



THE BELL REPORT

North American Edition

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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 agency 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

10 DIFFERENT RODENT BAIT STATIONS MANUFACTURED BY BELL. EACH DESIGNED FOR SPECIFIC PROFESSIONAL USE

#1 Contrac®
THE TOP-SELLING BAIT FOR INDUSTRY PROFESSIONALS



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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Schlegel joins Bell Laboratories as Technical Sales Representative for northwest U.S.



Daniel Schlegel joined Bell Laboratories in May as a technical sales representative for the northwestern United States, representing Bell products to distributors and pest management professionals (PMPs) in northern California, Oregon, Washington, Idaho, Montana, Nevada, Utah and Wyoming.

Schlegel works with Bell distributors on the use and promotion of Bell’s rodent control products and advises them on developing new markets for products. He also assists them in setting up training programs for their sales staff and local technicians. As added support to distributors and pest control companies, Schlegel provides technical assistance on pest control strategies, including accompanying them on inspections at difficult rodent infestation sites.

Schlegel also represents Bell at national trade shows and distributor sales meetings.

Schlegel worked since 2011 as an outside sales representative for Fastenal Co. in Elk Grove, Calif., where he managed an established customer base and developed new accounts, including large key accounts, such as the California Department of Corrections. He partnered with manufacturer sales representatives to identify areas of growth and executed business development strategies to increase sales.

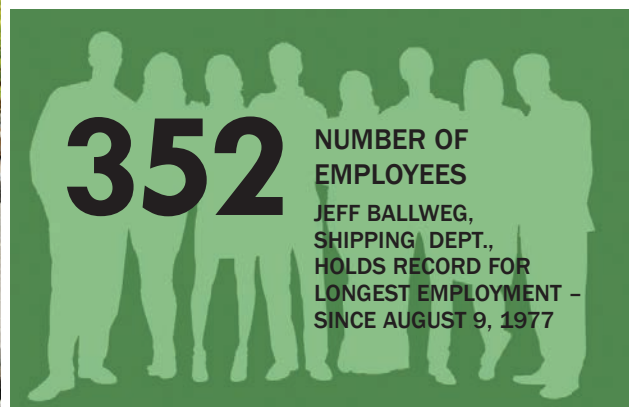
Schlegel earned a B.S. degree in biology from Hillsdale College in Hillsdale, Mich., in 2007 and taught science at Jim Elliott High School in Lodi, Calif., for four years before moving into sales.

Schlegel is based near Sacramento, Calif. ■



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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



15

NEW PRODUCTS INTRODUCED TO THE MARKET IN THE PAST FIVE YEARS

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. ■

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Entrepreneur

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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. ■

