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“MANY PEST CONTROL COMPANIES ARE MOVING TOWARD THIS TECHNOLOGY BECAUSE IT INVOLVES NO ADDITIONAL LABOR, YET IT’S A MORE EFFICIENT WAY TO MONITOR AND ADJUST A RODENT CONTROL PROGRAM IN A FACILITY.”

– RUPERT BROOME,
BELL’S BUSINESS MANAGER-EMEA

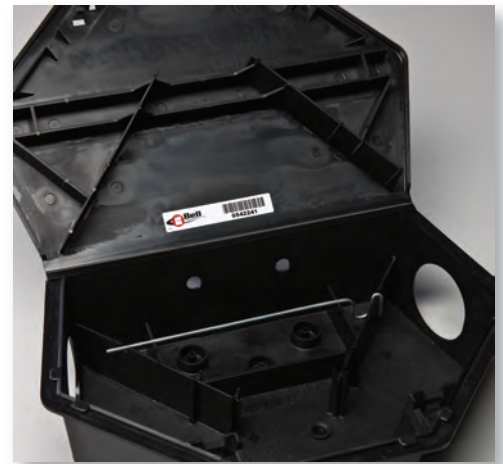
New bar code labels now standard on Bell Laboratories’ rat-sized bait stations

Work with hand-held scanners to track bait placements

Keeping track of bait placements just got easier for technicians with new bar code labels applied to selected rodent control products from Bell Laboratories.

Starting with shipments in October 2008, Bell’s PROTECTA rat-sized tamper-resistant bait stations, as well as its popular TRAPPER 24/7 Multiple Catch Mouse Trap, now bear a unique, sequentially numbered bar code.

The all-weather, permanent adhesive label is positioned in a standard location on the inside lid of the PROTECTA LP, SIDEKICK, SIDEWINDER, LANDSCAPE, PROTECTA BAIT STATION, and inside the TRAPPER 24/7.



Bell bar codes are affixed to bait stations.

Happy 2009

- Bar codes attached to TRAPPER 24/7 & rat-sized PROTECTA bait stations
- DETEX Blox lowers cost of monitoring for rodent activity
- Mike Masterson from hit reality show, *Verminators*, greets PMPs at Bell’s booth at PestWorld 2008
- Bell’s new energy-efficient warehouse doubles storage/holding capacity

New Trend in Industry

Reflecting a new technological trend in the industry, the bar code is compatible with hand-held scanners that a growing number of technicians use to input service information for bait stations. Bell’s bar code labels employ a standardized industry format and are compatible with multiple software platforms, including PestPac Pest Control Software.

Here’s how it works:

A technician scans the bar code label on the bait station and, depending on the software, is

prompted to input specific service information for that station. Initially this could be basic information, such as the location of the bait station, service date, type of rodenticide or trap used, and pests observed.

On follow-up visits, the technician again scans the bar code and enters data on activity at the station – bait consumed, number of rodents caught, level of activity, for example.

“Field efficiency is greatly increased with bar codes because it saves technicians time and
continued on back page

DETEX[®] Blox[™]

An economical way to monitor rodent activity

Sensitive accounts, such as food plants, schools and pharmaceutical firms, pose unique challenges for pest management professionals (PMP)s. Often the use of bait is either prohibited or severely restricted, yet rodent control in these environments is critical.

Bell manufactures a number of non-toxic tools – snap traps, live catch traps, non-toxic blox, and glue products – specifically geared to these accounts.

One non-toxic product that works well, especially in the growing “green” markets, is Bell’s DETEX Blox.

DETEX Appeals to Rodents

DETEX Blox is a non-toxic bait block used to monitor rodent activity in sensitive areas. It has all the appeal of Bell’s bait Blox without the punch of an active ingredient.

With its multiple edges and low wax formula, DETEX Blox appeals to a rodent’s desire to gnaw. The 20g Blox contains more than 16 inert ingredients and its many textures and tastes make the bait attractive to rats and mice.

Use to Monitor Rodent Activity

PMPs can use DETEX Blox outdoors in bait stations placed around the perimeter of a building or inside a facility to monitor rodent activity. DETEX Blox is less expensive than

bait, and, consequently, works well to monitor rodent activity, especially when activity is low.

Also, with the large number of monitoring tools required in many food processing or food handling facilities, using DETEX is less expensive than outfitting each bait station with a mechanical trap which can drive up the price of a service contract. Further, bait stations can be accidentally jolted, setting off a snap trap and thus rendering it useless when a rodent enters the bait station.

When signs of rodents are noted, PMPs can then replace the non-toxic DETEX Blox bait with a toxic bait or mechanical trap.

With DETEX Blox, PMPs can lower the cost of monitoring while maintaining a watchful alert for signs of rodent activity in sensitive accounts. ■

DETEX Blox easily fit in tamper-resistant bait stations and work well to monitor rodent activity in sensitive accounts or when activity is low.



DETEX performs well in palatability trials conducted in Indonesia

In February 2008, PT Triman, a Bell distributor in Indonesia, organized palatability trials on DETEX Blox. These trials were conducted by Dr. Ir. Swastiko Priyambodo, M. Si. at the Laboratory of Vertebrate Pests, Department of Plant Protection, Fac. of Agriculture at the Bogor University of Agriculture in Indonesia.

Tests were conducted on *Rattus rattus diardii*, the Malayan house rat, using two methods: bi-choice and multiple-choice tests.

PT Triman arranged to conduct the trials to support the introduction of DETEX Blox for use in rodent control within the food industry as an effective tool to monitor for the presence of rodents.

The test concluded that DETEX Blox were consumed at a greater amount when tested against chicken feed (pellets), at the same amount when tested against corn and eggs, and at a lesser amount when compared with rice.

In addition, it was noted that large amounts of DETEX Blox were consumed by the rats during the tests, confirming the high level of palatability of DETEX Blox. ■

Bell hosts **VERMINATORS** star for a taste of glitz and glamour at PestWorld 2008

Fans of the hit reality television show, *Verminators*, got a treat at PestWorld 2008, in October as its leading man, Mike Masterson, spent a half day at Bell's booth, signing posters and TRAPPER T-Rex Rat Snap Traps.

As one of the star PMPs on the TV series, Masterson said meeting his fellow PMPs was the highlight of his trip to the 75th National Pest Management Association national convention in Washington, D.C. in late October.

"Getting to meet PMPs from all over the world and hearing them all talk about how the *Verminators* show has helped them was amazing," said Masterson, who's been working in the industry nearly 25 years.

This was his second visit to PestWorld. His first was in 2002 when he introduced his Termiscope, a subterranean early warning system for termites, to the industry.

Public Gets Real-Life Look at Pest Control

Verminators captured the heart of reality show viewers right from its onset last season by showing the real everyday challenges PMPs meet on the job.

"Our goal was to open the public's eyes to the important role pest management professionals play in keeping people, homes and businesses safe from pests each and every day," said Masterson, who was heading to Arizona after the convention to shoot an episode for the *Verminators*' second season.

As co-owners of ISOTECH Pest Management in Covina, Calif., Masterson and his partner, Kevin Alden, wanted to create a show "that would transform the negative stigma that has been cast over our industry for so long and show the public how important a role we all play in protecting our world from pests, diseases and viruses," Masterson noted. And from the conversations he had with PMPs at the convention, they've hit the mark.

Comments, according to Masterson, ran along the lines of, "*Verminators* has helped educate my customers on just how hard the work we perform really is." And his favorite, "You can't believe the number of applicants I have applying for a job. They want to be *Verminators*."



Verminators star, Mike Masterson, signed hundreds of Bell's TRAPPER T-Rex Rat Snap Traps for PMPs at PestWorld 2008.

So, how did *Verminators* succeed in elevating the desirability of a profession that frequently necessitates crawling into some dark, scary places in pursuit of rats, mice and other pests?

"There had to be a balance between the technical aspects of the show and the entertainment segment yet solidify in the viewer's eye why they need to call a pest professional," Masterson pointed out. "This balance was a challenge but one Original Productions understood and achieved."

Original Productions, the show's production company, broke ground earlier with programs, such as *Ice Road Truckers*.

While *Verminators* is giving viewers a whole new appreciation for the pest control profession, the show's influence is being felt in the industry in others ways.

Bell's T-Rex Becoming a Show Legend

"PMPs mentioned that they use the *Verminators* show to train their technicians on customer service and service techniques," Masterson said of the hundreds of PMPs he



met at PestWorld. "Customers request by name the innovative products used on the *Verminators*."

One such product is Bell's TRAPPER T-Rex Rat Trap, which Masterson says is becoming a legend with *Verminators*' viewers.

"Every customer that calls us out to perform a rat job asks by name for the T-Rex. The T-Rex is a rodent trap that is so easy to set and reset that our technicians won't use any other type of snap trap," Masterson added.

"I really like the T-Rex because it looks cutting edge and we at ISOTECH are all about innovation." ■

NEW Warehouse

Bell doubles warehouse/shipping facility with new, energy-efficient addition

Business continued to grow at Bell Laboratories in 2008 and to accommodate increased orders from new and existing customers, Bell expanded its shipping and warehouse capacity at its Madison, Wisconsin, headquarters.

A new 52,000 sq. ft. warehouse was added to Bell's current warehouse, nearly doubling total warehouse capacity to 100,000 sq. ft.

A more energy-efficient facility, the warehouse addition was outfitted with high-bay fluorescent lights that reduce energy consumption while giving off more light.

Another added feature is a specially vented

storage room to hold zinc phosphide products. It improves the overall air quality in the building by venting the odor typically associated with ZP products.

For now, many of the products in the new warehouse are stored on the floor; new racks may be added, if needed.

While the warehouse areas are now under the same roof, the new warehouse roof suffered damage shortly after being built last summer. Winds in excess of 100 mph torn off portions of the new roof. By fall, an entirely new roof was put on the building without any disruption to business. ■



continued from front page

New Bar Code Labels

lets them keep more accurate information on activity at each bait placement," noted Rupert Broome, Bell's Business Manager for Europe, the Middle East, Africa and Asia.

"Many pest control companies are moving toward this technology because it involves no additional labor, yet it's a more efficient way to monitor and adjust a rodent control program in a facility."

With this technology, technicians have a sound basis for modifying a program, whether making adjustments to address specific problem areas, reconfiguring the location of stations or letting up when control has been achieved.

Pest control companies can also generate reports on activity or trends for a particular bait station, an area within the facility, or the entire account.

Packets containing 150 sequentially numbered Bell bar code labels are also sold separately. ■

Contact Bell or your local distributor for details of rodenticides registered in specific countries. Use pesticides safely. Always read the label. Follow the BPCA Code of Practice for glue boards in the UK.

Address Service Requested

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