Warehouse *continued from page 3*

"The availability of natural light is a huge benefit for the new facility," said Debroux. "Not only in terms of energy savings, but also reducing any errors from picking orders in darker environments."

The building is run by the current staff and will include non-warehouse space for the employees – offices, a break room and locker rooms.

As a company, this is an investment for the future which demonstrates Bell's commitment to customer service. We take special care in shipping all orders, whether it is across town or across the world, ensuring Bell products arrive at their final destination in the best condition. ■

Highlights *continued from page 3*

tioned the time saving design elements like the easy-to-use EVO key, and the increased bait capacity as the main benefits of the station."

Bell also took part in a prize drawing in conjunction with the BPCA which saw a giveaway of a Bell rodent control starter pack which included a few key products; Contrac BLOX, rodent bait stations, traps and Bell's Provoke attractant.

PestWorld East 2015 - Dubai

In Dubai, Del Valle, reported high attendance at PestWorld East 2015 on April 29-30 with visitors from the U.A.E., Kuwait, Saudi Arabia, Jordan, Pakistan and India, including Bell distributors from Europe and the Middle East.

Del Valle reported interest in Bell's gray bait stations, built to withstand the extreme temperatures of the region, which can soar to 50°C in the summertime.

"PCOs in the Middle East consider bait stations as not just a product, but a solution," said Del Valle. "EVO Circuit for discrete baiting, gray Protecta LP for strength and durability in high heat, and EVO Landscape for use in public gardens." ■

Bell's Del Valle fields questions from customers interested in the powerful Trapper T-Rex Snap Trap.

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Photo credit: Tony Martin

South Georgia Island BAITING COMPLETE

The world's most extensive island rat eradication is complete, with the crowning achievement in the form of a bucket of Bell Laboratories manufactured bait dropped via helicopter onto the sub-Antarctic South Georgia Island.

The final of three phases of the project started in January 2015, as a ship loaded with three helicopters and almost 100 tons of specially manufactured Bell bait departed from the Falkland Islands off the coast of Argentina.

The unrelenting winds and erratic weather patterns proved challenging, but not overpowering. One helicopter even sustained severe damage due to rough weather, threatening to halt the final Phase completely.

Despite varying weather conditions and the arduous task at hand, the project reached its culmination at the end of March, when the last of the pellets dropped onto the island below.

The project, led by the South Georgia Heritage Trust (SGHT), was a five-year, $11 million project. It began with the goal of total eradication of invasive rodents that were threatening the native wildlife at the seabird sanctuary.

"After many years of preparation, three seasons of fieldwork, more than 800 bait loads, 1,000 helicopter flying hours and over a thousand square kilometers treated, the final pellet had been dropped," said Professor Tony Martin, Project Leader from the University of Dundee, in his recent recount in a South Georgia Heritage Trust newsletter.

The island is one of the world's most important breeding sites for unique bird species. Migratory birds like blue petrels, the pipit and the South Georgia Pintail, along with large seabirds such as albatrosses and penguins all inhabit the island.

In the two previous phases in 2011 and 2013, the team, nicknamed Team Rat, successfully baited and eradicated rats from the first two-thirds of the island. Even at that point, the project was five times larger than any other rodent eradication project yet attempted.

During Phase 3, the team of 18 aerially spread Brodifacoum Conservation Pellets on the remaining one third of the island, an area of about 140 sq. miles. The operation involved almost 450 flying hours and utilized GPS, data management, meteorology and polar logistics to get the job done as efficiently as possible.

History of South Georgia Island

South Georgia Island is located in the Antarctic about 1,000 miles off the southern tip of South America and is rightly celebrated for its wildlife. The remote island is a breeding ground to more than 29 bird species, and more than 30 million birds nest and bring up

Continued on page 2

South Georgia Island *Continued from front page*

SGHT Phase 3 operations; helicopter in flight with baiting bucket overlooking Team Rat camp area

young chicks on the island every year.

While the island's rich biodiversity and prime location for migratory sea birds supports a diverse wildlife population, it also attracted the sealing and whaling industries in the early 1900's. These lucrative industries practically wiped out the islands' seal and whale populations before the practice was later banned.

While the industries are long gone and the marine life has since bounced back, the legacy of the Norway rat remains. The rats, introduced by sailors, have since devastated South Georgia's seabird populations, causing a drop by more than 90%.

South Georgia's sea and land species - petrels, the pipit, and prions - are particularly susceptible to Norway rats that prey on the eggs and chicks of nesting seabirds. The lack of trees on the island means birds must nest on or under the ground, right within visability of the predatory rats.

Due to the remote location, and the vast square footage of the island, many scientists feared any rat eradication project would be too challenging of a mission to tackle.

Because rodents easily fill any available niche, an island normally must be treated with bait all at once. South Georgia was an exception.

The island held numerous glaciers that were nearly a mile across, too far for the rodents to travel. Each glacier extended into the ocean, creating effective barriers to reinfestation of previously treated areas.

Warming seas and an accelerating melting of the glaciers nearly spoiled this advantage but SGHT and Team Rat were able to complete the entire project in time.

Another unique challenge in a location as remote and harsh as South Georgia was the weather. Temperatures could vary from a warm 50 degrees one day to an unrelenting blizzard the next.

Despite the daunting task, the hope for a rat-free South Georgia Island became a rallying cry for Team Rat – vowing to reclaim the Island for the seabirds.

Hope for Future

While all three phases of bait application are now complete, there is still extensive work to be done. Two additional years of follow-up monitoring are required before South Georgia can officially be deemed "rat-free".

The team will closely monitor the island for any sign of rodents by checking rodent chew sticks placed throughout the island following each of the baiting phases.

The first bird likely to recover is the resident South Georgia pipit. "If pipit song is heard, and certainly if young pipits are seen, we can be sure that the rats have gone," said Tony Martin.

The completion of Phase Three is a momentous event for SGHT, Team Rat, and Bell Labs. With half of the world's endangered species living on islands, the need to stop damage done by invasive rodents and restore the ecological balance to these islands is a demanding but necessary responsibility. ■

Behind Bell's Island Bait

In order to reduce the exposure to non-target species, SGHT performed extensive studies beforehand to learn about the biology and species living on or visiting the island. The shape, color and size of the pellets were carefully considered and tested to minimize non-target primary and secondary poisoning, while remaining palatable for rodents.

For South Georgia Island, this meant a large, green pellet that was sturdy and large enough to survive aerial baiting. Too large for most of the bird species to easily consume, but small enough for rodents to eat. Bell's Lumitrack was also incorporated to aid in tracing the bait distribution and ingestion.

Team Rat was able to take advantage of the fact that most of the indigenous birds on South Georgia are seabirds that eat marine prey, so the Brodifacoum Conservation Pellets were not a tempting meal.

The project was also intentionally conducted at a time when migratory bird presence on the island was expected to be at a minimum.

Above: South Georgia Pintail chicks (photo credit: Sarah Lurcock)
Below: South Georgia Pipit (photo credit: Ewan Edwards)

New Warehouse Expansion Complete

Bell's new warehouse facility is open for business after a year and a half of construction. In June, Bell's warehousing, receiving and shipping facilities relocated to a large 300,000 sq. ft. warehouse facility on a 32-acre parcel of land.

The new space, located about five miles north of the Madison headquarters is the most recent addition to Bell's campus.

The new warehouse is equipped with 14 loading docks and expansion capabilities for six more. The amount of warehousing space for both finished goods and raw materials has increased, resulting in the need for expanded facilities.

"Our previous warehouse was only 100,000 sq. ft.," said Brad Huelsman, Mechanical Engineer at Bell and Project Manager. "The main advantage of the new warehouse is simply more space."

Bell's former warehouse was constructed in 2001. At the time, the 100,000 sq ft. space adequately met the growing demand. But as Bell grew, the need for a larger facility became apparent.

"More space in our new warehouse has so many advantages," explains Jesse Debroux, Bell's Materials Manager. "All of which will help Bell to ship product more efficiently and allow for future growth."

The warehouse was designed with high ceilings for easy truck access and pallet stacking. New equipment will also be part of the warehouse, including an electric two-pallet jack.

"This new equipment will help us to transport goods more efficiently," said Debroux. "We can load and unload trailers twice as fast, and we can pick up larger orders because we can now pick up two pallets at the same time."

A larger sample room has also been added, meaning sample orders can be processed more efficiently.

"We had outgrown our current warehouse facility," said Debroux. His words rang especially true just prior to the fall and winter peak season, when storage became so tight, operations had to store product in aisles.

As a result, Bell installed a new racking system to properly organize finished goods eliminating the need to store products in the aisle.

The expanded racking system allows for improved storage capabilities, taking better advantage of the headspace of the warehouse, increasing the amount of finished products that can be stored. "It will have well over 16,000 pallet locations, more than twice what we have now," said Debroux.

A unique feature of the new building, not typically seen in warehouse spaces, is the abundance of natural light. Windows line the steel building, flooding the traditionally dark warehouse with light.

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Highlights from 2015 Pest Control Exhibitions

Bell's European team is coming off of a busy trade show season. This spring, technical reps traveled around Europe and the Middle East, enthusiastically representing Bell in front of thousands of Pest Control distributors and operators.

Disinfestando 2015 - Rimini

At Disinfestando 2015 in early March on Italy's eastern coast in Rimini, Bell's EMEA Business Manager, Tino Panetta, and Southern European Manager, Arnaud Del Valle, reported continued interest in Bell's EVO Circuit.

Following successful baiting projects across many of Southern Europe's most prominent tourist destinations, expo attendees praised Bell's EVO Circuit for both its functionality and discretion.

"We heard from attendees that if municipalities such as Lyon, Verona, Monte Cassino and Sicily trusted the Circuit, they are confident to use it with their customers for discreet baiting," said Del Valle.

Bell also handed out a new poster to expo attendees. The new Rodent Disease & Prevention poster provides a visual overview of the serious health risks posed by mice and rat infestations.

"The poster was well received by PCOs who liked the idea of sharing this information with their technicians and end-users," said Del Valle. "It is a good reminder of the serious health risks rodents may cause, and the importance of prevention and elimination."

Bell's Tino Panetta and Arnaud Del Valle welcome attendees to the decorated booth, with the new Rodent Disease & Prevention poster on display

PestEx 2015 - London

Bell's entire European team, along with Kent Gutzmer, Vice President of International Sales, joined more than 50 exhibitors at PestEx 2015, March 25-26 in London.

With more than 2,200 visitors, a third of whom came from outside the U.K., PestEx, organized by the British Pest Control Association (BPCA), is the U.K.'s largest exhibition for the pest control industry.

"We got a lot of great feedback on the newly launched EVO Mouse bait station," noted Bell's Market Manager for the U.K. and Ireland, Brady Hudson. "Attendees men-

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