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Proven design and technology built into new TRAPPER Mini-Rex Mouse Snap Trap

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MARK WESTOVER
BELL'S DIRECTOR OF SALES

Following in the footsteps of T-Rex Rat Snap Trap comes Bell Labs' powerful, new mouse snap trap: TRAPPER Mini-Rex Mouse Snap Trap. A smaller version of Bell's popular T-Rex Rat Snap Trap, TRAPPER Mini-Rex mimics its rat-size counterpart in capturing prowess.

Prehistoric only in name, new Mini-Rex embodies the most up-to-date snap trap design and technology.

Designed with better trigger sensitivity and more powerful trap velocity, Mini-Rex's patented interlocking teeth capture mice with

unmatched holding power. The result is superior performance in capturing mice.

“Mini-Rex has the strength professionals are looking for in an easy-to-use mouse snap trap,” said Bell's Director of Sales, Mark Westover. “Results with Mini-Rex have been outstanding.”

Ideal for commercial and residential accounts, Mini-Rex offers PMPs ease-of-use on the job. It sets in one easy motion, just like the T-Rex Rat Trap. The same motion provides “no-touch” disposal of the dead mouse.

Use It Alone or Fit Two in A Bait Station

As an added feature, the trap's built-in bait cup gives PMPs the option of using a mouse attractant, such as Bell's PROVOKE Mouse Attractant, to entice mice to the trap. Because the cup is removable, PMPs can service the unset trap safely and easily.

Reusable Mini-Rex is an economical tool to use, particularly in commercial accounts that are serviced regularly. Position them along walls or wherever mice travel.

For discreet placement, two Mini-Rex traps fit in most Bell bait stations, including tamper-resistant PROTECTA Sidekick, Bell's smaller, feature-rich bait station.

Mini-Rex Mouse Snap Traps will be available from Bell distributors in April. ■



If you like T-Rex Rat Snap Trap, you'll love the new mouse-size version - TRAPPER Mini-Rex.

Rodent Control In Extreme Conditions

Whatever the climate – from the frigid, bone-chilling temperatures of Canada to the scorching desert heat of the Middle East, Bell's tamper-resistant Protecta LP Bait Station can handle it.



Protecta LPs used outdoors remain buried under record snowfall topping 15 feet this year in Quebec City.

Like all the bait stations in the Protecta line, weather is inconsequential to this rugged, “low-profile” bait station. Since it was introduced in 1993, Protecta LP has become a favorite of pest control companies worldwide due to its many features – strength, durability, ease of use and, for some companies, its color.

Grey LPs Outdoors for Maheu&Maheu

Maheu&Maheu Pest Management, one of the three largest pest control companies in Canada, was the first Canadian company to adopt Protecta LP.

“When the LP came out, it was touted for its durability,” recalled Michel Maheu, Maheu’s General Manager. “The reps would stand on the box. I would jump on it. This is how we made the sales to sales people.”

Today, Protecta LP is a mainstay of Maheu &Maheu’s baiting programs. With accounts

in the agricultural, agrifood, industrial, commercial and residential sectors, the 75-year old company uses Protecta LP exclusively for outdoor baiting, and, only in grey.

“When we switched to LPs, we were one of the few companies using the grey,” said Maheu who chose grey because the stations would meld better with the landscape on a strip of gravel against a concrete wall.

“The station was discreet,” he noted. “Now if a competitor sees a grey station, they know it’s probably our account.”

Maheu&Maheu maintains a presence throughout Canada with technicians based in the provinces of Quebec, New Brunswick and Ontario. A partnership with subcontractors allows for Canada-wide coverage. The company is also a member of the Food Protection Alliance, a network of strong regional companies servicing most of North America.

That means Protecta LP is working year-round across Canada where temperatures and weather conditions run the full gamut – from the western coast of British Columbia where winters are mild and rainy to the far northeastern town of Fermont, Quebec, a mining town lying near the Quebec-Labrador border where winter rules mercilessly seven months out of the year.

Protecta LP is compatible with winter in Canada, Maheu feels.

“The LP supports snow because of the flat

top,” Maheu said from company headquarters in Quebec City where typically the bait stations are buried beneath snow from November to April.

“Over the winter, we leave the stations where they are except in parking lots and delivery areas. Some customers require that we remove stations where there is snow removal,” Maheu noted.

“But when spring rolls around, we can open the stations and find remains. In active situations, you won’t find any bait any longer, but droppings.”

In summer, the grey Protecta LP affords another benefit.

“The other great advantage was bait conservation with summer heat,” Maheu mused. “We have summer heat here, even if it doesn’t last for long in Fermont.”

National Pest Control of Dubai, UAE, Relies on Grey Protecta LPs in the Heat

Keeping temperatures down in a sealed bait station was the big drawing card for another pest control company with clients in some of the world’s hottest climates.

National Pest Control (NPC) of Dubai relies on grey Protecta LPs for its accounts in the United Arab Emirates (UAE) where temperatures can reach over 122° F/50° C.

Sean Baker, Managing Director for NPC in Dubai, said Bell representatives suggested using the grey Protecta LP, rather than the





Grey Protecta LP can take the heat in Dubai, UAE

standard black, in order to reduce the high temperature within the station.

“Black obviously absorbs heat more and could make the station less attractive in the summer months,” Baker noted.

On the average, Dubai has 200 days a year when temperatures are above 90° F/ 32° C. In the summer months, average temperatures reach well over 100° F/37° C.

Upgrading Professional Standards in UAE

National Pest Control has provided public health pest control services in the United Arab Emirates for more than 15 years and now maintains a team of 70 employees. But the company worked hard to get to this point.

NPC developed standards to suit the extremely hot weather conditions, in addition to pest species and the different requirements of, what Baker calls, “the vastly diverse market requirements.”

“Rodent control has commonly been considered by the market as placing rodenticide bait in handmade wooden bait boxes or fixed in drain tubes or by placing an improvised glue trap on a piece of card where the client has seen a rat,” Baker pointed out.

“Clients just wouldn’t pay for professional rodent control and comprehensive rodent control strategies.”

Realizing they couldn’t maintain a satisfactory level of quality using these “improvised methods,” NPC over the last few years has been researching professional rodent control products with the hope of finding one manufacturer that would meet their needs.

“We were looking for a single rodent control manufacturer that could provide a comprehensive range of quality and efficient rodent control products that would be able to cope with the extreme summer heat, rodent species, and obviously a product our clients would be prepared to pay for,” noted Baker.

“This was quite a challenge considering other environmental conditions and market expectations.”

In the summer of 2005, NPC started using products from Bell Laboratories in the UAE, purchasing black Protecta LP Bait Stations and Trapper Rat Glue Boards for food handling establishments and hotels.

“We found very satisfactory results and finally our clients started to accept professional rodent control,” Baker recalled.

Then, the company switched to the grey LPs customized with their company name.

“Although they (LPs) came at a slight premium, we found the temperature within the grey box was considerably reduced and the control results were again very satisfactory,” Baker noted. “Plus, bait was found not to be deteriorating as much when compared to the black color.”

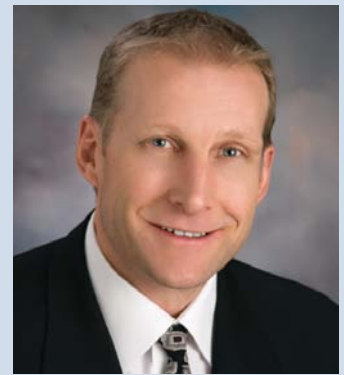
NPC now uses a complete array of Bell’s rodent control products, including T-Rex rat traps and mouse snap traps.

Most recently, NPC has registered Bell’s FINAL All-Weather Blox, containing brodifacoum, in the UAE.

“Our trials of FINAL were found to be very good,” Baker wrote from Dubai. “We look forward to using and distributing FINAL in conjunction with the other Bell products in order to supply our clients with an adequate range of quality rodent control solutions.” ■



Bell’s FINAL Blox is new in the U.A.E. market.



Templeton joins Bell as rep for Western Canada

Russell Templeton joined Bell Laboratories in January as Territory Manager for Western Canada. In this newly created position, he represents Bell’s rodent control products to Bell distributors and pest control companies in British Columbia, Alberta and Saskatchewan.

Templeton handles all facets of business in Western Canada, including product and promotional support to help distributors develop markets for Bell products. He trains distributor sales staff and pest management professionals (PMPs), provides in-field technical support to control difficult rodent infestations and represents Bell at national industry shows and distributor sales meetings.

Templeton brings both marketing/sales and pest control experience to his new position.

After earning a diploma in Marketing Management from Northern Alberta Institute of Technology in Edmonton, AB in 1983, Templeton worked in business development, event planning and marketing/public relations for Canada’s ice hockey industry.

Since 2001, Templeton also managed key commercial and residential accounts for North Shore Pest Detective in Vancouver, building relationships within the pest control industry in Western Canada.

“Having worked with Bell products as a PMP for more than six years, I know first-hand about the quality of the company and its products,” Templeton noted.

Based in Vancouver, BC, Templeton works with Bell’s Alex Chan who was recently promoted to National Manager for Canada. ■

Forget the sausages!

T-Rex Snap Trap & PROVOKE Attractant get the rats

Like the proverbial fox in a chicken coop, rats can wreak havoc in a poultry operation – damaging eggs, spreading disease and causing structural damage.

And, while still a challenge, catching these insidious invaders is easier and less frustrating when you have the right tools, as Colin Slaney can attest.

Slaney, owner of ECO Pest and Environmental Services in Nottingham, England, was hired last November to get rid of rats at a small free-range poultry farm.

Operated by a sole private trader, the farm raises some 7,000 birds that range freely in surrounding fields from early morning to sunset. At night, the birds roost indoors in laying boxes or perches in the shed.

“They only experienced problems with rats

the wooden staging inside the shed and were travelling to the egg packing section where they were damaging eggs.

Outdoors, Slaney used a variety of products and techniques, including gassing rodent harborages meters away from the building. But, because birds were active inside the shed, he could not use bait indoors.

“Even noisy proofing work cannot be carried out during the season as the birds are easily stressed which can cause reduced laying and in some circumstances, death,” Slaney noted.

Success with PROVOKE and T-REX

Instead, he wired two T-Rex Rat Snap Traps containing Bell’s new PROVOKE Rat Attractant to the top of the egg belt. The first night he caught one rat and four more in the subsequent weeks.

“I must say that until the combination of the T-Rex Trap and the new attractant came out, I had never previously caught any rats on traps, even when cooking them special sausages,” said Slaney, referring to a failed attempt to lure rats to traps with cooked sausages, a technique he’d seen on the TV program, *Life of Grime*.

“I gave this a try using the best prime pork but never caught anything, so was amazed the first time I used the T-Rex in a restaurant cellar and caught six!” he said.



One of several rats caught by Colin Slaney, using Bell’s TRAPPER T-Rex Rat Snap Trap and new PROVOKE Professional Rat Attractant with its unique blend of scents that entice rats to the trap.

That success led him to use the traps and PROVOKE on the poultry farm. “I have been delighted with the results,” he added.

Besides farms, Slaney services nurseries, medical centers, retirement homes, holiday parks and commercial establishments, such as shops, pubs and restaurants.

Slaney started his own company ECO Pest & Environmental Services in February 2006 after years of experience and training in the industry.

“I haven’t looked back since,” he reported. “I have found the whole experience extremely satisfying and have never been so happy. The work is tough being a sole trader but greatly rewarding.” ■



“I have been delighted with the results.”

COLIN SLANEY
ECO Pest and
Environmental Services

on the site after a nearby pig unit was closed, causing a heavy influx,” Slaney reported.

His inspection revealed that rats were entering from the manure pit located beneath

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3699 KINSMAN BLVD. • MADISON, WI 53704

