

SOLO®
Ισχυρή Δράση, Ενόχ Γεύματος

BRODIFACOUM
ΝΕΟΣ

Βελτιωμένο κατάλληλο για επίμονες προσβολές τρωκτικών

Παράγει την ενόχ γεύματος, δελεάζει γενικά αντισταχτική δραστηριότητα ενόχ Brodifacoum

Σύνθεση με αυξημένη ποσότητα τροφίμων για βέλτιστη αποδοχή από τα τρωκτικά

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SOLO BLOX Introduced to GREECE

Recently, Solo Blox was introduced to the Greek market. An itinerary was planned with Protecta S.A., a Greek distributor of Bell, in which Bell Laboratories and Michael Lekkos, Managing Director at Protecta S.A. traveled to four different cities through Greece. The four cities included Athens on February 26, Thessaloniki on March 5, Larissa on March 6 and Heraklion on March 13.

On February 26, Bell Laboratories and Protecta S.A. hosted their first conference for more than 200 customers at the Wyndham Grand Athens Hotel. Customers were delivered a detailed Bell presentation to acclimate them to Bell, the actives it offers and most importantly,



SOLO Blox. After the conference, Michael and Bell met with customers for an informal question and answer session. Customers were excited about Solo Blox being available in the market as they are very familiar with Bell bait quality and palatability. NOTRAC is a very well-known and appreciated product in Greece and it is the hope of Bell Laboratories that the introduction of SOLO Blox in Greece will translate into great success! ■



THE BELL REPORT

International Edition

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REGULATORY UPDATE: EUROPE

While there has been much industry discussion, and frankly a good deal of disagreement with the reclassification of rodenticides for the EU, Bell has taken a balanced approach to meeting the ongoing needs of the professional pest control and agricultural markets. Bell's belief is that most pest control operators and li-

censed agricultural users will continue to need access to full strength rodenticides whenever possible. As a result, Bell is supporting the renewal of both its bromadiolone and brodifacoum 50ppm product formulations. The renewals will ensure that licensed users have uninterrupted access to these vital products.

That said, there will likely be certain situations where licensed users will be asked to provide sub-30 ppm products and could be at a competitive disadvantage if unable to supply a viable option. To accommodate this need, Bell will be introducing a 25ppm brodifacoum

formula based on its already successful and palatable Solo 50ppm brodifacoum Blox. The strength of brodifacoum, even at 25 ppm, will be able to provide licensed users reliable results in those situations where a full-strength product is unable to be used.

Bell, as The World Leader in Rodent Control Technology®, remains committed to meeting the needs of the EU's professional pest control operators and licensed agricultural users and will continue to develop additional solutions for the market that can be trusted to provide the results our industry demands. ■



Camp set-up on Chañaral Island for research and observation. Photo credit: Island Conservation

ISLAND CONSERVATION

Chañaral and Choros

Working towards a better Humboldt Penguin National Reserve

Off the coast of Chile lies the islands of Chañaral and Choros, both of which belong to the Humboldt Penguin National Reserve. The islands are home to not only Humboldt penguins, but Peruvian diving-petrel, Atacama tree iguanas and native plants, to name a few.

Unfortunately, invasive, burrowing European rabbits on both islands were slowly destroying the ecosystem and overtaking the nesting burrows of Humboldt penguins and diving-petrels. Various actionable measures were taken to rid the islands of the invasive rabbits, but limited success was realized.

In 2013, Island Conservation called on Bell Laboratories to assist in eradicating the rabbits on the islands of Chañaral and Choros. Given that these are both desert islands, Bell developed

Continued on page 2

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Chañaral and Choros

Continued from front page

a dry form of brodifacoum bait. This active ingredient would knock down rabbits quickly before they learned to avoid the bait and would last a week or two in its pelleted form and then breakdown. After the formulation was developed, 2,600 pounds of brodifacoum pellets were produced and donated to these two island conservation projects. The pellets were distributed by hand instead of a helicopter bait drop on each island as it was found that rabbits move more than rodents do.

Rabbits were eradicated from Choros Island in 2014 and the island of Chañaral was declared rabbit-free in 2017. The eradication of rabbits on the islands with an anticoagulant bait was initially met with some resistance and concern for non-target wildlife, but before and after photos and tours of the islands after eradication drastically changed public attitudes. Island Conservation's Director of Conservation, Dr. Erin Hagan, shared, "There was amazing plant recovery. Barren fields and rocks now teem with herbaceous plants. Diving petrels are expanding; we're seeing more and more burrows and more occupied nests."

Today, the Humboldt Penguin National Reserve sustains 80% of the planet's remaining Humboldt penguins. ■



Humboldt Penguin in nest protecting eggs. Photo credit: Island Conservation

YEAR in REVIEW 2017

Number of Projects **12**

Lehua, HI
24,000 lbs. Ditrac D-50

Locations

British Bahamas, French Polynesia,
Wake Island, Lehua, Hawaii,
Midway Island, Chile, Micronesia

Pounds of
BAIT SUPPLIED **53,729**

Biggest Event
Major Sponsor at Island Invasives
Conference 2017 in Dundee, Scotland

Declared
RAT FREE
IN 2017 **DESECHEO
ISLAND**



BEFORE



AFTER

Before and after photos of Choros Island, showing tremendous plant recovery. Photo credit: Island Conservation

TRADESHOW SEASON in Full Swing!

The EMEA team has had a busy and productive start to 2018! Members of the team traveled from Germany to Madrid to the United Kingdom to represent Bell at various different tradeshows, discussing Bell's product offerings and meeting with distributors.

January brought Martin Kuffel, Northern European Manager, and members of the EMEA team to Pest Protect 2018 in Bremen. This two-day exhibition was host to primarily the German PCO market, but has a growing international interest. Martin was very pleased with the feedback and interest he received in Bell products sharing, "PCOs told us that they have had positive results and experiences with many of our products including Hidden Kill, Notrac, Solo and the entire EVO line." On the evening of the first night of the show, members of the EMEA team attended Pest Protect Night as an opportunity to meet and have dinner with Bell distributors.

In February, Arnaud Del Valle, EMEA Busi-



Solo Blox spotted on PPC Live Guides. Photo credit: PPC Live



Above: Martin Kuffel and Arnaud Del Valle enjoy the company of Tina Kam Sorensen of Trinol Denmark and Lia and Michael Lekkos, owners of Protecta Greece at Pest Protect Night.

Right: Shyam Lakhani and Arnaud Del Valle at PPC Live and Expocida, respectively.

Photo credit: Pest Protect

ness Manager, exhibited Bell products at Expocida. More than 750 attendees visited the show on February 22 and 23 in Madrid. Arnaud was joined by Kent Gutzmer, Vice President of International Sales. Arnaud and Kent were on-hand to discuss Hidden Kill and Bell's EVO range and answer any questions from visitors to the booth. Arnaud shared, "There were many Bell distributors represented at the show—this was great to see!"

On March 14, Shyam Lakhani, UK, ROI & Sub Saharan Africa Manager, joined 50 British

and International exhibitors at PPC Live, a special event for Pest Control Technicians in the United Kingdom. Nearly 400 guests attended this one-day event in Malvern, Worcestershire to meet with exhibitors and attend seminars and outdoor demonstrations. Shyam shared, "Overall, it was a very successful event. There was great atmosphere and the workshops and talks were very engaging and informative for the PCOs." ■

