

FRENCH POLYNESIAN ISLANDS

The French Polynesia project is overseen by the Island Conservation group. The efforts to eradicate rodents from each of these islands has been a long process and continues as such. Moving from one island to the next, the bait provided by Bell is just a small steppingstone in hopes of gaining back a healthy ecosystem. This area is known for being a common nesting site for animals such as the Green Sea Turtle, Coconut Crab, and a variety of bird

species such as Murphy's Petrel, Polynesian Storm Petrel, Tahiti Petrel, Black Noddy, Crested Tern, and the Red-footed Booby. In order for the coral reefs and ecosystems to fully recover, the focus is put on increasing the once native, now threatened, animal populations. Conservationists recently went back to check a group of six islands and were relieved to see positive signs of growth and expect for the islands to bounce back vibrantly. Bell celebrates this good news and continues to offer support until these islands are declared 100% rodent-free. ■



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Did You Know?

Every year in the Spring MOLES dig their way back up to the surface and into the yards of residential & commercial properties. Here are some interesting facts about Moles!



- Moles can dig up to 15 feet per hour
- A mole's saliva contains a toxin that paralyzes worms, allowing them to gather and store food for consumption later
- There are around 42 species of moles living throughout the world
- Moles can be found on every continent except Antarctica and South America

SIGNS OF RECOVERY
in the Pacific

The South Pacific Ocean is scattered with thousands of islands with tropical ecosystems. Two island groups in particular, the Cook Islands and the French Polynesian Islands, have been the location of important rat invasive species eradication projects over the years, with Bell contributing rodenticide to each of these projects.

COOK ISLANDS

Many years ago, two species of rodents, brown and black rats, took over these is-

lands and have been threatening the survival of many seabird species ever since. These threatened and endangered bird populations have seen a 90% decline, and rodents are the ones responsible. The Te Ipukarea Society Inc. took charge in overseeing the Cook Islands project. This team does all the planning, bait application, and follow-up. According to the newly conducted research, the islands seem to be thriving and they have high hopes for the native seabird species to come back just in time for breeding season.

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BPCA PestEx LONDON 2022 iQ LAUNCH

On March 16-17, Bell's EMEA team attended the UK's largest pest control exhibition, PestEx, which was held at the Excel Centre in London.

"We were delighted to be face-to-face again with our partners, after those two years impacted by the pandemic. We successfully launched our new range of iQ products, powered by Bell Sensing Technologies, in the UK and the Republic of Ireland," exclaimed Arnaud Del Valle, Bell EMEA Director.

iQ products turn ordinary pest control products into advanced rodent data gathering machines. Each iQ product comes with built-in sensing technology, including a fully integrated battery, proprietary sensor and antenna, which is water and weather-proof. Our Bell Reps explained to attendees how the data gathered will empower PCOs to improve their service, as well as save them both time and money.

"Feedback was all positive as well as customers' enthusiasm. I have no doubt our industry is turning digital. Our PCO partners engaged with us to be the first movers, adapting their business model to this new growth opportunity," said Del Valle. ■

"PestEx was a great success for the Bell EMEA division: great attendance, with almost 1,500 visitors in two days. The crowd was primarily made up of PCO technicians and owners from the UK and ROI, as well as international distribution partners."

- Arnaud Del Valle, Bell EMEA Director



MEET WITH OUR INTERNATIONAL BELL REPS AT THE FOLLOWING EVENTS:

| | | |
|--------------------------------|------------------|----------------|
| Pest Med | Mar. 30 - Apr. 1 | Bologna, IT |
| Benelux Pest | April 6 | Veldhoven, NL |
| Expodica | April 7-8 | Madrid, SP |
| Pig & Poultry | May 10-11 | Stoneleigh, UK |
| Pest Protect | May 11-12 | Berlin, DE |
| AEPMA Pesticon Conference | June 6-9 | Gold Coast, AU |
| Pest Control Convention | June 6-10 | Mexico |
| CACIA-Food Industry Convention | June 18-19 | Costa Rica |
| ICUP 2022 | June 27-29 | Barcelona, SP |

DETEX WITH LUMITRACK

Helps Graham Pest Control Stand Out

Brian O'Donnell is the Service Operations Manager at Graham Pest Control, located in Blairgowrie, Scotland. Brian looks over the entire service part of the company, overseeing 60 technicians across seven different regions throughout the country. While many of the accounts are agricultural and based in rural settings, Graham Pest Control also has accounts at various factories, food production facilities, and domestic premises. With having more than 18 years of experience in the pest control industry, Brian gets the most satisfaction in his profession by being able to solve problems at difficult accounts, by gaining evidence of a successful treatment, leading to happy customers.

With the CRRU regulations in the UK, their business is not allowed to use toxic rodenticides outside of buildings for monitoring purposes, so Detex plays a massive role in rodent control efficacy for Brian and his team. Not only is Detex a non-toxic bait, but it also contains Lumitrack. Lumitrack is an additive to the bait that makes rodents' droppings glow bright green under a black light, making it easier for technicians to complete inspections and spot where the rodents are travelling in and out from or where their nesting areas are located.

"Being able to look for rodent trails with just the help of a flashlight is a great benefit of using Detex blox, and we really enjoy that.

Our technicians that use it, use it a LOT. The addition of Lumitrack to Detex works well, because there's no other product that's got that," said O'Donnell.

Their technicians aren't the only ones who love to use it, they show some of their customers as well, who are also fascinated by the glowing trail and have big smiles on their faces when the pest problem is finally solved.

When not using Detex to monitor rodents at accounts, Brian and his team like to use Con-trac blox, which contains the active ingredient Bromodialone. Brian has seen the most success at his accounts when he switches out Detex directly with Con-trac. He thinks this is because both products are made in the same way, as it's compacted together into a blox formulation, so it appears familiar to rodents. Once it is clearly known that the Detex is being consumed by rodents, Con-trac is a great substitute because the rats will take to it very well, not realizing the difference.

Graham Pest Control prefers Bell's baits for more than their palatability, they also like how these blox fit in their bait stations. Bell blox fit perfect on the rods which makes them more secure and reduces the chances of non-targets getting ahold of it.

We are pleased to hear that Graham Pest Control has seen so many positive results from using Bell products and that their plan is to continue doing business with us for years to come. ■



Graham Pest Control's storage room is full of a variety of Bell products.

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Brian O'Donnell
Service Operations Manager

