



THE BELL REPORT

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BELL LABORATORIES MARKS 40TH ANNIVERSARY

Bell Laboratories marks its 40th year in business kicking up some dust, that is, construction dust from developing a second site near Madison, Wisconsin, this one located on Stack Drive, a new street paying tribute to the man who founded the company in 1974, Malcolm Stack.

The new 32-acre parcel of land, located five and a half miles up the road from Bell's corporate headquarters, was purchased in January 2014 to meet the company's growing need for additional shipping and warehouse space and to provide for future expansion.

Already work is underway on a 300,000 sq. ft. warehouse/shipping facility with 14 loading docks and expansion capability for six more, explained Dan Johnson, Vice President of Research and Development, who is over-

seeing the project.

Finished goods will be shipped from the new facility and some raw materials warehoused there, freeing up additional manufacturing space in other buildings.



When completed in June 2015, the new steel/glass building will bear the Bell colors – black and grey with a red accent strip.



L to R: Early days at Bell with visits from distributors. Construction is well underway at Bell's new warehouse and shipping facility on Stack Drive.



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40th Anniversary

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As a “green” step, two retention ponds will hold run-off water on-site. The northern end of the property will be fully landscaped next spring while the southern edge is already a partially restored prairie. In the future, the prairie may incorporate a meditative walking path, which long-term employees hope will be called Malcolm’s Way.

With the new parcel of land, Bell’s physical holdings, which include corporate offices, research laboratories and manufacturing operations, now total nearly 40 acres – amazing growth considering Stack started the business in 1974 operating out of a single rented garage.

An American Success Story

“My dad’s life can only be described as an American success story,” said Stack’s daughter, Linda Hughes who, on the death of Malcolm in 2006, took over ownership of the company with her sister, Anne Connor.

“He felt being in the U.S. afforded him



B/W photos: Bell’s first customer service area and manufacturing plant at its Kinsman Blvd. location in the early ‘80s. *Colored photo:* Manufacturing Bell’s popular mouse snap traps today.

opportunities he wouldn’t have had elsewhere.”

Hughes, who manages the company’s advertising and public relations efforts, watched her father grow the business.

“The testing laboratories were the key,” she said of Stack’s commitment to product testing. “Right away, he set up R & D which set him apart from the rest. Nobody back then was doing any of that. Nobody took rodent control seriously.”

She remembers summer breaks during her college days when she worked in the first lab

set up in their family basement.

“We did efficacy testing against EPA challenge diets and then we’d tweak the formulation to make the bait more palatable,” she recalled.

“He’d ask, ‘Does it work? Can we make a better bait by making it more palatable with formulation changes?’”

That philosophy served as the working motto of the company as

Stack personally traveled the



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**20 ISLAND PROJECTS
WORLDWIDE**

TREATED WITH BELL
PRODUCTS TO
ERADICATE RODENTS

40 ACRES

BELL PHYSICAL
HOLDINGS IN
MADISON,
WISCONSIN

39

COUNTRIES
WITH BELL
PRODUCTS
REGISTERED
AND PENDING
REGISTRATIONS IN
THREE ADDITIONAL
COUNTRIES



5

ACTIVES SYNTHESIZED
AT BELL AND USED IN
BAITS WORLDWIDE



6

CONTINENTS WHERE
BELL PRODUCTS
ARE AVAILABLE

THE SPIRIT OF AN ENTREPRENEUR

At age 16, Malcolm Stack left his home in Manchester, England, to join his brother, Roy, in Canada where the brothers enlisted in the Canadian Navy.

When his time in the Navy was completed, Stack earned his living doing manual labor. In his free time, he joined a group called Junior Achievement where he learned public speaking and the skills to land a sales job with a Canadian company that sold animal health products.

That position eventually brought Stack, by then a sales manager, to Madison, Wisconsin, where in 1974, he bought a small Iowa company that held EPA-approved labels for rodent bait and a couple pieces of equipment.

“On a handshake and a check, he bought the labels and equipment and moved it to Madison,” recalled Stack’s daughter, Linda Hughes.

“He was the engineer, quality assurance person, maintenance guy and sales person.”

- LINDA HUGHES

His manufacturing plant was a rented garage with an overhead door and limited space inside where Stack set up the mixer to mix



Malcolm Stack



Linda Hughes

meal bait and a machine that poured paraffin.

He hired two Vietnam veterans through a government program that partially subsidized their wages and began manufacturing Bell’s first product, paraffin-based Rodent Cake.

Bell Laboratories was born

“My dad felt his business sense came from his mother, Betty, who was also an entrepreneur,” said Hughes, whose British grandmother sold special occasion party dresses out of her basement to working girls who paid on the installment plan.

A pragmatist, Stack knew from the beginning what he needed to do to succeed.

“I remember him saying, ‘I need X amount to live and I need to sell Y to make it the first year.’ That allowed him to be successful,” Hughes said of the early days. “He knew how much he had to sell to make it. He would work on the line; go out and sell; then back to produce

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Knox covers rodent control and FINAL in Singapore

Bell’s Australasian Business Manager, Andy Knox, was a guest speaker at a technical seminar on rodent control in Singapore, sponsored by Bell distributor, Bentz Jaz, in July.

The rodent control seminar was the second in a series of technical training sessions, entitled The Green Step, that Bentz Jaz is hosting over a 12 – 18 month period. The goal is to train local pest controllers on five topics – mosquitoes, rodents, cockroaches, termites and birds.

To accommodate as many local pest controllers as possible, the half-day rodent control seminar was repeated four times during a two-day period, allowing nearly 100 PCOs to attend.

Knox used the opportunity to introduce 20 or so of the Bentz Jaz staff to Bell’s FINAL BLOX and FINAL SOFT BAIT. FINAL, which contain the active ingredient, brodifacoum, is already registered in Thailand, with registrations in Singapore expected shortly.

Bentz Jaz, Knox noted, is a strong supporter of Bell products and has done “an excellent job promoting the use of DETEX in Singapore, in addition to supporting the sales of CONTRAC Rodenticide to their customers.”

Bentz Jaz, he added, is looking forward to offering a third bait choice, FINAL, in the region.

“The staff quickly grasped and were enthusiastic about the concept of a very strong and a more environmentally gentle rodenticide,” noted Knox. “They readily accepted the logic of being able to swap between the three baits.”

Bentz Jaz maintains offices in Singapore, China, Thailand, Indonesia, Myanmar and the Philippines with Vietnam as their next planned location. ■

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“ROBOT-LIKE” AUTOMATED ASSEMBLY MACHINES PRODUCE DISPOSABLE AND REFILLABLE MOUSE BAIT STATIONS



352

NUMBER OF EMPLOYEES

JEFF BALLWEG, SHIPPING DEPT., HOLDS RECORD FOR LONGEST EMPLOYMENT – SINCE AUGUST 9, 1977



Bell’s Andy Knox (center front) with Bentz Jaz staff at a rodent control conference in Singapore.

40th Anniversary

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U.S. selling the company's sole product, Rodent Cake, and later P.C.Q. to pest control distributors.

"He wanted to make sure the product worked," Hughes stressed. "The key to rodent control, he'd say, was simple: If they don't eat it, they don't die."

With the success of Rodent Cake, Stack went on to develop a line of rodent control products that has set the standard in the industry both then and now.

"As Bell continues to grow, we are extremely grateful for our dedicated employees and long-standing relationships with distributors



Testing has been the key to palatable baits from Bell since day one.

and customers worldwide," Hughes added. ■

2014

PESTWORLD
October 21-24 / Orlando, Florida / NPMA PestWorld.org

Oct. 21-24 • Orlando, FL
Walt Disney Swan & Dolphin Resort

Celebrate Bell's 40 years in business with a special anniversary cake at the President's Leadership gathering Tuesday evening, 6:30 - 8:30 p.m.

Meet Bell representatives and learn about Bell products, including the new PROTECTA EVO Mouse Bait Station.

JOIN BELL AT BOOTH 417

Entrepreneur *Continued from page 3*

more product to sell. He was the engineer, quality assurance person, maintenance guy and sales person."

With hard work, Stack also took rodent control to a more professional level.

At a time when people were mixing bait in paint cans, Stack was drawing from the expertise of University of Wisconsin researchers on warfarin and, later, the Vitamin D-based active ingredient used in Bell's cholecalciferol baits.

"He was known as 'the rat guy' down at

the university," Hughes laughed. "But he knew testing laboratories were the key. He started with efficacy testing, then gradually moved into tweaking the formulations to make them more palatable. Then he turned R & D into testing new compounds, and, he never stopped."

At the age of 64, Stack gradually turned over the reins of the company to Steve Levy who joined the company in 2000.

"Malcolm had a comfort level with

Steve. It gave my dad six very happy years," Hughes recalled. "He said, 'I'll be in Florida if you need me.'"

Malcolm Stack died in 2006 leaving an inspiring legacy through Bell Laboratories. ■



Use pesticides safely. Always read the label. Follow the Alliance Code of Practice for glue boards in the UK.

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