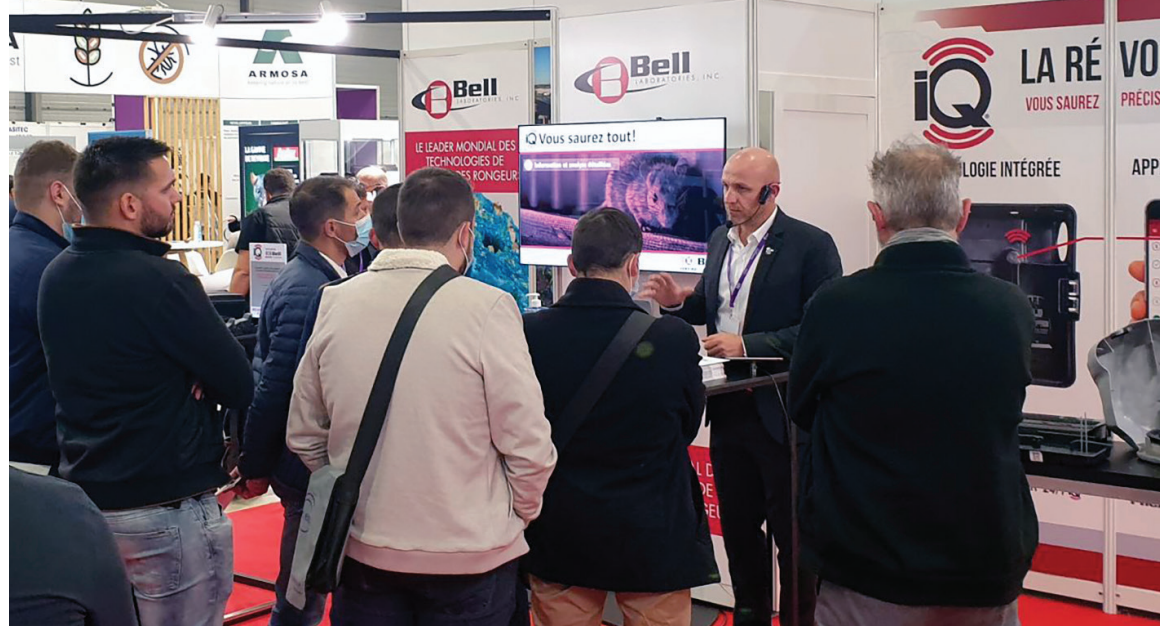


Tradeshows Recap

continued from front page

sions, and connecting with customers. Bell was proud to introduce 4 NEW iQ products to the industry. Adding to the iQ product line is the Pulse Rat bait station, Pulse Mouse bait station, Weighted Landscape iQ tray, and Mouse iQ snap trap. Bell's Domestic Sales Reps were happy to discuss these new products with attendees who stopped by the booth. ■



THE BELL REPORT

International Edition

VOLUME 24 | NUMBER 4 | OCTOBER - DECEMBER 2021



Did you know?

Rats communicate with each other in many ways — through body language, pheromones, smells, droppings, and vocalization. Rats communicate vocally in frequencies of up to 100 khz, but humans can only hear noises up to 20 khz in frequency!

2021 Tradeshows Across the Globe

Parasitec in Paris

Bell was excited to be able to attend an in-person pest control event this past fall. Parasitec was held in Paris on November 17-19. Around 100 exhibitors from 30 different countries came to support the pest control industry. Bell was proud to announce the launch of its iQ product line, powered by Bell Sensing Technologies, at this event. The EMEA Bell Sales Team, managed by Arnaud Del Valle, did a fantastic job on communicating with customers who attended the event on the benefits iQ technology has to offer.

PestTech in UK

The largest one-day pest control exhibition in Europe, PestTech, was held again this year at the Marshall Arena in Milton Keynes on November 10. This annual gathering brings in more than 1,000 pest controllers from around the world and features over 50 exhibitors. Bell's international sales team was thrilled to talk face-



to-face with customers about the various rodent control tools Bell provides to solve every type of rodent issue. Whether a customer needs non-toxic control methods or a quality rodenticide, the Bell team was able to offer solutions to attendees at PestTech.

PestWorld in Las Vegas

The Bell domestic sales team was happy to see customers in person this year at PestWorld 2021 in Las Vegas, NV. Pest Management Professionals (PMPs) flew in from around the world to attend the event in person and the early November tradeshow was filled with new product reveals, strategic discus-

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Australia Launches FASTRAC® BLOX™ RODENTICIDE

Bell is excited to announce the newly available product, FASTRAC, for the Australian market. Fastrac all-weather blox with the active ingredient, Bromethalin, is Bell's fastest acting acute block formulation, and the very first bromethalin formulated rodenticide in Australia.

Due to an effective knockdown, when compared to anticoagulants, more rodents may be controlled with less bait. Technicians save time and money with Fastrac blox as this product can be used in and around buildings, with rats and mice typically consuming a lethal dose in a single night's feeding. Bell's patented all-weather blox work well in a variety of conditions-- wet or dry, indoors or out. Fastrac's hard, multiple-edged bait combines the palatability of a meal bait with the weatherability of a paraffinized block.

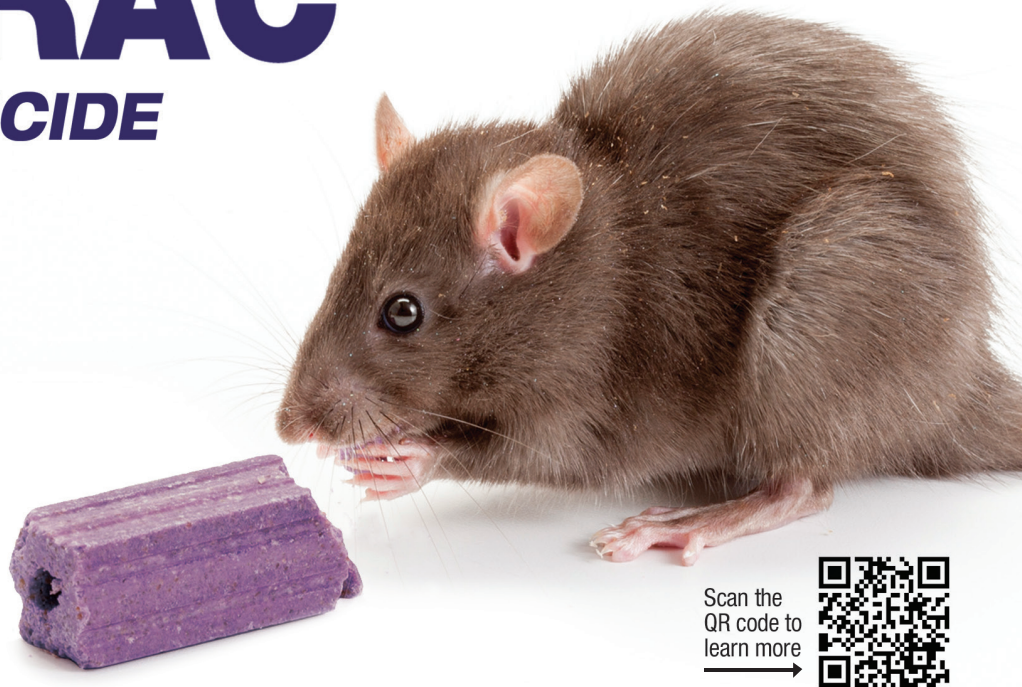
"Bell is excited to introduce Fastrac to Australia. As the World Leader in Rodent

Control Technology, Bell Labs is committed to providing pest managers with the tools that they need to manage rodent populations and infestations. With Fastrac, we're introducing an active ingredient that has never been used in Australia before, and which really compliments the other products in our range. Bell is confident that Australian Pest Managers will love the rapid knockdown of bromethalin, and we're proud that we are once again leading the way in the rodent control sector," says Sam Wood, Asia Pacific Business Manager.



**KNOCK THEM
DOWN.
FAST.**

NEW!



Scan the QR code to learn more



Fastrac 15g blox is registered for use by pest control operators in Australia. Please reach out to your local pest control distributor for more information. ■



WE'VE GOT YOU COVERED

With the Most Rodenticide
Options in **LATIN AMERICA**

Bell Labs is pleased to offer six new products to countries within Latin America. The 8.2 kg pail of Jaguar Blox and 635 kg tote of Hawk Meal are now available in Belize. The 8.2 kg Contrac Blox pail is ready for purchase in Honduras. Mexico and Panama can both order Contrac Pellets, with Mexico gaining the 5.45 kg while Panama gets the 635 kg tote. Lastly, the 635 kg tote of Final Pellets is on the market in Peru.

The common goal in expanding our product line offerings to these countries is to help pest control operators and producers win the fight against rodents on the region. Likewise, it is important to mention that these new products are part of the business development strategy that we have been implementing in LATAM & the Caribbean over the last five years, on all segments of the market (Professional Pest Control, Animal Health and Crop Production). This business model has proved to be very successful, so our expectation is to continue increasing our coverage adding more LATAM countries to our distributor list, and growing on different segments (with an emphasis on Agriculture).

"We will also continue working very hard on creating new products that can meet with the market demands. Most of the new products that Bell has created in recent years have been small block sizes (10 gm), which is a business trend here in the LATAM & Caribbean region. So, part of our new portfolio offering includes new 10 gm items for our Brodifacoum, Bromadiolone, and Diphacinone based baits. These innovations have been a great team effort from the Sales, Marketing, and Regulatory staffs, and we all are committed with the LATAM & Caribbean region in order to provide the best tools and options for accurate rodent control programs," says Andrés Pizarro, Latin America & Caribbean Business Manager.

Stay tuned for new technologies and products coming soon on the region. ■

THE POWER OF iQ IN THE EU MARKET

**AFFORDABLE & EFFICIENT
RODENT MONITORING
TECHNOLOGY:**



Bell is pleased to introduce iQ products, powered by Bell Sensing Technologies (BST), to the EU market. iQ products integrate proprietary BST sensors that turn some of Bell's most popular products into powerful 24/7 rodent data gathering machines. By using Bell Sensing Technology, PMPs are now able to know everything about the rodent activity occurring at their accounts. This affordable and efficient rodent monitoring technology is paving the way for the rodent control industry and the iQ product line provides solutions that ensure Europe is staying ahead of rodents and adapting with technology. iQ will be launched in 2022 in the following markets: the UK and Republic of Ireland, France, Spain, Italy, Netherlands, Belgium, Luxembourg, Germany, Switzerland and Austria. To learn more, please reach out to your Bell EMEA sales representative.

POWERED BY
Bell
SENSING TECHNOLOGIES

AVAILABLE NOW IN
WORKWAVE
PestPac