



# THE BELL REPORT

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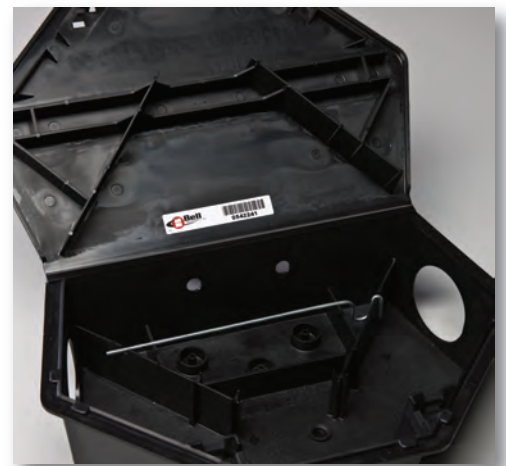
– MARK WESTOVER, BELL’S DIRECTOR OF SALES

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

### Growing 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 each bait station. 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

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## Happy 2009

- Bar codes attached to TRAPPER 24/7 & PROTECTA rat-sized bait stations
- FASTRAC saves seasonal food packing facility from mouse disaster
- Mike Masterson from hit reality show, *Vermigators*, greets PMPs at Bell’s booth at PestWorld 2008
- Bell’s new TRAPPER wooden snap traps: another professional “first”



■ Look for new LOAD-N-LOCK coming in '09

# FASTRAC averts nightmare for seasonal food packer

**H**oliday folklore is full of mice portrayed as cozy, little companions, but for one Wisconsin company, mice could have easily turned her business into a scene from “The Nightmare Before Christmas.”

That’s exactly what the owner of a seasonal food packing business wanted to avoid when she first discovered mouse droppings in her facility in late September.

For the family-owned company, the bulk of the business comes in fall when they package popcorn, chocolate and peanut brittle for the holiday season. Any hint of rodents in those holiday containers would have spelled disaster for her company.

“She makes her profits in October for the holiday season so we didn’t have time to waste,” said PMP Matthew Snorek, who had recently opened his own pest control business, Guaranteed Gone Pest Elimination in Union Grove, Wis., when he received her call.

More than 75 percent of the 9,000 sq. ft. facility contained food either on storage racks or in the mixing area, and, food that is naturally desirable to mice.

“With so much competing food, how was I going to get control,” Snorek recalled thinking.

Understanding the importance of a rodent-free environment in a food-related business, Snorek immediately conducted a thorough inspection of the facility, including using a UV light to detect urine trails. From this, along with droppings and nesting materials, he pinpointed “hot spots” indoors, as well as exterior points where mice were entering the building.

## Aggressive Rodent Control Effort

To eliminate more mice from getting indoors, the client followed Snorek’s suggestions and made structural improvements, caulked eight entry holes and removed vegetation from the exterior base of the facility.

The biggest challenge lay indoors – getting rid of the mice quickly and effectively.

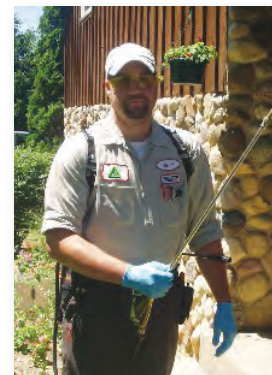


Earlier, Snorek had tested a promotional 8-block sample of FASTRAC that he received from a Bell distributor, Univar. Pleased with how quickly mice consumed the bait, he decided to give it a try.

FASTRAC with the active ingredient, Bromethalin, kills rodents in record time, often in a few hours. He wanted a quick knockdown in the high activity areas.

Using a combination of baits and traps, Snorek concentrated the FASTRAC Blox placed in Bell’s RTU Bait Stations in the suspended grid ceiling, where activity was most pronounced. Radiating out from the “epicenter of activity,” he placed RTUs with CONTRAC Blox in other areas where he’d found droppings – behind cabinets, under shelves in the production facility and warehouse, and in the back of drawers where mice were travelling along conduits and wiring.

In all, he made eight bait placements inside the facility, besides the mechanical traps, and four outdoors.



“When you need immediate knockdown and superior bait acceptance, there isn’t a better product on the market for pest control professionals. FASTRAC will reduce bait consumption and call-backs without sacrificing results.”  
– Matthew Snorek

## Quick Follow-Up

Part of Snorek’s strategy was to aggressively check progress over the next week. Returning within a day or two of the first round of baiting, he found that the FASTRAC baits and some of the CONTRAC Blox were immediately hit.

He restocked the active bait stations and followed up a few days later. On the second

inspection, he found the CONTRAC still had some nibble signs but the FASTRAC was untouched.

"The RTUs with the FASTRAC showed no more activity. This is when I realized how aggressive and powerful the FASTRAC Blox were," he noted. "The RTUs with the FASTRAC didn't need a second bait refill. The rodents in the immediate area all expired."

His inspection of the CONTRAC Blox showed a little more activity and the droppings in the RTU were slightly aqua in color which he felt indicated that the CONTRAC was consumed but the mice lived long enough to defecate.

Since then, he's gone back and found the results "phenomenal."

"It's the first time in quite some time, there have been no tell-tale signs of droppings. I'd say mice were down to zero percent or less than one percent," he added.

### FASTRAC Worth the Cost

In Snorek's previous employment, cost of bait had been a consideration.

"My former company would only supply me with a competitor's rodent baits because they were less expensive, but I was never happy with the results," he recalled.

Now, as an independent pest management professional and owner, he refuses to use baits that are less effective.

"I have been very happy with CONTRAC since the inception of my company and now Bell Labs has outdone themselves with the FASTRAC Bait Blox.

"When you need immediate knockdown and superior bait acceptance, there isn't a better product on the market for pest control professionals," Snorek said. "FASTRAC will reduce bait consumption and call-backs without sacrificing results."

His client was very, very happy with the results, too, Snorek said.

"When I first came, she wanted me to park in the back so no one would see the truck," he said. "I said 'it was nothing to be ashamed of. People should be happy you're doing something to keep mice away.'"

Snorek now services the account monthly where he uses Bell's PROTECTA Landscape and other bait stations outdoors and continues indoors with bait in the RTUs. Recently he added Bell's TRAPPER Mouse Snap Traps.

"I know I pay a little more for the FASTRAC Blox but I'm completely okay with that," Snorek added. "I will not compromise my company name, my reputation or my customers' results in an attempt to save a few dollars." ■

## Pest control work - a taste of glitz and glamour

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, which airs Monday evenings on the Disney Channel, Masterson said meeting his fellow PMPs was the highlight of his trip to the 75th National Pest Management Association national convention in Washington, DC this fall.

"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 A 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 afterwards, while shooting an episode in Arizona for the show's second season.

As co-owner of ISOTECH Pest Management in Covina, Calif., Masterson, with his business 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 his conversations with PMPs at the convention, they hit their 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*."

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 tech-



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

nical 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 Product

# Bell offers new line of TRAPPER Professional Wood Snap Traps for rats and mice

In response to customer requests, Bell has launched a line of TRAPPER wooden snap traps for professionals: TRAPPER Professional Wood Rat Trap and TRAPPER Professional Wood Mouse Trap.

These economical traps, besides being high performers, provide a professional-looking trap that isn't found in the retail market.

"Because they have such a professional appearance, the new wooden snap traps are ideal for use in residential and commercial accounts," noted Bell's Director of Sales, Mark Westover.

"Historically, pest management professionals have used the same wooden traps sold on the retail shelves which doesn't send the proper message to the customer."

This is the first time Bell Laboratories has offered professional wood snap traps. To meet Bell's high standards, the traps are made from a single piece of solid wood and utilize an extended trigger to ensure more effective captures.



Professional Wood Snap Traps work well in residential and commercial settings to capture rats and mice.

Holes in the trigger let PMPs attach nesting material, such as cotton or dental floss, for situations where food is plentiful. The trigger also contains a built-in cup to hold attractants, such as Bell's PROVOKE Rat or Mouse Attractant, which entice rodents to the trap.

Bell's wooden snap traps are easy to set and fit close to the edge of a wall, which prevents rats or mice from bypassing traps as they travel along walls. ■

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## New Bar Code Labels

lets them keep more accurate information on activity at each bait placement," noted Mark Westover, Bell's Director of Sales.

"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.

In addition, packets containing 150 sequentially numbered Bell bar code labels are available through Bell for bait stations or other products currently not labelled with bar codes. ■

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