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PROTECTA LP 20 YEARS & STRONGER THAN EVER



Two decades after Bell introduced its “Low Profile” tamper-resistant bait station, PROTECTA LP is going stronger than ever, a top performer for Bell and the preferred bait station in the industry.

“It’s the number one selling bait station on the market,” said Mark Westover, Bell’s Vice President for Global Sales who oversees sales of Bell products throughout the world.

“PROTECTA LP sets the standard in the industry for strength, durability, function, tamper-resistance, ease of use...everything a technician needs in a rugged, day-to-day bait station.”

Rolled out in the spring of 1993, PROTECTA LP quickly caught on with technicians who needed a compact bait station that would easily fit in tight spaces, such as under

pallets. Its triangular shape meant it also slips snugly into corners. But the station went well beyond its unique shape.

“The hallmark of PROTECTA LP is its strength,” said Bell’s Engineering Director, Dan Johnson. “Figuratively speaking, it’s our bullet-proof station, a tank.”

Solidly manufactured of polypropylene with 1/8-inch-thick walls and a “living hinge” lid that fits securely to the base, PROTECTA LP is built to last whatever the conditions – indoors, outdoors, in extreme hot or cold weather – wherever PMPs work.

Yet Johnson, who’s been developing products for Bell for the past 18 years, proudly points out the modifications and improvements made to the station over the years “to make it even better.”



PROTECTA LP Bait Stations are manufactured solely at Bell facilities in the U.S. where stations are inspected and tested to meet Bell’s exacting standards. Stations are sold exclusively through authorized Bell distributors.

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Rat Ville Horror cleaned out with CONTRAC BLOX

Some stories bear repeating, like this one from Frances McKim, editor of Pest Magazine in the U.K., which illustrates why technicians choose CONTRAC BLOX.

The story's featured pest control technician, Dave Boniface, said he normally uses traps in residential accounts but this particular house, which he dubbed 'rat ville,' was "way different."

"There were so many rats we would hear them in the roof spaces, walls, and laughably, the piano that was buried under rubbish would play from time to time as rats moved around inside," Boniface said. "Our problem was the amount of food."

Traps proved futile. The only solution was to clear out five tonnes of rubbish, two tonnes of magazines, and then bait with Bell's CONTRAC BLOX.

"I even ground some up as we wanted it consumed ASAP," Boniface added. When he returned four days later, "the horror began."

When Dave Boniface of Campbells Pest Control in Eastbourne finally got into a private detached house in the town he could hardly believe his eyes. Inside the rooms were filled to the height of the window sills with rubbish and the house was alive with rats.

"In fact even getting into the house posed a challenge," said Dave. "The front door would only open a matter of inches, so I had to find someone really slim to squeeze through the gap."

Once inside the extent of the problem became evident. Having been moved out for the clearance operation, the resident, an elderly man, had lived in the house alone for the last 11 years following the death of his mother.

During this time he had become a compulsive buyer and hoarder. Every room was stacked high with piles of old magazines and shopping catalogues, but the real highlight, as far as the rats were concerned, were the endless bars of chocolate, crisps and other types of food. Every room in the house was stacked feet deep and to get upstairs you had to negotiate a very small track.

Clearing the house took Dave four days and he estimates he shifted at least five tonnes of rubbish plus a further two tonnes of all the old catalogues and magazines.

But once the rubbish started to subside, the rats became the real problem.

"The rats had eaten holes through the walls and floor boards and there were droppings everywhere. The floors were so wet with rat urine that the moisture started sweating out of them. It was truly incredible," explained Dave. "I have never seen anything like it."

Initially Dave attempted to combat the rodent problem by using traps. In one room alone he set 12, but this was futile and he didn't catch a single rat. So Dave laid bait, Bell's CONTRAC BLOX containing bromadiolone.



Signs of rats were everywhere beneath the clutter of "Rat Ville." A total of 104 rats were removed.

That seemed to do the trick. Returning to the site, Dave bagged-up a total of 104 rats. From the kitchen alone he removed 56 including, to his amazement, 16 from a chest of drawers where the rats had previously made a nest.

In the ten years Dave has been involved with house clearances and pest control he admits he had never seen anything like it.

"Once we managed to clear the rubbish we discovered where the rats had been coming from. It was the drains. There was an inceptor cap missing, but no-one would have been able to spot it was missing. I wish we'd had a TV crew with us, it was incredible," concluded Dave.

Bell reps highlight new products at 2013 pest control exhibitions

POSTSCRIPT:

Dave Boniface (below) described the damage done by the rats.

"There were holes in all the floors of every room, rat grease everywhere, rat urine sweating out of the floorboards. Upstairs on the landing the amount of droppings was unbelievable."

When he and his partner encountered nests, they left that area undisturbed.

"Every room and loft was heavily baited after being left one day clear of food,"



“ Why change when you get results like this? ”

– DAVE BONIFACE
TALKING ABOUT CONTRAC BLOX

he explained. "You know rats that have eaten poison will return to the nest to sleep it off. Rats were dead in their nests all over the place.

"The guy I had helping said it was the worst living hell he had ever had to put up with," said Boniface, who normally deals with bed bugs, foxes, fleas, rodents, insects and the occasional "dirty clean up."

The property is now on the market and due for renovation.

Meanwhile Boniface who has been in pest control for the past ten years, began using CONTRAC BLOX with bromadiolone five years ago and, "is sticking with it."

"Why change when you get results like this?" he asks. ■



Besides enthusiastic representatives, the big draw to Bell's booth at pest control exhibitions in Europe this Spring was its new monitoring soft bait, DETEX Soft Bait with Lumitrack.

With hundreds of giveaway product packets, pest control technicians could squeeze and smell the non-toxic, disk-shaped bait with Lumitrack, an additive that, once ingested, makes rodent droppings glow bright green under black light.

Disinfestando 2013 - Rimini

At Disinfestando 2013 in early March on Italy's eastern coast in Rimini, Bell's EMEA Business Manager, Tino Panetta, and Southern European Manager, Arnaud del Valle, officially launched DETEX Soft Bait with Lumitrack to the Italian market.

"Attendees wanted to know what was new from Bell this year," del Valle reported who, along with Panetta, a native Italian speaker, explained the technology and science behind Bell's new soft bait.

"We focused on its new formulation with less oil and paraffin than other soft baits, its high palatability and that it stays soft in freezing or very hot conditions," del Valle noted. "Lumitrack is well appreciated here. Customers use DETEX where they can't use toxic baits and pre-bait in order to know where to put traps. They are expecting Lumitrack to be introduced in all our baits, like CONTRAC with Lumitrack in the U.S."

Bell's Italian distributor, Colkim, which has been selling Bell products for more than



At Disinfestando 2013, Tino Panetta discusses Bell's new EVO bait stations with Aldo Gelli, Technical Manager for Colkim, Bell's exclusive Italian distributor. Above, Arnaud del Valle (center) with Colkim's Silvia Albertazzi and Valentina Masotti, and an Italian PMP.

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Most recently, to make the station Tier I compliant, that is, resistant to both children and dogs, blocking ribs were added on each side of the interior rodent runways and small walls which narrow the opening to access the bait.

Bait Secured in Station

Similarly, to keep the bait securely in the station, ribs were added to the inside of the lid. At that time, a fourth bait securing peg was added (previously the station could hold three BLOX vertically) and all four pegs moved further to the back of the station. Also, the station's contained baiting area keeps bait crumbs from being shaken out.

"Before that, we added a horizontal bait rod so the station can be used flat or vertically which is necessary in wet areas to keep the bait elevated. Water can drain out through the U-bolt holes," Johnson added.

Early on, two U-bolt holes were drilled into the back of the station so it could be secured to a post, fence or other permanent object.

PROTECTA LP has a double locking system for added security which opens with Bell's 2-prong key. When closed, the flush-fit lid leaves no room for prying it open.

Most recently PROTECTA LP was again modified for use with Bell's LOAD-N-LOCK which is weighted with two standard concrete bricks and can only be unlocked from inside the bait station.

"It's no wonder technicians love these stations," Westover added. ■

20 years, also displayed Bell products in its booth, giving the Italian pest control industry full exposure to Bell's EVO line of tamper-resistant bait stations, TALPIRID Mole Trap, and its complete range of baits.

PestEx 2013 - London

Bell's entire European team, along with Mark Westover, Vice President of Global Sales, joined the 90 exhibitors at PestEx 2013 on April 10-11 in the U.K.

With more than 2,000 visitors, a third of whom came from outside the U.K., PestEx, organized by the British Pest Control Association, is the U.K.'s largest exhibition for the pest control industry.

"It was great to have some initial feedback on the DETEX Soft Bait. We're getting reports that it's extremely palatable with great takes in the field," noted Bell's Market Manager for the U.K. and Ireland, Brady Hudson. "We also got a lot of great feedback on the EVO bait stations."

Held in the superb location of East London, exhibition attendees could also "make the most of sights and entertainment of this great city," she noted.

PestWorld East 2013 - Dubai

And, further afield in Dubai, Bell's Inside Technical Representative, Julie



Visitors to PestWorld East 2013 learned about Bell products that hold up in the heat from Bell technical representative, Julie McMonagle (right).

McMonagle, reported high attendance at PestWorld East 2013 on April 29-30 with visitors from the U.A.E., Kuwait, Saudi Arabia, Jordan, Pakistan and India, including Bell distributors - VAMCO from Kuwait, National Pest Control and Agricultural Materials Co. in the U.A.E., and Boecker International in Lebanon.

"Overall, BLOX are still the main focus and the heat stability of CONTRAC is a major benefit in the U.A.E., however, there is growing interest among pest controllers in the concept of a monitoring bait with Lumitrack," McMonagle reported.

U.A.E. pest control companies also liked the new EVO CIRCUIT Bait Station as it offers "a very discreet option for premises, such as hotels," she added. ■

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