

## Bell touts new products at PestWorld 2016

Pest Management Professionals and industry leaders gathered this fall in Seattle, Washington for PestWorld 2016. It is the largest gathering of PMPs, distributors and suppliers from across the globe - and with more than 3,000 attendees from 80 countries - the week was undoubtedly eventful for the Bell team.

At the Grand Opening of the exhibit hall, Bell Laboratories welcomed attendees to their booth with a 16-foot tower that showed off

Bell's newest products. Playing on loop at the booth was Bell's corporate video highlighting the manufacturing, conservation and R&D efforts at Bell.

On the tradeshow floor, Bell was among 150+ companies exhibiting to owners and managers of pest control companies, PMPs and industry researchers, educators and students. Technical Representatives were busy meeting with customers and technicians

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# THE BELL REPORT

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## BELL LAUNCHES NEW

# HIDDEN KILL™ MOUSE TRAP



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discussing Bell's newest products. The new, Hidden Kill Mouse Trap officially launched the first day of the show, drawing attention from customers around the world interested in the innovative design of Bell's newest mechanical trap. The newly registered P.C.Q. PRO® rodenticide was also popular among visitors interested in burrow baiting for voles.

Dominique Stumpf, National Pest Management Association's CEO, opened the general session by sharing her vision for the industry's future, stating: *Every household and*

*every business will use professional pest management services.*

At the conclusion of the first day in the exhibit hall, Bell sponsored the well attended President's Leadership Reception. New members and first-timers were honored and NPMA officials mingled with attendees at the reception.

Next year's Pest World will be held in October at the Baltimore Convention Center in Baltimore, Maryland.

Pest Management Professionals can turn to Bell for a better, more professional way to trap mice with the new Trapper Hidden Kill Mouse Trap. This new mousetrap was designed with a quick, no mess capture and kill mechanism that is an upgrade from the unsightly kill of outdated wood traps, all at an exceptional value.

As professionalism and discretion become more of a priority in trapping programs, the Hidden Kill has a variety of features that lends itself to just this. With a stealthy, low-profile design it blends into a variety of surroundings. Built with a fully enclosed capture area, it keeps the captured mouse hidden inside.

In both the U.S. and internationally, the need for new and innovative non-chemical control products has become more of a priority. "Bell has always been a leader in developing products for a non-toxic approach to rodent elimination," said Brady Hudson, Bell's U.K., Ireland and South Africa Market Manager. "We are incredibly proud to add a unique and complimentary trap to our product range to offer yet another tool for PCOs to utilize in their trapping programs. The Hidden Kill is a discreet and low profile trap with a fully enclosed kill, an excellent option for both domestic and commercial accounts."

### Features include:

- ▶ Easy, no touch disposal
- ▶ Two-way entry allows mice to enter from either direction
- ▶ Innovative design for optional corner placement
- ▶ Removable bait cup for easy baiting

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## Del Valle promoted to Bell's EMEA Business Manager

Arnaud Del Valle was promoted to Bell's EMEA Business Manager in November, where he will manage sales of Bell's products in Europe, the Middle East and Africa (EMEA). Del Valle will provide strategic leadership in sales, marketing and registration of Bell's rodent control products in the EMEA's professional pest control and animal health markets.

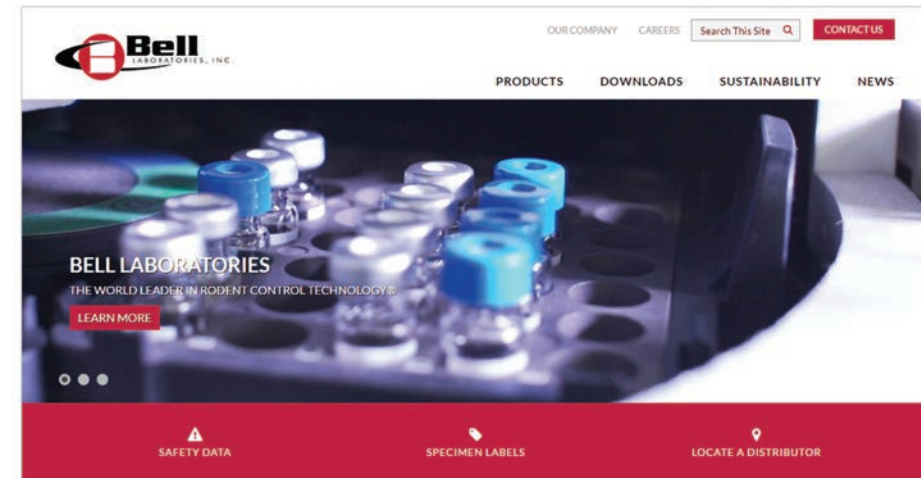
Del Valle will work closely with Bell's regional account managers, Brady Hudson, UK/Ireland and Sub-Saharan Africa Manager, and Martin Kuffel, Northern European Manager & European Agricultural Manager. Together they will assess customer and market information to build strong customer and distributor relationships and to expand the market share of Bell products. Del Valle will continue to manage accounts in France, Spain and Portugal. In addition to providing leadership to European Regional Managers he will be responsible for the development and implementation of strategies and tactics to ensure continued Bell sales growth across EMEA.

Since 2012, Del Valle has been Bell's regional manager for Southern Europe and in 2014 added customers in Northern Africa and the Middle East to his territory.

His knowledge of Bell's customer base and product line will enable him to gather and synthesize market information and to monitor product performance in order to enhance existing business relationships, as well as build new ones.

Del Valle is based in France.

## BELL REVAMPS WEBSITE WITH NEW DESIGN AND ENHANCED FEATURES



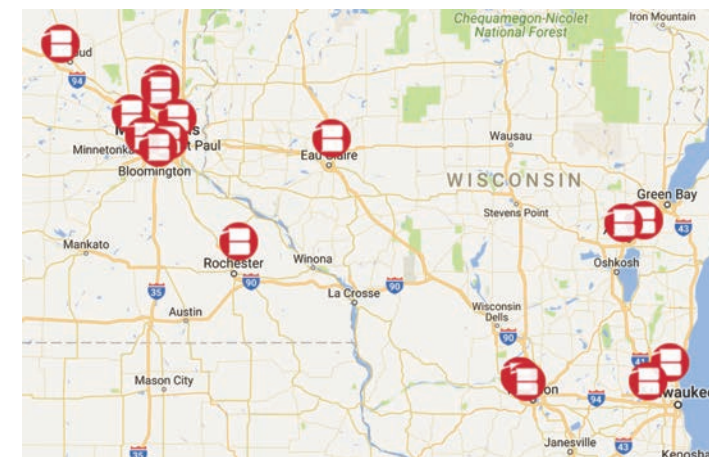
Bell Laboratories has updated and enhanced its website, [www.belllabs.com](http://www.belllabs.com), with a fresh design and new features to meet the online needs of customers.

With a new, modern design, the website highlights Bell's status as The World Leader in Rodent Control Technology®. The website is now mobile-responsive, allowing users to easily navigate from any device. Another new feature is the ability to "locate a distributor" to easily find and locate Bell products nearby. More product images and videos are also included to further help PMPs understand products, usage and benefits.

In addition to the new site features, the same resources from the previous website remain. Users can easily find the most up-to-date labels and Safety Data Sheets (SDS's) on the home page or, on product pages where applicable. Country-specific product pages contain detailed descriptions and photos of products in Bell's five major categories – rodenticides, bait stations, mechanical traps, glue traps, and attractants.

Staying informed of the latest information from Bell is simple with the site's "What's New" listing of news articles and current and past issues of The Bell Report.

Visit [www.belllabs.com](http://www.belllabs.com) and take a tour of Bell's new website.



NEW feature is the ability to LOCATE DISTRIBUTORS nearby.



## WHICH CAPTURE WOULD YOUR CUSTOMERS RATHER SEE?

# HIDDEN KILL™ MOUSE TRAP

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The Hidden Kill is a premium quality trap that is built to withstand a variety of baiting environments. Through the use of advanced assembly robotics, the Hidden Kill is at a price comparable to wood traps making it an economical option for PMPs looking for both a professional and value-priced mouse trap.

"Hidden Kill provides PMPs an opportunity to offer a higher value mouse trapping service, differentiating themselves from competition and doing so with little to no added costs," said Todd Butzow, Bell's Vice President of Marketing. "It really is one of those rare "win-win" situations.

With just a couple weeks on the market, the Hidden Kill has already elicited positive feedback from customers around the world. "Customers are really drawn to the ease-of-use of the Hidden Kill," says Brian Hensel, Bell's Northeast South Technical Representative. "It is not for every job out there, but there are specific accounts where the convenience and discreetness of the trap make it better than any other option on the market today."

Trapper Hidden Kill Mouse Trap is available from Bell Distributors. Contact your Bell Technical Representative for more information, or visit [www.belllabs.com](http://www.belllabs.com)



Two-way Entry



Blends Into Surroundings



Removable Bait Cup