this, offering one-day courses on planning and implementing bird control programs.

Birds have long been a pest because

they spread germs, carry lice and other pests, and they're definitely not house-trained.

We can supply tailored solutions for bird control so call us for further info.



Termidor tested

Termidor is demonstrating its outstanding endurance and high potency in termite control through an extensive series of trials conducted by CSIRO.

These trials show convincingly that Termidor maintains its potency and control of termites, even more than eight years after treatment.

BASF Technical Manager for Pest Control in Australia, Scott Kleinschmidt, says that the trial results provide a strong foundation for the company to seek label endorsement for a longer period of successful control for all species of subterranean termites.

The trials conducted in a wide variety of climatic, soil and terrain conditions simply reinforce that overseas experiences with Termidor are being replicated 'down under' in every scientific trial and with every structure treated.

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YEARS AND STILL GOING STRONG!

Trials conducted in Australia by CSIRO showed that Termidor provides complete control, even 8 years after application. Despite exposure to the elements at CSIRO sites in NSW, SA, Vic and Qld, Termidor still provided 100% control of all termites in less than 14 days.



Contact your BASF distributor for further details or call The Termidor Hotline on 1800 006 393. www.termidor.com.au



Termite time spells opportunity-operators must show their credentials

It's termite time again around most of Australia, and pest managers will be aware of the damage they do, the work involved in eradicating and keeping them out, and the opportunities these persistent little bugs give to our businesses.

A recent report by Choice Magazine (the Consumer Protection mouthpiece) on termites and their control quoted that 130,000 houses in Australia are treated for termite damage every year and that one in five of all houses is treated some time in its life span.

That's a nice market opening! To read more of the article go to <http://www.choice.com.au>

When you consider the size of this market and the need for greater sophistication in applying environmentally friendly products that justify higher fees, its enough to bring a fine mercenary gleam to an entrepreneurial pest manager's eye.

It's not all beer and skittles though. The industry still suffers from a certain amount of public scepticism thanks to a hangover of its 'cowboy days'.

The professional pest manager must instill customer confidence, just as a surgeon or a lawyer must do. Perhaps more so because of the dubious early days of the industry.

The Choice Magazine article provides a check-list of required knowledge, documentation and certification, and of various other 'supports' that your customer will want to see.

These are not difficult to have in place, and once there should satisfy the most stringent enquiries.

Questions to answer

The questions you must be prepared to answer include information about your business, how long you've been trading, your real address, association membership, accreditation, indemnity insurance (you will need copies), your recent references and so forth.

Next, you must be able to present the qualifications and experience of your inspector in acceptable terms and take the time to share information and discuss options with the customer.

The report says that an inspection should take 2-3 hours and if the inspection takes less than two hours, perhaps it was not thoroughly done.

The inspector must know his pests and his science and be prepared to answer questions on both the pests and the treatment options, and on the environmental aspects of these. Carrying a sheaf of supplier brochures on pests and treatments will help, and will support the professionalism of the inspector.

Use as a marketing tool

It's a good idea to use the article as a marketing tool.

You can either buy printed 'on-runs' from Choice, and perhaps letter-box these together with your own promotional flyer, or you can advise all potential customers to visit the website where they can read the report online.

To summarise, if you can happily respond to all the questions it makes sense to use the report to promote your business!



Mastotermes darwiniensis

Rodent Control Products for the Professional

Pest control professionals are offered a highly effective line of rodent control products from Bell Laboratories.

Rat and Mouse Baits - noted for exceptional rodent acceptance and control. Bell's pellet, Blox and meal baits contain the highest grade toxicants and food-grade ingredients.

Tamper-resistant Bait Stations - keep bait away from children, pets and non-targets. Bait stays fresh longer, too.

Non-poisonous Glue Boards - capture rats, mice and insects where baits are ill-advised - restaurants, food processing plants, homes.

Mechanical Rat and Mouse Traps - State-of-the-art, easy-to-use, effective.

AT LAST, THE TOTAL TERMITE SOLUTION.

HomeGuard®, is the first ever AVPMV registered, physical termite barrier in a single sheet form. This precision termite management system proactively and effectively kills, repels and physically restricts termites. Environmentally and user friendly, HomeGuard also doubles as an approved moisture barrier to save you money.

HomeGuard does all this and more.

Using a proven termiticide developed by -MCC-, Australian made HomeGuard is an innovative and effective termite solution for most pre-construction situations. Just compare some of the superior features of HomeGuard over those of other physical barriers!

- non-scheduled and non-sensitising
- won't corrode or delaminate
- light and manageable
- quick and easy to install
- Federally registered - proving it works on termites in all regions
- backed by a 10 Year Warranty*



If you've been locked out of the termite barrier business, break down the barriers with HomeGuard.



For more information
FreeCall 1800 666 355 or visit
www.homeguardptm.com.au

*HomeGuarded the HomeGuard (see also section 11) of -MCC- Corporation.
Copyright © 2003 -MCC- Australia Pty Ltd.

*HomeGuard We only is in this and special terms and conditions must be read for a supply. CONTACT: 1800 666 355 or visit www.homeguardptm.com.au

NEW PRODUCTS

FMC Australasia launches HomeGuard – Precision Termite Management System

FMC, a name synonymous with Termite Management Solutions in Australia with Biflex, has launched the first ever AVPMA registered physical termite barrier system HomeGuard.

Installed into the structure during the construction phase by an Accredited

HomeGuard installer, this single sheet, non-scheduled, non sensitizing product doubles as an approved DPC and high impact moisture barrier.

Unlike many physical barriers, it proactively kills and repels termites and is backed by a conditional warranty.

The product will be available from us

please ring us for info.

Accreditation courses are limited to licensed Pest Managers, who can apply to FMC for an expression of interest to become a HomeGuard Installer.

Simply phone 1800 066 355 and the necessary documents will be forwarded to you.

Premise foam receives registration in Australia

New Tool Now Available to Help Pest Management Professionals Build Business

Bayer Environmental Science has received registration approval for its Premise Foam to be used Australia wide.

David Priddy, business manager for Premise Termite Elimination says the product offered Pest Management

Professionals an excellent tool to help close sales and build business, at an entirely new level of convenience.

“The targeted treatment means less chemical and invasiveness for the homeowner, as well as immediate control in hard-to-reach areas,” he said

The ready-to-use formulation requires no specialised equipment to deliver precisely formulated dry foam every time, under any condition for optimal performance.

The product expansion ratio of 30 to 1 thoroughly covers hard-to-reach areas including inside termite galleries, wall voids and floor joists.

Each 510g can produces 19 litres of finished foam, delivering a lethal dose of *imidacloprid* and leaving a long lasting residual.

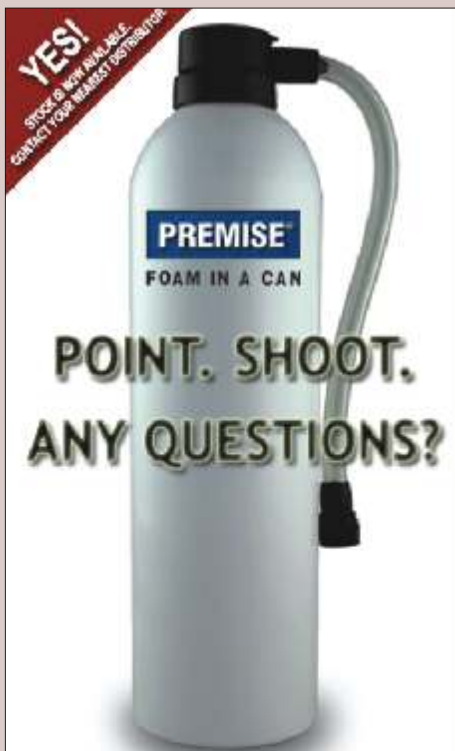
For more information on Premise you can visit the official website at www.premiseguarantee.com.au or call 1800 223 002 for an information pack.

New sales appointee

FMC has appointed a new Specialty Area Sales Manager - Nathan Clarke for Victoria/South Australia and Tasmania.

Nathan has previously worked in the horticulture, building supplies and plastics industries to gain expertise that will complement the skills and knowledge base of the FMC Specialty Sales team.

He can be contacted on 0417 648 064.



Foaming termites just got a lot simpler. Now you can get a perfect foam in a fraction of the time, compared with messy, imprecise tank mixes. Premise Foam in a can is non-repellent, ready to go and starts killing termites instantly. Plus, it expands at a 30:1 ratio to thoroughly cover hard-to-reach areas such as termite galleries and wall voids, while setting in motion the deadly Domino Effect for long term control

Bayer Environmental Science: 391-393 Tooronga Road, Hawthorn East VIC 3123 (Premise and Domino Effect are Registered Trademarks of Bayer 2005 Bayer)



Tel: (02) 9647 2111 Fax: (02) 9648 2262

Email: sales@agservaustralia.com