



DID YOU KNOW?

- ▶ Bell Laboratories has supplied bait for more than 40 island conservation projects throughout the world
- ▶ As of 2017, Bell has supplied more than 1.5 million lbs (680,389 kg.) of bait to conservation projects.



THE BELL REPORT

International Edition

VOLUME 20 | NUMBER 4 | OCTOBER - DECEMBER 2017

Edialux *Continued from front page*

tendance stating, “Our main French PMPs attended the show in the three cities and the two conferences have been attended by the main stakeholders of our industry. The unexpected International resonance of the event brought together attendees from Africa, Middle East and Southern Europe.” ■



Bell Laboratories booth at Edialux On Tour

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

EDIALUX ON TOUR

Three days, three cities to celebrate the 30th Anniversary of Edialux France

In November, EMEA Business Manager, Arnaud Del Valle, attended a professional road show, Edialux On Tour, to recognize the 30th Anniversary of Edialux France. The tour provided attendees with the unique opportunity to meet a great number of Pest Control Operators and present their product range and latest innovations and solutions for the pest management market.

The tour stopped in three different locations, providing exhibitors like Bell the opportunity to show their products in the three largest athletic stadiums throughout France. The first stop was at Stade de France in Paris — the largest stadium in France and home to the 2024 Summer Olympics Games. Following the stop in Paris, the Tour moved on to OL Parc Stadium, a new soccer stadium in Lyon, and Orange Velodrome in Marseille.

Bell Laboratories participated in Edialux on Tour as a Gold Partner. In addition to exhibiting, Arnaud gave two talks each day. His topics focused on “Secured bait stations and the evolution of the European legislation” and “The non-toxic approach of a successful IPM program”. Arnaud was thrilled with the show’s at-



Top: Attendees and exhibitors take in the view at Orange Velodrome in Marseille. Bottom: Arnaud Del Valle, EMEA Business Manager, presents to attendees.

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TRADESHOW SEASON A HUGE Success!

The International Sales team had a busy fall traveling across the globe for tradeshows from Baltimore to Coventry and everywhere in between. At each show, they enthusiastically represented Bell in front of thousands of Pest Control distributors and operators.

PestWorld 2017 in Baltimore

This year, Pest World took the Bell Laboratories team to Baltimore, Maryland. The event was host to more than 3,700 PMPs representing 200 companies.

Bell's EMEA and Latin American business managers – Arnaud Del Valle and Andrés Pizarro both flew to the U.S. for the event. Shyam Lakhani, UK ROI & Sub-Saharan Africa Manager, was also in attendance for his first PestWorld tradeshow.

The well-attended event set the stage for Bell Laboratories to introduce new products and meet with key customers and technicians anxious to learn more about Bell's products and solutions. This year, Bell's booth had a huge addition—a bronze Tortoise statue. The tortoise greeted visitors to celebrate the first tortoise born on Galapagos' Pinzón Island in 150 years. This was truly a tremendous feat as a result of the partnership between Bell Laboratories and Island Conservation to eradicate invasive rats on the Galapagos Island of Pinzón and Rábida.



PestTech 2017 in the UK



Above: Martin Kuffel and Shyam Lakhani, Regional Managers, speak with PestTech attendees.

Left: LATAM Business Manager Andrés Pizarro with the Mackliff family.

In November, Bell's EMEA sales team participated in PestTech in Coventry, U.K. The show is considered to be the largest, one-day pest control event in Europe, and our international sales team was thrilled to be exhibiting at the show once again.

The team did not miss the chance to discuss new product and label updates to booth visitors, and talk face-to-face with hundreds of technicians about Bell products and the solutions we have for their pest control needs.

Bell's newest member to the EMEA sales team, Shyam Lakhani, UK, ROI & Sub-Saharan Africa Manager, noted the value of attending PestTech beyond just exhibiting. "The event hosted various workshops throughout the day to inform PCOs about regulation changes, new industry developments and effectively using current products in the market." ■



Technician Tips

6 KEY PRINCIPLES TO SUCCESSFUL BAITING

- 1 Choose the right bait for the job**
Your choice of rodenticide depends upon the environmental conditions and the severity of the infestation.
- 2 Read the rodenticide label before placing bait**
The label instructions give useful information on bait placement. "The label is the law."



- 3 Place bait where rodents travel**

Your inspection will identify the problem areas and the species involved. Place bait where rats and mice will find it.

- 4 Proper number of bait placements**

Place enough bait to get rid of rodents. Keep up a fresh supply of bait and remove any spoiled or rancid bait.

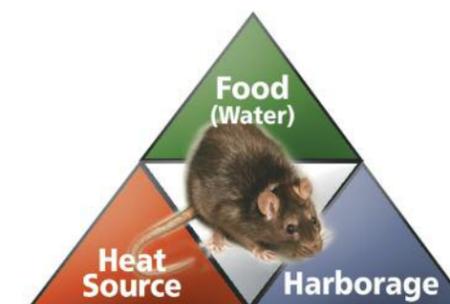
- 5 Use bait stations wherever safety is a concern**

Tamper-resistant stations help keep bait away from children, pets and non-target species.



- 6 Eliminate the rodents' food, water & harborage whenever possible**

Knockdown the population first before applying rodent-proofing measures, as disrupting the rodents' environment may send them scurrying.



Personnel

Mauro Brambillasca joins Bell as Regional Manager



Bell Laboratories is pleased to welcome Mauro Brambillasca to Bell Laboratories as the Central Europe and Middle Eastern Manager. Mauro will provide strategic direction in increasing market share of Bell Laboratories' rodent control products in Central Europe and the Middle East.

Working with Bell distributors, he will assess customer and market information in order to build strong customer and distributor relationships and enhance the market share of Bell products.

Brambillasca joins Bell with 10 years of experience in sales focusing mostly on automation engineering — three years in retail channel and seven years in business-to-business. Most recently, Mauro worked as an Export Manager at Frer, an electric and electronic measuring instrument manufacturer. In his role, Mauro conducted research for prospective distributors in new markets and managed relationships and business with executive customers. His focus as an Export Manager was specifically on the European and Middle Eastern markets.

Mauro, who is based in Milan, Italy, is looking forward to leveraging his previous sales experience to cultivate new business for Bell Laboratories in his region with the support from Bell distributors, customers and staff. ■