

# PestWorld 2015

Record attendance, top-notch speakers, an informative exhibit hall and popular social events made for a memorable PestWorld 2015 in Nashville, Tenn, this last October.

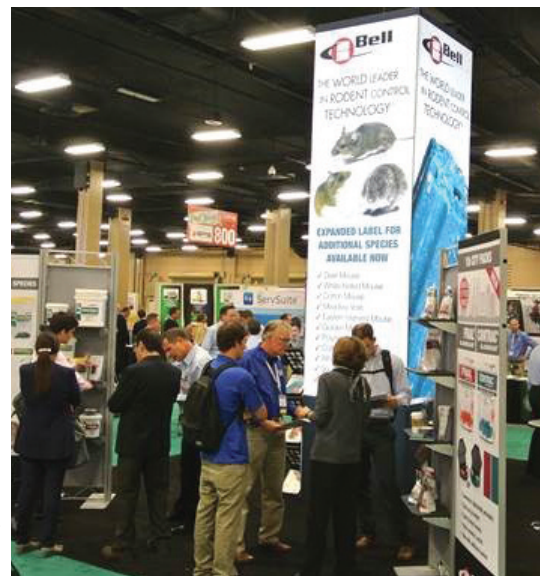
More than 3,000 people from over 80 countries met in the Music City to learn about the latest products, technology and innovative pest control techniques, all while networking with industry professionals.

Bell's booth featured a 16-foot tower that

displayed Bell's product range and new additional species label amendments. The Bell team was there to introduce PMPs and distributors to new City Packs for CONTRAC and FINAL All-Weather Blox.

On the tradeshow floor, Bell representatives were busy meeting with customers and technicians. Bell's EMEA, Australasian and South American business managers – Tino Panetta, Andy Knox and Dan DePoli all flew to the U.S.

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for the event, meeting with international customers from around the world.

To kick off the National Pest Management Association event, Bell sponsored the well attended president's leadership reception.

### PestTech 2015 in the UK

Bell's international sales team also participated in PestTech in Birmingham, U.K. this past November. Over 1,000 attendees flocked to the largest one-day pest control exhibition in Europe. The EMEA team discussed new product and label updates to showgoers, and talked face-to-face with hundreds of techni-

cians about Bell products.

"Customers loved the new literature we debuted at the show," said Brady Hudson, Bell's U.K. & Ireland Marketing Manager. "The clean, and updated design was a great way to unveil our new product labels for the U.K. market."

Bell representatives also attended a pest control news dinner, organized by Killgerm. Bell sponsored the band entertainment enjoyed by the 200 dinner guests. ■



Bell's EMEA Team - Martin Kuffel, Arnaud Del Valle and Brady Hudson at Pesttech 2015. Photo credit: Pest Management UK



## Bell expands **CONTRAC®** ALL-WEATHER BLOX™ label with additional species

The No. 1 rodent bait in professional pest control, Contrac® All-Weather Blox™, is now available with an amended label for approved use on 11 additional species. The expanded label includes Peromyscus (deer mouse, cotton mouse and white footed mouse), meadow voles and other invasive rodent species, including:

- ▶ Cotton rats
- ▶ Eastern harvest mouse
- ▶ Golden mouse
- ▶ Polynesian rat
- ▶ White-throated woodrat
- ▶ Southern plains woodrat
- ▶ Mexican woodrat

The expanded label provides Pest Management Professionals (PMPs) with greater flexibility to obtain control against invasive non-commensal rodent species while closely adhering to label guidelines. The revision comes after a recent U.S. Environmental Protection Agency (EPA) decision that lifts a previous ban against the use of rodenticides on pests other than house mice, Norway rats and roof rats.

"We realize how important it is for PMPs to have every tool available when combating rodent infestations," said Patrick Lynch, Bell's

Western Regional Sales Manager. "Adding these species to our labels will not only broaden pest controllers' customer base, but also provide confidence that they are using products with a strong track record of success."

Contrac® All-Weather Blox™ is approved for use on Peromyscus species. Peromyscus, in particular the deer mouse and white-footed mouse, are the primary vectors of the Hantavirus, a dangerous and sometimes deadly disease spread by rodent urine and droppings. "Because of their role in spreading damage and disease, it is extremely important to protect both property and public health by controlling these rodent species," said Lynch.

Contrac® All-Weather Blox™ (18-pound and 4-pound pail, and new 1-pound City Pack) with expanded species labeling is now shipping from Bell facilities. The balance of Bell's product line will be updated and begin shipping over the coming months.

For more information, visit [www.belllabs.com/additional-species](http://www.belllabs.com/additional-species).



### Species Spotlight – DEER MICE

Deer mice (*Peromyscus maniculatus*) are in a different family from the well-known house mouse (*Mus musculus*) and are the most widely distributed mammal in North America. They are found in habitats that range from forests and grasslands, to garages and everywhere in between.

Sometimes, it can be difficult to tell if a customer has a house mouse or deer mouse infestation. Knowing the difference is an important skill, since the deer mouse is one of the primary reservoirs for the Hantavirus. Identification is crucial so technicians can take certain precautions during servicing to avoid the spread of the disease.



# BELL LAUNCHES NEW CITY PACKS

A Bait That Goes Where You Do

Bell Laboratories launched the new 1-pound City Pack for CONTRAC and FINAL BLOX at PestWorld 2015 in Nashville, Tenn. Now, the bait BLOX trusted by pest management professionals (PMPs) is available in lightweight packaging for easy transportation.

Designed with technicians in mind, CONTRAC and FINAL City Packs use the same reliable and effective rodenticide formulations, but in an easy-to-carry 1-pound pouch. The smaller pack size is useful to control inventory in the field and has a zip lock closure to keep bait fresh.

"It's exciting to offer PMPs new, convenient packaging for our most popular rodenticide formulations," said Sheila Haddad, Bell's Eastern Regional Manager. "I am certain this will be a huge benefit for all PMPs in the city who have limited space to carry supplies."

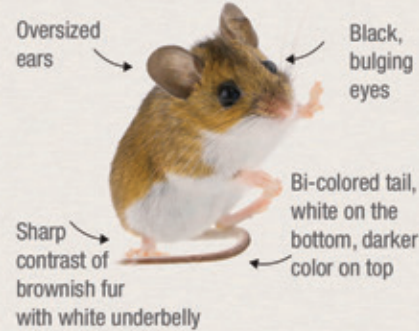
CONTRAC is the No. 1 bait in the professional pest control industry. The Bromadiolone formula is known for outstanding rodent acceptance and control. FINAL All-Weather BLOX contain the powerful active ingredient, Brodifacoum, the strongest single-feeding anticoagulant on the market today.

CONTRAC and FINAL City Packs are approved for use on commensal rodents as well as meadow voles and seven other additional species (certain restrictions may apply). CONTRAC City Packs are also approved for use on *Peromyscus* (deer mouse, cotton mouse and white-footed mouse).

The 1-pound City Pack for CONTRAC and FINAL All-Weather BLOX is now available through Bell distributors. For more information, visit [www.belllabs.com](http://www.belllabs.com)

Add'l Species *Cont. from front page*

## DEER MOUSE IDENTIFICATION



While certain characteristics make the deer mouse appear "cute", DON'T BE FOOLED.

### BEHAVIOR

- ▶ Lifespan: 2-24 months
- ▶ Diet: insects, larvae, grains, seeds, almost anything. Known for caching large amounts of seeds and nuts to last the winter (since they don't hibernate)
- ▶ Sexual maturity: 1 – 2 months
- ▶ Gestation Period: 19 days
- ▶ No. of Young: 3 – 5 per litter
- ▶ No. of Litters: 2 – 4 per year
- ▶ Nests: Outdoor nests are in logs, tree trunks and abandoned nests.
- ▶ Tend to be active at night

### CONTROL

As with all rodent species, the best approach to control is through Integrated Pest Management (IPM). Start with Bell's Trapper Mini-Rex Snap Traps – because deer mice are known to hoard seeds and nuts, try gluing grains in the removable bait cup to entice rodents.

Bait is another way to eliminate persistent infestations. Now, PMPs can use the trusted Contrac All-Weather Blox to control populations when present. Because of their hoarding tendencies, it is important to secure BLOX into tamper resistant bait stations.

Finally, technicians should take certain precautions when servicing an account with a deer mouse infestation. The Hantavirus is spread through the aerolization of mouse urine, feces and saliva – wear a respirator, and don't vacuum or sweep dust that might be contaminated. Instead, disinfect the area and use a damp cloth to remove nesting materials and droppings. ■



## New video spotlights manufacturing, research and development

Bell is The World Leader in Rodent Control Technology®. The short two-minute video brings viewers into Bell's manufacturing, research & development and warehousing facilities, showing our commitment to advancing the rodent control industry.

Shot across Bell's five-building headquarters in Madison, Wis., the video utilized drones and GoPro® cameras to let viewers be a fly on the wall in day-to-day operations. From laboratories to the warehouse, the video documents every step of development, manufacturing and logistics. Bell's work on rat eradication projects on islands around the world is also featured in the video.

For a bird's eye view of Bell's new warehouse, drones were called in to give an aerial perspective of the 300,000 sq foot facility and the surrounding 32 acres.

The video takes viewers behind the scenes, detailing everything from mechanical trap assembly, to glue formulation and state-of-the-art injection molding of Bell's family of tamper-resistant bait stations.

The video reflects the essence of how Bell's quality assurance program is integrated into every aspect of its operations, with a closer look at how bait is made from development to distribution.

The narrative begins in the chemistry lab, where the making of a rodenticide begins with active ingredient development and bait formulation. Off to the production floor; the video gives an up-close look at Bell's unique ex-

trusion process that yields the distinctive cog-shaped BLOX bait. Finally, off to the warehouse where pails of bait are stacked floor to ceiling, ready and waiting to be shipped around the world.

**"From concept to final product, the video highlights the most critical stages of product development and manufacturing. Each step being vital to Bell's assurance of uncompromising quality and efficacy for its users, and all of which are performed at its operations in Wisconsin."**

- Todd Butzow, Bell's Vice President of Marketing

To view the video, visit [www.belllabs.com](http://www.belllabs.com). ■

