

# Bell touts new products at international tradeshows

From Seattle, to Paris, to Coventry and everywhere in between - the Bell team trotted across the globe this fall, enthusiastically representing Bell in front of thousands of Pest Control distributors and operators.

### PestWorld 2016 in Seattle

The busy tradeshow season started off with a bang at PestWorld in Seattle, Washington. The busy event, with more than 3,000 attendees, was the perfect venue for the Bell team to introduce the new Hidden Kill mouse trap to the market.

Among participants this year was a record number of international attendees including several Bell distributors and pest control customers.

On the tradeshow floor, Bell representatives were busy meeting with customers and technicians. Bell's EMEA, and South American business managers – Arnaud Del Valle and Andrés Pizarro both flew to the U.S. for the event.

### PestTech 2016 in the UK

Bell's international sales team also participated in PestTech in Coventry, U.K. this past November. More than 1,000 attendees flocked to one of the largest pest control exhibitions in Europe. The EMEA team discussed new product and label updates to show-goers, concerns over the future of rodenticides, and talked face-to-face with hundreds of technicians about Bell products.

"We got a lot of great feedback on the newly launched Hidden Kill Mouse Trap," noted Bell's

Market Manager for the U.K. and Ireland, Brady Hudson. "With Product Stewardship at the forefront of PCO's mind in the U.K., the Hidden Kill drew a lot of interest, particularly as the trend toward nontoxic pest management increases."

The 2017 event will be held at a new venue in Coventry. "This was our last year at the Motor Cycle Museum. The event has become so large, the National Pest Technicians Association has been considering alternative sites for hosting the show," explained Hudson. "We will be moving to the Ricoh Arena Coventry - aptly the home of the Wasps Rugby team. This will be a big step for the show, promising better exhibition rooms, conference suites and practical demonstration areas."

### Parasitec 2016 in Paris

Paris, The City of Lights, made for the perfect backdrop for Parasitec this year with 2016 marking record attendance for the event. Updated literature, signage, and Bell's corporate video playing on loop drew hundreds to the booth, where Arnaud Del Valle and Brady Hudson enthusiastically discussed new products, new registrations and approvals.

"Parasitec is becoming one of the main international events in the pest control industry," remarked Del Valle, Bell's EMEA Business Manager. "A large number of our EMEA partners traveled to Paris and visited us at our booth. Thank you all for coming to this great show!"



Arnaud Del Valle and Brady Hudson met with the team from L'Etoile Paris at Bell's newly designed booth at Parasitec. Left to right: L'Etoile's Rémi Francoz, Celine Boulay, Emmanuel Boulay, and Bell's Arnaud Del Valle and Brady Hudson.

Photo Credit: Pest Magazine www.pestmagazine.co.uk

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# THE BELL REPORT

International Edition

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## BELL LAUNCHES NEW

# HIDDEN KILL™ MOUSE TRAP



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.

With Product Stewardship at the forefront of PCO's mind in the U.K., 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."

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### 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





## 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.

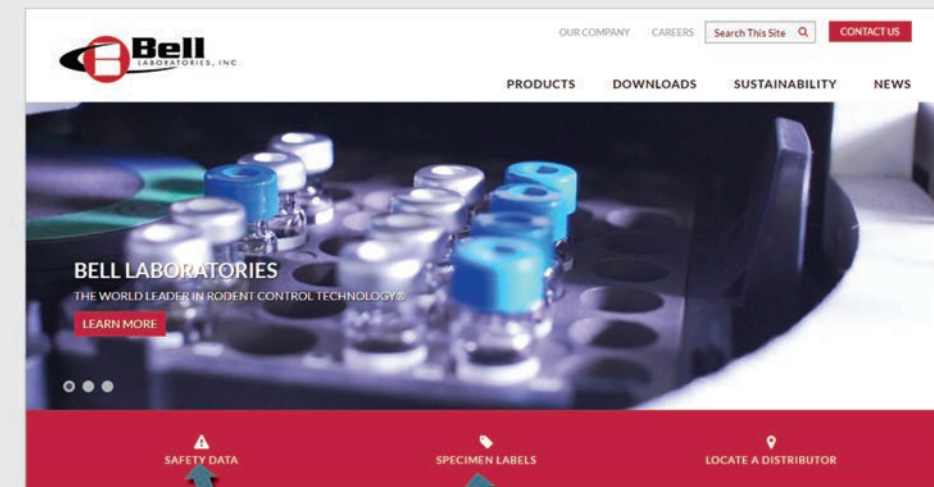
## BELL REVAMPS WEBSITE WITH NEW DESIGN AND ENHANCED FEATURES

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. More product images and videos are also included to further help PMPs understand products, usage and benefits.

### DID YOU KNOW?

All of Bell's latest labels & SDSs can be digitally downloaded and printed from [www.belllabs.com](http://www.belllabs.com)



Just click on our website's buttons!

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.



## 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