

other pests, etc.). It also helps technicians be more efficient with service visits and enables them to consider a more targeted approach with their rodent baiting programs. Another major benefit of the rodent data that is captured is how easy showing proof of rodent activity is, as reports are automatically generated after the completion of each service visit. The ability to share access of reports to the customer, brings transparency and tells a story to the customer that would be difficult to tell otherwise, which increases a PCO's service offering.

Bell is the only provider to offer an entire range of smart products including rat and mouse bait stations, multiple catch traps, and

snap traps. "Australian Pest Managers can really see how Pulse Rat iQ fits in with their existing business operations without needing a complete reinvention," expresses Samuel Wood, Bell's Asia-Pacific Business Manager. This product line was specifically created to make sure there was something that would fit any and all rodent control needs.

"The main highlight of introducing iQ products is how Bell, as the World Leader in Rodent Control Technology, is bringing to the EU markets the easiest and most affordable option to support our PCO partners and how these connected devices can help the technician to be more efficient by up-

grading his tasks," stated Arnaud Del Valle. "The best part about having iQ products at tradeshows is the response from customers! Many of the PCOs that we interacted with at Pesticon were unaware of the products beforehand and hadn't considered implementing any technology in their rodent management practices. Seeing PCOs thinking in real time about how BST and iQ products can help their businesses was really neat," observed Samuel Wood.

If you wish to learn more about how iQ products can benefit your business, please contact your local Pest Control Distributor or visit [www.BellSensing.com](http://www.BellSensing.com). ■



# THE BELL REPORT

International Edition

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## BELL WORD SCRAMBLE

**OIPGDNPRS**

Used to identify where rodents are travelling

**NSTICHTIEEK**

Rodents develop a muscle memory with this sense

**MSBUE**

Rub marks left behind by greasy rodent fur

**CTUANGINALOTA**

Two common types of rodenticides are acute and \_\_\_\_\_

**UELPS**

This strategy of baiting consists of replacing DETEX® Blox with an active rodenticide once activity is proven



## NEW SENSING TECHNOLOGY DEBUTS AROUND THE GLOBE

The Bell international team has been busy with key market launches of Bell's newest product line: iQ® products, powered by Bell Sensing Technologies®. With releases at a variety of tradeshows over the last couple of months, iQ products have been officially launched in Australia, UK, Republic of Ireland, France, Benelux, Germany, Switzerland, Austria, Poland, Spain and Italy.

One of the most exciting aspects of integrating smart rodent monitoring products into Bell's rodent control product line is the ability to see firsthand how pest control operators (PCOs) are responding to adding technology into their toolbox. Customers who have been considering implementing smart tech into their rodent management practices have been given the opportunity to think about how beneficial this product line

can be to their business. Particularly in France, where permanent baiting is no longer allowed, PCOs using rodenticides must check the bait they put out more frequently, taking valuable time out of their day from completing other responsibilities. These PCOs really understand time savings opportunities and can instantly calculate the value of not having to open hundreds of bait stations, only to see no signs of activity. Experienced users of rodent monitoring technology have mentioned several times that iQ is not another technically difficult and expensive remote monitoring system. Instead,



iQ is an easy way for a business to turn digital. "PCOs always mention how easy iQ is to set up as the whole range is fully integrated, so there's no need to create a cloud network or plug in a battery. They feel that iQ is the first step for their business to turn digital," explained Arnaud Del Valle, Bell's EMEA Director. Implementing iQ products at accounts, means that technicians can spend their time valuably, only checking devices that have recorded activity.

Accelerating the digitalization of our industry, iQ products support our PCO partners in upgrading their business model to the next level. Not checking empty traps and opening unvisited bait stations will save pest management companies both time and money. This time is then available for PCOs to talk to customers or check additional business to be captured on-site (inspection, proofing,

*continued on back page*

Address Service Requested

[www.bellabs.com](http://www.bellabs.com)

6551 NORTH TOWNE RD., WINDSOR, WI 53598



# CHOOSING THE RIGHT BAIT STATION

## ARE YOU TARGETING RATS OR MICE?



### RATS

There are a variety of conditions that must be considered when choosing which bait station to use for rats depending on the environment, sensitivity of the account, or the presence of non-targets

#### TOP CRITERIA

##### VERSATILE



##### DISGUISE



##### LOW PROFILE



### MICE

Whether you are trapping for mice, baiting for mice, or doing a combination of the two, Bell has bait station options to accommodate any scenario

#### BAITING OR TRAPPING?

##### BAITING & TRAPPING

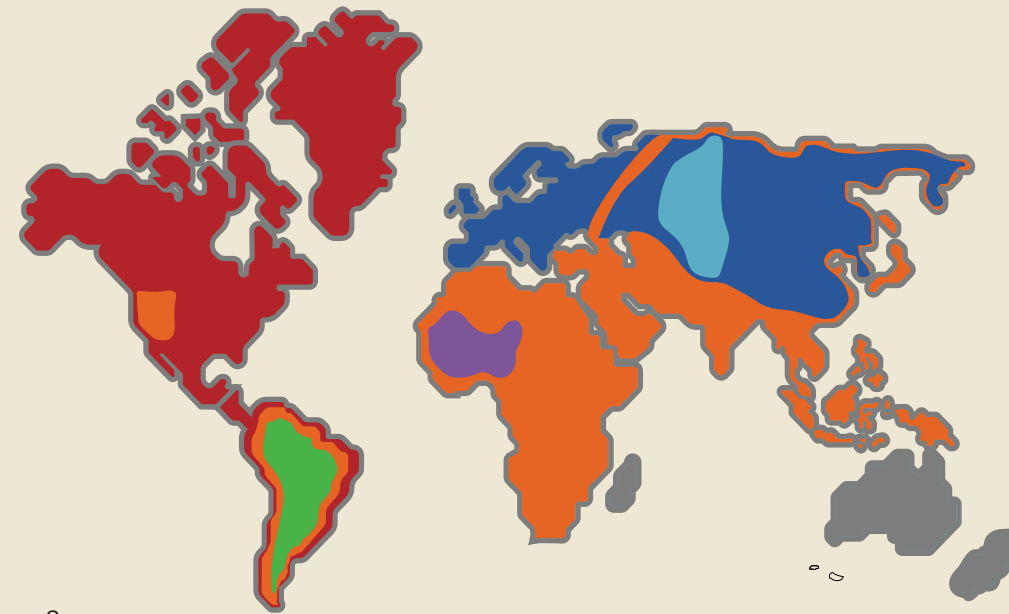


##### BAITING ONLY



# DISEASES DIRECTLY TRANSMITTED BY RODENTS

Rodents spread more than 35 diseases worldwide. The primary strategy for prevention of contracting these rodent diseases is by incorporating effective rodent control in and around the home.

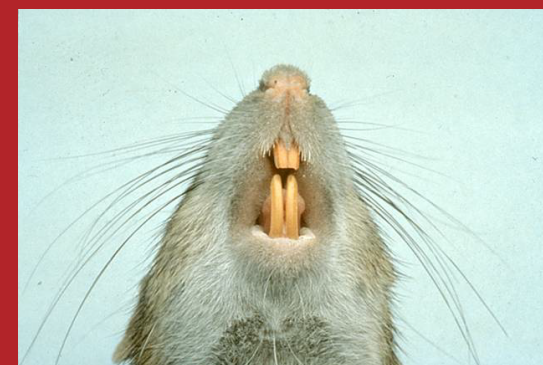


Sources:  
 CDC. (2010, July 29). Rodents | CDC. Centers for Disease Control and Prevention; U.S. Department of Health and Human Services. <https://www.cdc.gov/rodents/>

CDC. (2017, July 5). Diseases directly transmitted by rodents. Centers for Disease Control and Prevention; U.S. Department of Health and Human Services. <https://www.cdc.gov/rodents/diseases/direct.html>

- Hantavirus Pulmonary Syndrome**  
North and South America
- Hemorrhagic Fever with Renal Syndrome**  
Eastern Asia, Russia, Korea, Scandinavia, Western Europe, Balkans
- Lassa Fever**  
West Africa
- Leptospirosis**  
Worldwide
- Lymphocytic Chorio-meningitis (LCM)**  
Worldwide
- Omsk Hemorrhagic Fever**  
Western Siberia
- Plague**  
Western US, South America, Africa, Asia
- Rat-Bite Fever**  
Worldwide
- Salmonellosis**  
Worldwide
- South American Arenaviruses**  
(Argentine hemorrhagic fever, Bolivian hemorrhagic fever, Sabiá-associated hemorrhagic fever, Venezuelan hemorrhagic fever)  
South America
- Tularemia**  
Worldwide

## POCKET GUIDE FOR RODENT MEASUREMENTS



Rats must constantly be gnawing or their teeth could grow to be 30cm long in two years!

## GNAW MARKS



### MICE

- 1-2 mm in width ●
- Holes are small, clear cut



### RATS

- 4 mm in width ●
- Holes are big with rough, torn edges

Mice can fit through a 6mm opening

Rats can fit through a 12mm opening

