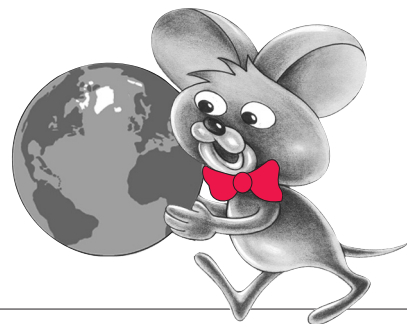


The Bell Report

International Edition



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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 new PROVOKE Professional Mouse

Attractant for a “deadly combination” in trapping mice.

Available in November from Bell distributors throughout Europe and Australia, 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 mice captured 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 to the specific feeding preferences of mice.

Even the most finicky mice can't 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.



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TECHNICAL REP

Deuscher joins Bell's sales team as regional manager for northern Europe

Thomas Deuscher joined Bell Laboratories this fall as regional manager for northern Europe where he works closely with Bell distributors and end-users in Austria, Belgium, Germany, Switzerland, Poland and the Netherlands.

As part of Bell's sales team, Deuscher advises Bell distributors on the sale and promotion of Bell products. He also supports their marketing plans by training distributor sales staff and their customers on the proper selection and use of Bell products.



Thomas Deuscher

Sales Advice & Technical Support

Deuscher provides technical expertise to individuals in the public health and agricultural/animal health markets, including pest control companies, local authorities, farmers and other end-users.

He offers training and technical advice to groups in informal and classroom settings, as well as working one-on-one with distributors and service industry professionals, accompanying them on field inspections to solve difficult or severe rodent infestations.

Deuscher also represents Bell at industry trade shows 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 garnered an understanding of 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 has the best products and the highest quality standards in the market place in Europe absolutely."

Deuscher is based in Muhlhausen in central Germany. ■

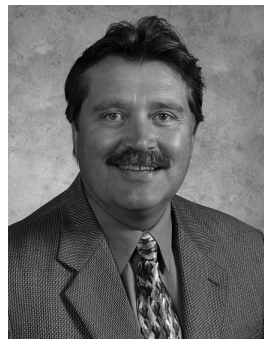
STAFF NEWS

Schwerin focuses on international business

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

For the international market, John Schwerin, formerly Director of Corporate Sales & Marketing, was promoted to Vice President - International.

As part of constructing a cohesive international strategy,

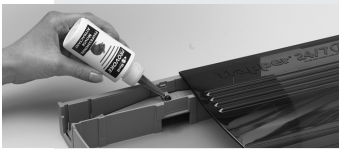


John Schwerin

Schwerin will focus on international growth opportunities. He 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.

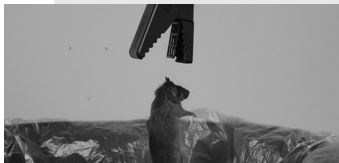
He has been involved in the executive strategic planning group at Bell for the past several years



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. ■

Schwerin manages international growth - continued from page 2

and is familiar with Bell's international directives.

Schwerin will draw from his vast experience in the pest control industry to grow international markets for Bell.

Commitment Backed by Resources

"Bell is committed to our international business relationships," Schwerin said recently. "We have the resources and people delegated to help our international distributors and industry services companies grow their businesses."

Those resources, he pointed out, help identify what's needed in individual markets, both in products and service-related training to advance the level of professionalism in pest control.

"It is vitally important that we understand and meet the needs of our distributor partners and those service companies who rely on

Bell products," he added.

Collective Expertise of Business Managers

Bell currently has a network of international business managers and staff in Australia, Mexico, Europe and Canada that offers customers the highest quality technical expertise and service.

"Our international business managers bring a collective experience and wisdom that benefits the global marketplace," he said.

"They pass information along to each other which helps identify trends in organizations. That ultimately leads to new concepts and products coming to the marketplace."

Bell's commitment and expertise, coupled with support of its international staff, enable the company, Schwerin added, to respond to its international business partners in a way that benefits Bell distributors and the pest control service industry abroad. ■

For a complete listing of Bell's International Business Managers, please see the back page.

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