



# THE BELL REPORT

North American Edition

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## New larger PROTECTA® EVO® MOUSE™ Bait Station gives PMPs bait options

**R**ounding out its line of tamper-resistant PROTECTA EVO bait stations, Bell Laboratories introduces its new premium bait station for mice, PROTECTA EVO MOUSE Bait Station.

Building on the versatility of Bell's triangular RTU Mouse Bait Station, an industry staple, the new PROTECTA EVO MOUSE takes mouse bait stations "a step further," noted Bell's product manager, Kate Mella.

"We designed the PROTECTA EVO MOUSE with pest management professionals (PMPs) in mind, giving them a larger mouse bait station that can be serviced quickly for faster results," she pointed out.

### Larger Station—More Bait Options

For starters, versatile PROTECTA EVO MOUSE is designed to give PMPs a choice in bait to use — either BLOX or soft bait. The station's increased bait storage capacity holds two BLOX of bait, twice as much as RTU, which allows more mice to feed from a single station.

If PMPs choose soft bait to control mice,

new EVO MOUSE is equipped with bait rods that hold soft bait sachets securely in the station. Its patent-pending internal teeth clamp onto the soft bait paper, minimizing paper displacement for a clean, professional appearance.

### EVO Key for Fast Servicing

To reduce service time, PROTECTA EVO MOUSE utilizes a single-locking mechanism that locks automatically when closed and unlocks with the EVO single-lock key.

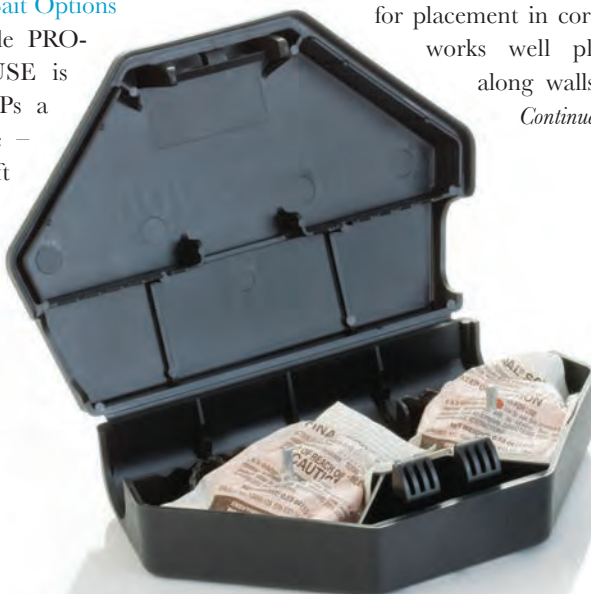
### Goes Where Mice Travel

Triangular-shaped PROTECTA EVO MOUSE features angled entry holes for placement in corners. It also works well placed flush along walls or on the

*Continued on back page*



PROTECTA EVO MOUSE unlocks with the handy single-lock EVO key.





From the *Field*

# Montecassino Abbey and Valley of the Temples test CIRCUIT Bait Stations

Visitors to some of Italy's most popular tourist attractions may be surprised to see what looks like utility boxes amidst ancient structures. That is, if they notice them at all.

Bell's distributor in Italy, Colkim, is working with its customers to test PROTECTA EVO CIRCUIT Bait Stations in tourist locations and public venues.

"You can make effective rodent control without disfiguring the landscape or the beauty of a location," said Fausto Giuseppe Oliva of CESAN, Compagnia Europea Sanificazione, a pest control company in Cassino, Italy, that recently placed four tamper-resistant CIRCUITs in the renowned Montecassino Abbey, the first Benedictine monastery, established in Montecassino.

"We like PROTECTA EVO CIRCUIT for its innovative design and its installation versatility," noted Oliva of the unique, grey bait station that looks more like a utility or cable box, complete with connector tubes, than the traditional black boxes.

The CIRCUIT, Oliva finds, works especially well in places requiring "special discretion," like the Abbey, a top religious destina-



tion for tourists, where black rats and mice have been a problem for over a year.

In December 2013, Oliva, along with Colkim's sales manager, Adriana Lombardi; sales rep, Fernando Pasqualucci; and Bell's



Southern

European manager, Arnaud del Valle, travelled to the Monastery where they placed two CIRCUITs filled with the rodent bait, NOTRAC (CONTRAC) BLOX, in the Abbey's sepulchers that hold the sacred relics of St. Benedict, who founded the monastery in 529, and his sister, Saint Scholastica.

"We wanted to fight against the rats and save the two saints," said del Valle.

Over the next year, a CESAN technician will regularly check the CIRCUITs for rodent activity and service accordingly.

## Limiting Visual Impact in Valle dei Templi

Further south in Agrigento, Sicily, Edmondo Delfino of ECO-SICULA is conducting similar trials at the Valley of the Temples, *Valle dei Templi*, a UNESCO World Heritage Site with outstanding examples of Greater Greek art and architecture.

Delfino wants to limit the visual impact of rodent control in this popular archaeological site that is experiencing a severe and long-standing rat and mouse infestation.

"The problem with historical areas is the difficulty and, often impossibility, of placing fresh bait," he noted.

Delfino's technicians installed 15 CIR-



Photos: Using CIRCUITs to discreetly place bait in the renowned Montecassino Abbey.

CUIT bait stations filled with Bell's BLOX.

"We perforated walls for installation without using silicone and placed the bait stations with the cooperation of the Park," Delfino explained. For the next three months, technicians checked the stations bi-weekly.

"The CIRCUIT project has satisfied us as it gives us the opportunity to place bait stations, limiting the visual impact," he added.

Del Valle, who works with Bell distributors and their customers on these trials, stressed that "even in places difficult to treat with baits, CIRCUIT is the only bait station to offer discretion, security, effectiveness, and respect of the historical heritage." ■





## Dinah Elliott retires after 35 years in customer service

In 1979, a young woman, tired of working at a local insurance company, applied for a receptionist job at a small, but growing, manufacturing company.

She interviewed with the owner of the company, Malcolm Stack, who knew a dedicated employee when he met one and hired Dinah Elliott on-the-spot as Bell's first full-time office person at its new location on Kinsman Boulevard in Madison, Wis.

That was 35 years ago, and when Dinah retired at the end of March, a bit of Bell's living history walked out the door.

"Dinah was one of the original, long-time employees who helped the company grow to its prominence in the industry today," noted Linda Hughes, Stack's daughter and Bell's current owner.

### Long History in Customer Service

In the early days, Dinah answered phones, took orders, sent out mailings and kept track of schedules for Malcolm and a couple other employees who were busy selling Rodent Cake and PCQ to Bell's early distributors – Oldham Chemicals Co., Van Waters and Rogers, Pest Control Supplies, to name a few.

Customer service suited her, and, as business grew, so did the office staff which she managed. When Bell acquired the rodenticide portion of the New Jersey-based company, Motomco, in 1984 and relocated it to Clearwater, Florida, Dinah frequently travelled south to train and supervise its customer service staff.

Besides taking orders, organizing mailings and special promotional programs, and setting up sales meetings, Dinah also handled

*Continued on back page*

## Knilans and Miller join Bell Laboratories as technical sales representatives



Sara Knilans



Maria Miller

Spring ushered in two new technical sales representatives who will represent Bell rodent control products to distributors and PMPs in their regions.

Former Canadian representative, Sara Knilans, returned to Bell in March after a seven-year hiatus to assume sales responsibilities as Midwest Technical Representative in a 10-state area including Minnesota, Wisconsin, Illinois, Iowa, Missouri, Upper Michigan, Kansas, Nebraska, and North and South Dakota.

Maria Miller also joined Bell's sales team in March as Southeast Technical Representative for Alabama, Georgia, and North and South Carolina.

Knilans and Miller work closely with Bell distributors, providing product information and training sessions to their sales representatives and pest control customers. They assist distributors in identifying and developing promotional/marketing strategies to increase market share, and represent Bell at distributor-organized events, national trade shows and exhibitions.

In the field, the reps conduct training workshops on the proper use and application of Bell products and lend technical support, including accompanying distributor reps and PMPs on inspections at hard-to-control rodent infestation sites.

### New Reps Bring Years of Experience in Industry

Sara Knilans is a familiar face in the industry. She worked for Bell from 1998-2007, first as Senior Sales Representative for Canada, serving both the professional pest control and animal health markets, and later as New Product Coordinator where she successfully launched TALPIRID, Bell's mole bait. With more than nine years of sales and training experience in the industry, she looks forward to putting her knowledge of pest control and familiarity with Bell products to work for Bell's Midwest distributors.

Knilans is based in southern Wisconsin.

Maria Miller brings five years of experience in the pest control industry and nearly 20 years in sales of restaurant supplies/equipment to Bell. Most recently she was Regional Sales Manager for Paragon where she provided product training, sales, and marketing support to pest control distributors in the Southeast and Puerto Rico. She also worked with major pest control companies as a manufacturer's rep for Mattress Safe, Inc. Miller's sales associate experience encompasses managing and developing sales relationships for companies in the restaurant supply industry, including Food Equipment Company, Inc. and Ballentine Equipment Co.

Miller is based in Greenville, South Carolina. ■

## Retirement *Continued from page 3*

registration of company trademarks, working closely with marketing and Bell's legal firm. Eventually she focused exclusively on Motomco accounts.

### "Commitment to Our Customers"

While she has seen tremendous growth in the company, what impresses her the most is "our commitment to our customers."

"We have high integrity and I like being part of that. We stand behind everything we do. When you go home at night, you have a good feeling about what you've done during the day," she said.

Dinah also holds Bell's founder, Malcolm Stack, in high esteem.

"He was such a good mentor," she said of Stack who passed away on April 16, 2006. "He always greeted you in the morning and, if he didn't see you, he made a point of coming up later. It was important."

And, in what is now part of Bell's lore, Elliott recalled averting a near disaster when Malcolm caught his tie in the company's first paper shredder.

"He was hanging onto his tie, trying to pull it out," she recalled. "'Shut it off,' Malcolm shouted, so I got down on the floor and

pulled the plug."

In her retirement, Dinah is looking forward to spending time with her daughter, Danielle, who despite being born premature in November 1979 at a weight of 1 lb. 15 oz., is now the mother of three boys - Collin, 12; Shaun, 10; and Adrian, 9 - and a roller derby skater with Madison's Vaudeville Vixens.

Bell employees extended well wishes to Dinah at a retirement luncheon at the end of March. For her enjoyment this summer, Dinah received a trip certificate to Wisconsin Dells, a popular resort area, along with an array of Bell momentos. ■



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## EVO Mouse *Continued from page 1*

perimeter of buildings, indoors and out, wherever mice travel.

With its compact shape, the EVO MOUSE also easily slips under pallets, in cupboards and behind appliances where mice nest. It's perfect in doorways to capture mice attempting to enter a building.

An added feature is the station's rounded back edge that fits against the curvature of wall coping.

"This was designed specifically for food accounts," Mella added.

Like all PROTECTA EVO bait stations, EVO MOUSE is built to last. Manufactured

from a special plastic polymer, the station's one-piece construction with "living hinge" withstands extreme environmental conditions indoors and out, giving PMPs years of reliable service.

PROTECTA EVO MOUSE is now available through Bell distributors. ■



PROTECTA EVO MOUSE fits in corners or flush against walls where mice travel.