

# 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. 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 Pest-Tech in Birmingham, U.K. this past November. Over 1,000 attendees flocked to the largest one-day pest control exhibition in Europe. The

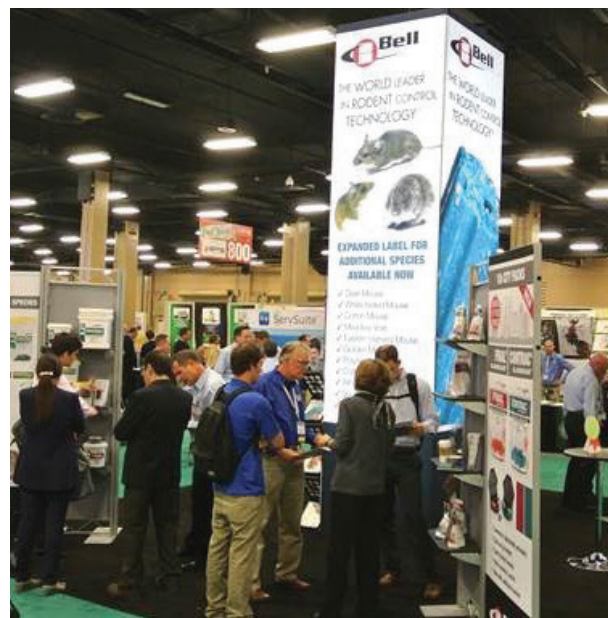


Bell's EMEA Team - Martin Kuffel, Arnaud Del Valle and Brady Hudson at Pestech 2015. Photo credit: Pest Management UK

EMEA team discussed new product and label updates to showgoers, and talked face-to-face with hundreds of technicians 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. ■



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



# THE BELL REPORT

International Edition

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## EXPANDED LABEL for BELL'S SOLO<sup>®</sup> BLOX<sup>™</sup>



Bell's SOLO Blox are now approved for indoor and outdoor use (around buildings) in the U.K. and Ireland.

The strongest, single-feeding anticoagulant on the market today, SOLO Blox, is now available with an amended label approved for indoor and outdoor use (around buildings). The expanded label provides Pest Control Operators (PCOs) with greater flexibility to con-

trol rodent populations both inside and outside infested facilities.

The revision comes after an industry implemented stewardship programme that aims for responsible rodenticide use to minimize the impact of rodenticides on non-targets. The Health and Safety Executive (HSE) agreed to expand the use of Second Generation Anticoagulants (SGARs) – because with higher toxicity rodenticides, pest controllers can obtain control quickly while putting less rodenticides in the environment. It also provides greater flexibility where resistance is suspected.

SOLO Blox contain the powerful active ingredient, Brodifacoum, effective in controlling both rats and mice but work especially well to clean out persistent mouse infestations. The higher toxicity in SOLO Blox is effective against populations that might be resistant to other methods of control. Rodents can consume a lethal dose in a single feeding, making SOLO a good alternative where non-targets

are of concern. SOLO Blox is a highly palatable, extruded blox formulation, containing the highest quality ingredients and multiple edges that appeal to a rodent's desire to gnaw.

Available in 20g and 200g, SOLO Blox are effective in a variety of conditions – wet or dry – indoors or out.

Single-feed rodenticides should only be used when all other methods to control have failed. PCOs should follow the Campaign for Responsible Rodenticide Use (CRRU) Code of Best Practice and Guidance for Rodenticide Use.

### Risk Hierarchy Approach

Similar to Integrated Pest Management (IPM) the CRRU Risk Hierarchy approach to rodent control combines economical practices with environmental sensitivity. The approach utilizes both preventative and corrective measures in order to minimize rodents and other pests from causing harm.



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# RISK HIERARCHY

For Rodent Control



## MONITOR

Using a non-toxic monitoring bait like Detex with Lumitrack is the start of any successful rodent control program. Once rodent activity is detected, PCOs can follow these steps to controlling an infestation through a Risk Hierarchy Approach.

1

## PREVENTION

By eliminating rodent entry points or harborages, controlling the infestation will be more effective. PREVENTION may even eliminate the need for rodenticides. Wherever possible, eliminate rodents' food and water and rodent-proof structures to keep rodents out permanently.

2

## TRAPPING

Trapping is an excellent non-toxic approach to pest management. By using TRAPS prior to putting out baits, it is both an economical and environmentally sensitive approach to gathering information in order to eradicate the rodent infestation.

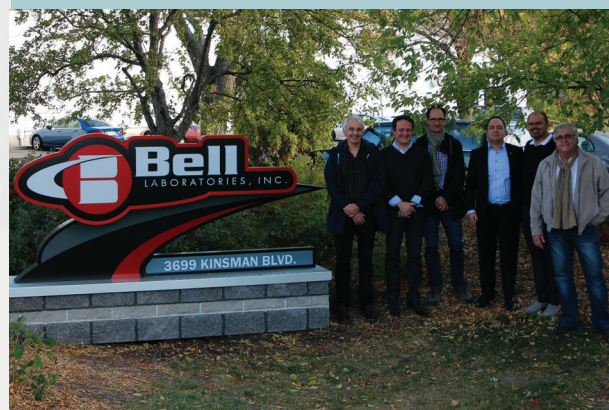
3

## BAITING

SGARs like SOLO Blox, should be used only when other methods of achieving rodent control (like prevention, trapping and FGARs) have been carefully considered and found to be unable to provide an effective solution to the rodent pest problem present at the site.

# DISTRIBUTOR TEAM TOURS BELL HEADQUARTERS

A group of five team members from Edialux France and Paradifussion Switzerland took a pit-stop in Madison, Wis. to tour Bell's facilities before heading off to Pest-World. Bell's EMEA Business Manager, Tino Panetta, played the part of tour guide, ushering the group between Bell's five building headquarters to demonstrate how the Bell Advantage brings value to customers through ongoing product research and development, manufacturing expertise and superior customer service.



From left to right - Georges Nogues, Alexandre Maury, Jérôme Scharff, Serge Simon, Agostino Panetta, Michel Lefrançois

"To celebrate more than 20 years of partnership, we were pleased to welcome the Edialux France and Paradifussion Switzerland teams to our headquarters," said Arnaud Del Valle, Bell's Southern Europe, Northern Africa and Middle East Manager. "We share the same DNA and mission statement: quality, technical support and customer service!"

First stop was an extensive look at manufacturing and production that consisted of a walkthrough of Bell's extruder operations, glue line and plastic operations.

Second stop was Biology, where the Edialux team toured Bell's research and development facilities.

Final stop of the tour was a look at Bell's new warehouse facility, recently finished in June of this year. The 300,000 sq. ft space was packed full of product, ready to ship out for the upcoming rodent season. ■



# New video spotlights manufacturing, research and development

Bell's new corporate video showcases why 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). ■

