

THE Bell Report

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NEW PRODUCTS

Bell's new deadly combination to capture mice – **Trapper® Snap Trap & PROVOKE™ PROFESSIONAL MOUSE ATTRACTANT**

Bell Laboratories has paired the capturing power of its newly redesigned TRAPPER Snap Trap for mice with its new PROVOKE Professional Mouse

Attractant for a “deadly combination” in trapping mice.

Introduced in October at PestWorld 2006, the National Pest Management Association's annual fall convention, TRAPPER Snap Trap with PROVOKE gives pest management professionals (PMPs) maximum mouse capture on any job, but especially those where bait is prohibited.

More Capturing Power

New TRAPPER Snap Trap has been completely re-engineered with a pin & trigger mechanism that is powerful enough to quickly capture an approaching mouse yet eliminates false triggers.

Once the mouse enters either the front or side of the trap, TRAPPER Snap Trap's patented interlocking teeth hold it firmly. The result is more mouse captures in less

time. TRAPPER Snap Trap can be used alone or placed in a bait station.

Integrated Bait Cup Holds PROVOKE

Besides greater killing power, new TRAPPER Snap Trap also features an integrated bait cup that holds either bait or an attractant, such as Bell's new PROVOKE.

Developed by Bell scientists, who are noted for formulating rodenticides with the highest bait acceptance, PROVOKE is the first and only attractant formulated specifically for mice. It is a food-based matrix targeted specifically to the feeding preferences of mice.

Even the most finicky mice cannot resist PROVOKE's alluring formula.

New PROVOKE - Easy to Dispense

PROVOKE is easily dispensed onto any mouse trap via a no-drip squeeze bottle that fits conveniently in a technician's pocket. (See page 3).

Because PROVOKE is non-toxic and hypo-allergenic, PMPs can use it with confidence in schools, food production plants and other facilities where attractants, such as peanut butter, are prohibited.

And, PROVOKE is water soluble, so it won't stain clothing or carpets. ■



New PROVOKE placed in TRAPPER Snap Trap is a “deadly combination” for mice.



TECHNICAL REPS

Prendergast and Deuscher join Bell's sales team for southern mid-Atlantic states and northern Europe

James Prendergast joined Bell this fall as technical sales representative for the southern mid-Atlantic region. Similarly, across the Atlantic, Thomas Deuscher was hired as regional manager for northern Europe.

As part of Bell's sales team, they work closely with Bell distributors on the sale and promotion of Bell's rodent control products.

Prendergast: Southern Mid-Atlantic States

Based in Easton, Pennsylvania, James Prendergast's territory includes Delaware, Pennsylvania, Maryland, West Virginia, Virginia and New Jersey south of Trenton.

In addition to sales, he aids distributors in their marketing efforts by training distributor sales staff and pest management professionals (PMPs) on the proper selection and use of Bell products. Acting as a technical resource, he also accompanies them on field inspections of severe or difficult rodent infestations.

Prendergast also represents Bell at distributor sales meetings and national trade shows.

Prendergast began his sales career in Philadelphia in 1998, selling electro-mechanical interconnect products.

Two years later, he became district sales manager for Bay West Paper where he managed a large distributor network sales force in eastern Pennsylvania and southern New Jersey. By establishing sales goals, targeting markets and developing a growth plan, he achieved the Winner's Circle Award for six consecutive years.

Prendergast received a bachelor of science degree in Hotel, Restaurant and Institutional Management from Pennsylvania State University in 1992. Before going into sales, he worked as a restaurant manager, gaining experience with broad application to his work today in pest control.



James Prendergast



Thomas Deuscher

As regional manager for northern Europe, Thomas Deuscher works with distributors and end-users of Bell products in Austria, Belgium, Germany, Switzerland, Poland and the Netherlands.

Deuscher works to increase distributor sales of Bell products and provides support to Bell customers in the public health, as well as agricultural and animal health markets, including pest control companies, local authorities, farmers and other end-users.

Specifically, he advises Bell distributors on marketing Bell products and provides training and technical advice to distributors and end-users in classroom settings, as well as on field inspections.

Deuscher also represents Bell at national industry trade show and distributor-organized events.

Extensive Sales Experience

Deuscher brings 15 years of sales experience to Bell, with six in the pest control market. He began his sales career in 1986 in the export/import business for a flower wholesale company. He then branched out into the sale of flower-related chemicals, such as plant nutrients and herbicides, which shifted him into the pest control industry.

In 2001, he became an area sales manager with Killgerm GmbH Neuss in Germany and most recently was area sales manager with Neudorff, Emmerthal.

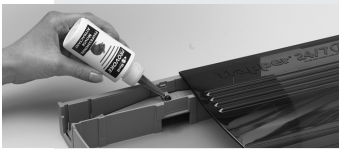
From his experience in the pest control industry, Deuscher understands the needs of the pest control industry in his territory.

"The marketplace needs the best support we can give them. I know the problems and have tools in my hands to repair them," he noted.

"Bell Laboratories has the best products and the highest quality standards in the market place in Europe absolutely," he added.

Deuscher is based in Muhlhausen in central Germany. ■

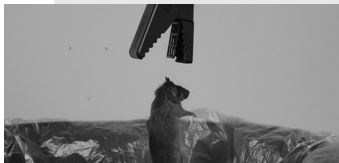
As part of Bell's sales team, Prendergast and Deuscher consult with Bell distributors on the sale and promotion of Bell's rodent control products.



Apply PROVOKE Attractant directly to the trap.



Even finicky mice can't resist this combo!



No-touch disposal is quick and sanitary.

Easy-to-use TRAPPER Snap Trap & PROVOKE Mouse Attractant capture more mice - faster

Controlling mice without using bait is a daily challenge for PMPs who service schools, food plants, and other facilities where bait use is prohibited.

Now, with Bell's new TRAPPER Snap Trap, combined with PROVOKE Professional Mouse Attractant, their hard work will get better results - faster.

TRAPPER Snap Trap with PROVOKE is easy to use, saving PMPs valuable time on the job and maximizing the number of mice captured.

- 1** Apply PROVOKE to the mouse snap trap or multiple catch trap. The long nozzle on the PROVOKE dispenser makes it easy to fill the new bait cup inside TRAPPER Snap Trap.
- 2** Place the trap along walls or other areas where mice travel. TRAPPER Snap Trap is designed to capture and hold mice quickly and firmly without false triggers. More captures. More control.
- 3** With TRAPPER's no-touch disposal, getting rid of the captured mouse is easy, clean and sanitary. Hands never touch the mouse carcass. After disposal, the sturdy plastic trap is ready to use again and again.

TRAPPER Snap Trap is built to last and gives PMPs the lasting results they're looking for in tough mouse control accounts. ■

RPM POSTER

New Rodent Pest Management (RPM) poster makes attractive addition to showrooms

As a complement to its popular Rodent Pest Management (RPM) booklet, Bell Laboratories is now offering distributors and pest control companies an attractive, four-color poster depicting the key elements of a rodent pest management program.

Combining colorful photos with concise descriptions, the 18" x 24" poster addresses the basics of inspection, harborage reduction & rodent proofing, and choosing the right bait for either knockdown or elimination/prevention.

Bell's three baits – FASTRAC, FINAL and CONTRAC – are highlighted with key features of each. The poster also lists the 6

key principles to successful baiting.

Besides baiting techniques, the RPM poster addresses non-toxic control measures using Bell's full array of mechanical traps and bait stations.

Life-like photos of a Norway rat, roof rat and house mouse round out the poster's educational elements.

An attractive addition to any product showroom, training classroom or display booth, posters are available at no charge from your Bell technical sales representative.

Visit www.belllabs.com for a complete listing. ■



EMPLOYEE NEWS



John Schwerin



Mark Westover



Rich Williams

Schwerin, Westover and Williams promoted to manage growth at Bell Laboratories

Bell Laboratories' CEO, Steve Levy, recently announced an organizational restructuring within the company to meet its growing business demands.

John Schwerin, formerly Director of Corporate Sales & Marketing, was promoted to Vice President - International and will focus on international growth opportunities. As part of constructing a cohesive international strategy, Schwerin will pursue new products, markets and distribution channels for Bell outside the United States.

Schwerin is well-known within the U.S. pest control industry and has helped direct Bell's sales and customer relations for more than 20 years. He joined the company in 1984 as a technical sales representative for the East Coast and was promoted to sales manager four years later. He has directed Bell's corporate sales and marketing division since 1999.

Mark Westover was promoted to Director of Sales and will work with Levy in business development within the U.S.

Westover has been Bell's National Sales Manager since joining the company in 2003. In his new post, he will also continue to direct the sales activities for the pest control and turf & ornamental markets.

Rich Williams steps into the newly created position of Regional Sales Manager. A Bell technical sales representative for the Central states since 1997, Williams will now provide sales management to Bell's technical reps in the Northeast, Midwest and Mid-Atlantic regions.

In making the promotion announcement, Levy added, "These changes will better enable Bell to continue to grow our business while providing outstanding products that meet our customers' needs." ■

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