



# THE BELL REPORT

North American  
Edition

VOLUME 26 | NUMBER 3 | JULY-SEPTEMBER 2007

## Tamper-Resistant PROTECTA Keyless Clear Mouse Bait Station

**B**ell Laboratories introduces a companion to its keyless mouse bait station: Tamper-Resistant PROTECTA Keyless Clear.

Made from a durable clear plastic, the new PROTECTA Keyless Clear lets PMPs view the inside of the bait compartment without opening the lid, saving them valuable service time.

PROTECTA Keyless Clear has all the time-saving features as the original PROTECTA Keyless, the circular black mouse bait station that Bell introduced in 2003.

Tamper-resistant without a key, the keyless stations lock with a quick twist of the lid and

unlock in a coordinated squeeze and twist motion. Six finger-sized indentations in the lid make grasping and opening the station easy. Servicing the station is quick.

PROTECTA Keyless Clear features three entry points for mice, each with its own feeding station. Two built-in securing pegs hold two Blox firmly in the station. Several mice can feed simultaneously in separate compartments, which eliminates alpha mouse dominance and provides enough bait for severe infestations.



New PROTECTA Keyless Clear lets PMPs view inside without removing the lid.

PROTECTA Keyless Clear can be used virtually anywhere PMPs need to bait – along walls, in corners, under appliances and in other hard-to-reach places. n

## Bell receives Environmental Stewardship Award for role in Anacapa Island Project

**B**ell Laboratories was honored with the Wisconsin Business Friend of the Environment Award in Environmental Stewardship for its work in developing a unique bait that successfully eradicated devastating rat populations on Anacapa Island in southern California.

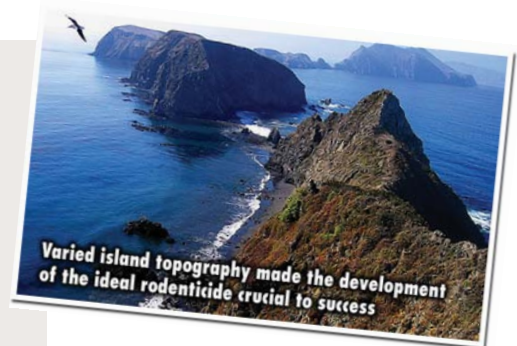
The prestigious award, presented this summer, recognizes companies that “set the standard for good environment citizenship in Wisconsin,” according to the Wisconsin Environmental Working Group, an affiliate of Wisconsin Manufacturers and Commerce which sponsors the annual awards.

Bell Laboratories, one of nine Wisconsin companies to receive awards, was honored for developing a second-generation rodenticide to control a non-native black rat population on Anacapa Island.

### Rat Control Within Island's Unique Habitat

Once considered a safe haven for large colonies of seabirds along the southern California coast, the island in recent years has suffered a dramatic decline in both the number and range of sea bird species due to rats preying on the eggs and young chicks of sea birds.

*continued on back page*



Learn more about Bell Laboratories' work on Anacapa Island, as well as in the Palmyra Atoll in the south Pacific, Scotland's Canna Island and the Aleutian Islands. Visit Bell's Booth #907 at PestWorld 2007 Convention & Exposition in Orlando, Florida, on October 17-20.



## New Orleans' City Pest Control Workers Going Strong Two Years After Katrina

Two years after Hurricane Katrina devastated New Orleans, the needs of the city are still blatantly apparent. Roads are pitted with holes. Rubble and debris lay wasted along major highways. Buildings and homes are abandoned, boarded up and forgotten.

But the spirit of New Orleans is still very much alive in the people and the work they're single-handedly tackling to remake their city.

Nowhere was this more evident than at the headquarters of the New Orleans Mosquito and Termite Control Board where, with very limited staff and resources, its employees are trying to get a handle on the city's rodent population.

Spearheaded by assistant director, Claudia Riegel, the Control Board has implemented a pest control program to eradicate rats, among other pests, which may well serve as a model for other cities in similar disaster situations.

In the aftermath of Katrina, facing what seemed like insurmountable destruction and obstructions, Riegel and city crews found that they could get the biggest bang for their buck by going after rats where they were the most plentiful - the city's storm drains.

Only 10 to 15 percent of the calls they responded to after Katrina actually had burrows on the property, Riegel found. But when they baited storm drains, they found the rats.

"If we can get 40 to 50 percent of the rats treating storm drains, we can make a serious impact," Riegel noted.

But baiting the city's 66,000 storm drains is no small feat, especially with only three or four full-time city rodent control operators. Volunteer groups, such as Bell's technical sales team who put in a day's work in April, are a big help, according to Riegel. By organizing and leveraging whatever resources are available, she and her crews are achieving noticeable results.

"In some areas, we have better rodent management now than before Katrina," said Riegel who's taking a holistic and systematic approach to controlling pests long-term.

### Holistic Approach to Controlling Rats

On a typical day, for example, with the help of, say, a dozen or so volunteers, city workers can bait about 1,100 storm drains. They wire and hang bait, including Bell's CONTRAC Super-Blox, in the drains, logging which bait and how much is used. If



"BAND-AIDS DON'T WORK. IT'S TOO COSTLY FOR US IN MANPOWER, PRODUCT AND FRUSTRATION - AND THE 'QUICK FIXES' USUALLY DON'T SOLVE THE PROBLEMS. - CLAUDIA RIEGEL



PHOTOS: *Baiting the New Orleans Public Library* (l to r) Bell rep Alex Chan demonstrates baiting the PROTECTA Landscape to Control Board employee Vanessa Logan; Angelo Anderson gets a similar lesson from Bell's Patrick Lynch; Bell rep Scott Smith brings on the PROTECTA LPs while (below) Bell's Tamie Robinett helps with baiting the library perimeter; (bottom) Assistant Director of the New Orleans Mosquito & Termite Control Board, Claudia Riegel.

drains are clogged, they report the location to the city's Public Works Department. Any other problems are also reported to the appropriate city agency.

Fourteen to 21 days later, crews return to evaluate bait consumption to determine if more bait is needed and how it's holding up. Data is logged for tracking and analysis.

So far, the approach seems to be working, whether crews are baiting storm drains, city property or neighborhoods. By harnessing the resources available to her - city workers, other departments, volunteers or New Orleans residents - and tracking results, Riegel is instilling a sense of order into a most challenging task.

"Band-Aids don't work. It's too costly for us in manpower, product and frustration - and the 'quick fixes' usually don't solve the problems," Riegel added.

#### What It Takes to Rid the Library of Rats

On a limited scale, Bell's technical reps experienced firsthand at the New Orleans Public Library how city pest control crews work with other agencies to get a job done.

Built in 1958 as part of an urban renewal project, the public library sits downtown within a city park. Even before Katrina, the library grounds were plagued with rats but rodent activity increased dramatically after August 29, 2005, when so much of the city was flooded and the rodents freely took up residence in abandoned buildings and homes.

"Rats made it a playground. You can't even walk in certain areas because the ground sinks from burrows," noted Joyce Smith, a Control Board employee who's worked on the problem.

Although city crews had an exterior baiting program in place, an inspection revealed many conditions that undermined their efforts - overgrown landscaping, a host of exclusion problems and a troublesome dumpster nearby.

It would take the cooperation of several city departments to repair this situation.

#### Working Together to Attack the Problem

City pest control workers treat city facilities, but they have no enforcement authority on private property. However, with advance planning in this case, a city health department employee met the team to issue a citation to the neighboring hotel whose dumpster was contributing to the library's rat problem.

Librarian Ann Kennedy also joined the group to learn about structural improvements to rodent-proof the building, including screening rain drains and vents, trimming tree branches and shrubs, and repairing entry doors, outside leaky faucets and holes in the building foundation.

City crews and the Bell team also stepped up the exterior baiting program by ringing the building, parking lots and dumpster areas with bait or traps placed in tamper-resistant PROTECTA LP and Landscape Bait Stations. Public safety was a prime consideration.

The team also pointed out man-made conditions, such as overflowing trash containers in the park and discarded food, that would require constant maintenance to make control measures successful.

Since then, Control Board employee, Vanessa Logan has garnered the cooperation of other city departments and, among the improvements, the library was pressure-washed and sanitized, downed trees were removed, overgrown vegetation trimmed. The neighboring hotel continues to ignore the dumpster problem, but the city's aggressive baiting program is helping to keep rats in check.

#### "We're Trying."

Add to their workload the many neighborhoods still dealing with the devastation of Katrina, and you get a sense of what the city pest control crews deal with on a daily basis.

But, amazingly, they continue on.

"We're civil servants and we're trying," Riegel stressed. "It's extremely rewarding when you go into a neighborhood that has had a terrible pest problem, and now it's not as bad or the problem has been solved. There's a sense of accomplishment for our employees." n

## PROMOTIONAL News

"More Than Meets The Eye" mosaic poster set available from Bell distributors



Sets of three limited-edition mosaic posters that depict the look and feel of Bell Laboratories' manufacturing philosophy are now available through Bell distributors at no charge.

Each of the three 24" x 36" four-color posters in the series is a composite of thousands of tiny photo cells of rodents, Bell products and scenes from Bell's manufacturing and laboratory facilities.

Put together, the photos form a mosaic illustration with the caption, "Superior Technology, Product Performance & Support. Get the Whole Picture."

The first poster depicts a house mouse eating CONTRAC Blox, the second shows a Norway rat eating Bell's FINAL Blox and the third poster is an illustration of a mouse gnawing FASTRAC Blox.

Ideal for display in pest control offices, training areas or display booths, the posters are printed on a heavy, durable paper with an overall gloss-aqueous coating to enhance and protect the poster quality.

The posters are part of Bell's new ad campaign, *More Than Meets The Eye*, to demonstrate that more goes into the development of Bell products than "meets the eye." n

# T-REX Rat Snap makes quite a catch!



Count 'em. Four roof rats captured in TRAPPER T-Rex Rat Trap from an attic infestation in Fort Worth, TX.

Vernell Stewart of Stewart Pest Control in Fort Worth, Texas, had a “first” in his pest control career when he caught four roof rats at once on a TRAPPER T-REX Rat Snap Trap. That’s right, four!

“It blew my mind. I was totally amazed,” Stewart recalled of the day he pulled the trap from a house attic and discovered four slightly decomposing roof rats locked in its jaws.

“It was pure luck. If I could catch four on a trap all the time...,” mused Stewart who’s been in business since 1995. “It was one of those freak things.”

The home, located in a well established neighborhood with a creek in the backyard, had been serviced before for rat problems.

This particular time Stewart was called in to get rid of a bad roof rat infestation. He had already trapped several roof rats when the owner mentioned hearing noises in the attic.

“IT WAS PURE LUCK. IF I COULD CATCH FOUR ON A TRAP ALL THE TIME...IT WAS ONE OF THOSE FREAK THINGS.”

– VERNELL STEWART

Implementing a technique for baiting tight attics that he learned from a fellow technician, Stewart mounted several T-REX traps each to four six-foot fence boards and then baited the dozen or so traps with crunchy peanut butter. Hoisting the boards through the opening of the pull-down attic, he positioned each in different direction.

When Stewart returned the following Tuesday, four days later, the home owner reported a smell coming from the attic.

Stewart pulled out the boards and was “totally amazed” when he saw the four rats in the trap.

“I looked and counted. I heard of two on a trap but I hadn’t seen anything like this,” he said. “It had to be that they were lined up at the same time and happened to get caught.”

Stewart carries a camera in his truck for documenting damage for wood-destroying insect reports and, as he noted, “for anything out of the ordinary or really unusual.”

“I was really glad I had the camera,” he said. Besides the four pictured above, Stewart caught 12 more adults and some juveniles. n

## Environmental Award *cont.*

Working with the Island Conservation and Ecology Group, in conjunction with government, naturalist and environmental groups, Bell developed a bait tailored to control the rats, while addressing the environmental concerns of the island’s unique habitat.

The resulting bait was attractive to black rats but unappealing in color, shape, and size to non-target species. It also decomposed quickly, ensuring that no active ingredients remained in the ecosystem after the project ended. And, it was durable enough for aerial application yet sized to minimize drifting.

“With the success of the Anacapa Island Restoration Project, naturalists and park agencies now can draw from this ambitious rodent eradication project to restore the balance of nature on other islands and habitats overrun by non-native rodent species,” noted Peter Martin, Bell Laboratories’ technical director who spearheaded the product’s development. n



The threatened Xantus’s Murrelet was among the sea bird species that fell prey to non-native black rats on Anacapa Island.

Address Service Requested

3699 KINSMAN BLVD. • MADISON, WI 53704



PRSRRT STD  
US Postage  
PAID  
Madison, WI  
Permit 1355