

DID YOU KNOW?

If you see a rodent in your home or business, chances are there are far more you do not see. Rodents are known for reproducing at an alarming rate. Check out how many offspring just one rodent can produce in a year.



THE BELL REPORT

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BPCA **16-18 MARCH 2021**

PestExtra

The pest management show online

Image provided by the British Pest Control Association.

PestExtra 2021

UK'S BIGGEST PEST MANAGEMENT SHOW GOES DIGITAL

It was an exciting year for Bell Laboratories at the British Pest Control Association's three-day digital event, PestExtra 2021. As UK's biggest annual pest management show originally planned to take place in London, UK, the ongoing challenges of Covid-19 made meeting in person impossible. It didn't stop attendees from logging in worldwide though. During the three days, BPCA report-

ed a total of 1,780 participants who connected from all over the world, with visitor numbers not including the 168 exhibitors. "PestExtra 2021 was a hugely successful show," said UK, ROI, Sub Saharan Africa Manager Michael Sims. "Despite some apprehension of how the event would run virtually, we were extremely pleased and received some really positive feedback from our customers


around the World." Bell's iQ™ product line powered by Bell Sensing Technologies, was the focus of the Bell stand, with a new iQ PCO video released



Michael Sims

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to highlight the features of the technology. “We put in a lot of work to prepare for the Bell Sensing Technologies iQ informational launch. This new technology is guaranteed to change how pest control works in the future,” said Michael.

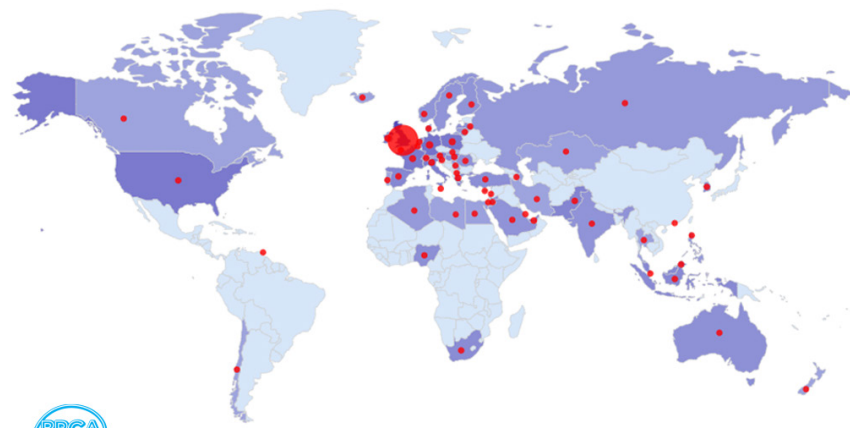
Although iQ was the main feature of the Bell stand, our International team shared talks on other products as well, such as the PROTECTA® EVO® EDGE™ and the EVO® TUNNEL™. With almost 1,000 attendees visiting the Bell stand throughout the event, the Bell team used the chat and video functions to stay connected. “At one point during the show, it genuinely felt like I was talking to customers in the Bell stand at the Excel London arena. All from the comfort of my desk at home, minus the achy feet!” said Michael.

“This was a great team effort from all the International team. Despite the adjustment to an all-virtual show, Bell couldn’t have been happier with how the tradeshow went. BPCA did a wonderful job of making the most out of the virtual setting, and the virtual traffic in the Bell stand exceeded expectations,” said Michael.

BPCA has announced that all sessions are available to access for free on their website. The iQ PCO video, as well as the other Bell videos are available to watch on Bell’s YouTube channel. Michael said “I would like to thank everyone involved and we look forward to seeing you all in person at the next show in 2022.” ■



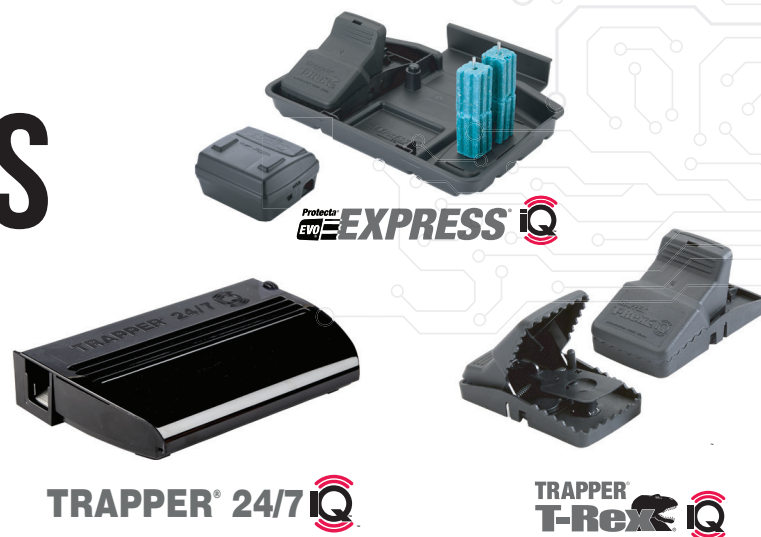
Images provided by the British Pest Control Association.



BPCA PestExtra A SNAPSHOT OF PESTEXTRA ATTENDEES TUNING IN FROM AROUND THE WORLD

iQ PRODUCTS

POWERED BY **Bell** SENSING TECHNOLOGIES®



Humane Rodent Control with **Protecta EVO TUNNEL™**

Bell’s new PROTECTA® EVO® TUNNEL™ trap system is designed to capture rodents on the run, and knowledge of how and where to place traps can make or break your IPM. Rodents aren’t limited in where they can travel — they are excellent climbers, jumpers, and swimmers, and they can gnaw through almost any material. By understanding the signs of activity, PCOs know exactly where they should be placing traps.

When the EVO TUNNEL is used in tandem with the TRAPPER® T-REX® and T-REX® iQ™, the result is a system that meets stringent NAWAC animal welfare standards established in New Zealand and recognized around the world. The EVO TUNNEL trap system is best used when rodent run lines are in unconventional or hard-to-reach places. Securing traps promotes clean kills and can prevent non-target access, making Bell’s EVO TUNNEL and TRAPPER T-REX secure trap system an effective but humane solution.

“In the commercial

pest management sector, the use of rodenticides is becoming more and more restricted” says Bell Labs’ Asia Pacific Business Manager, Samuel Wood. “Non-toxic methods of rodent management are more important than ever, and we’re proud to expand our range of professional rodent control products to reflect this.”

Samuel believes Australia’s professional pest managers will appreciate the functionality even more since the PROTECTA EVO TUNNEL is designed to combine with the industry’s favourite rat trap, the TRAPPER T-REX. “The T-REX is relied upon by pest managers all over the world, and Australia is no exception. The EVO TUNNEL enhances what is already an exceptional product, and has the versatility to also accommodate glue traps where regulations allow. It’s such a fantastic value for pest managers.” ■



Samuel Wood



Protecta EVO Tunnels are being used all around the country, in a variety of ways

Photo credit: Jason Shelton Allure Pest Management

Bell Labs and Killgerm Benelux Team Up for Sponsorship

Bell Laboratories and distribution partner Killgerm Benelux have worked together for several years to develop the pest management industry in Northern Europe. So when Killgerm’s managing director Marc van Zanten recently approached Bell to help sponsor a Design for Freedom cycling event, we jumped at the opportunity.

“We are very pleased to help support such a great goal,” said Northern and Eastern Regional Manager Shyam Lakhani. “Our sponsorship will remain in place for a three-year period and Bell will support the cycling outfit for the team during this time.” The event includes multiple races, with the longest trek having participants cycle from Utah Beach, France to Wageningen in the Netherlands. This incredible journey of 850km is to celebrate 75 years of freedom since the Second World War.

“We hope the Covid-19 situation will ease so the Freedom team can complete their original set of goals, like the France ride,” said Shyam. “This is a real positive initiative.” The trip has been delayed due to Covid-19 but shorter races have continued in hopes that the main event will occur in France at some point in 2021/2022. ■

