

# BELL LABORATORIES PARTICIPATES IN 1ST ANNUAL NOLA BUG FEST



On May 12, The City of New Orleans Mosquito, Termite and Rodent Control Board partnered with Audubon Nature Institute for the first-annual NOLA BugFest. More than 30

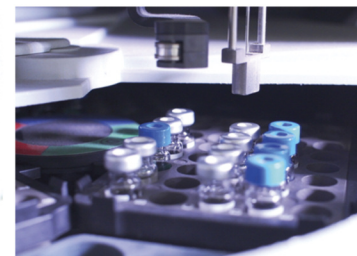
organizations and 40 educational booths and activities were featured at the event. Our very own Patrick Lynch, Vice President of Sales U.S. & Canada, and Scott Smith, Southwest Region Manager, were in attendance to represent Bell Laboratories as a Gold Sponsor of the event.

Participants had the opportunity to interact with entomologists and other scientists as well as attend presentations on a myriad of topics including Rodent Control Basics, presented by Patrick and Scott, and Wildlife Found in your Backyard. Scott and Patrick also had an outdoor booth that was frequented by many to learn more

*Continued below*



Visitors to the Bell booth at NOLA BugFest



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THE **WEIGHT**  
IS **OVER!**

THE MOST REALISTIC  
BAIT STATION FOR  
SENSITIVE ACCOUNTS,  
NOW EVEN FASTER

## NOLA BugFest *Continued from above*

about rodent control. Patrick shared, "It was an honor for Bell to be asked to participate in such a fun and unique event. The opportunity to educate the citizens of New Orleans about rodents and how our products are used by the professional men and women in the pest control industry to protect one of our great American cities was rewarding." Claudia Riegel, Director of the Mosquito, Termite and Rodent Control Board was thrilled about the turnout at this free event and shared, "The main goal of the event was for New Orleans residents to get a better understanding of the day-to-day of what pest control means." ■

## Personnel News

### Shore joins Bell's Technical Team

Bell Laboratories is pleased to welcome Jennifer Shore to Bell Laboratories as the Southeast Technical Representative. Shore represents Bell products to distributors and pest management professionals in Alabama, Georgia, North Carolina and South Carolina.

Jennifer earned a B.S. in Economics from the University of Georgia and brings more than 15 years of sales experience to Bell, most recently from Health Quest America where she was a Business Development Manager.



Jennifer Shore



Protecta®  
EVO **LANDSCAPE**  
**WEIGHTED**  
PATENTED

The most realistic bait station for sensitive accounts just got faster with the new Protecta® EVO Weighted Landscape.

Weighted Landscape delivers superior durability that Pest Management Professionals (PMPs) have come to expect in Bell Laboratories' tamper-resistant bait stations. Looking every bit like a rock, Weighted Landscape is a secure, rat-size bait station designed to blend in with the outdoor environment and is proudly made in the U.S.A. Its realistic color – stone – combined with its naturally textured surface give this bait station the authentic look of a rock.

Pre-installed with a custom brick that is completely enclosed with no bolts or screws that can break or crack, securing Weighted Landscape becomes even faster. The EVO key provides added security and allows for easy opening and closing, especially with the station's side-opening design. To add, a new, removable tray with rounded corners can either hold one T-Rex® Rat Snap Trap or up to eight – 1 oz. BLOX with locking rods that won't fall out during cleaning.

*Continued on page 2*



# NEW FEATURES TO MAKE SERVICING FAST AND EASY

## Weighted Landscape

Continued from front page

As The World Leader in Rodent Control Technology®, Bell Laboratories is continually committed to developing solutions for the pest control industry that can be trusted to provide the results the industry demands, and the Weighted Landscape is no exception.

“Our new Protecta EVO Weighted Landscape is the most realistic bait station available to PMPs in the industry. We have made conscious efforts towards making this product work harder for you by adding new features that will make the Weighted Landscape faster to secure, open, service and clean,” shares Kate

Van Boxel, Senior Product Manager. She adds, “We are pleased to offer a new product that will make servicing sensitive accounts even faster.”

Protecta EVO Weighted Landscape is now available to purchase. For additional information on this product, please contact your Bell Technical Representative or visit [www.belllabs.com](http://www.belllabs.com).



Photo credit: South Georgia Heritage Trust

# SOUTH GEORGIA ISLAND DECLARED Rodent Free!

The world's largest island rat eradication project is officially a success! As of May 2018, South Georgia Island has been declared rat-free after centuries of devastation to the island and its habitat.

An arduous undertaking would describe this project perfectly. In February 2011, the South Georgia Heritage Trust (SGHT), a Scottish registered charity, began work on this project with the promise of relief from rats on part or all of South Georgia Island and to restore one of the most important and spectacular seabird islands in the world.

Bell Laboratories was thrilled to be called-on to help develop and manufacture a bait for the world's largest rat eradication project. Once the brodifacoum pelleted bait was formulated, the project was split into three phases, with the first phase beginning in 2011. In preparation for Phase I, Bell manufactured 2,558 bags of bait totaling nearly 128,000 lbs. In the fall of 2011, Bell shipped these bags of bait on a three-month journey from Madison to South Georgia Island. Tony Martin, project director, shared, “Following a very long sea journey, the bait arrived at South Georgia in perfect condition. A testament to the care with which it was manufactured and packaged in Wisconsin.” When the bait arrived on South Georgia Island, the project staff spread 58 tons of bait over 49 sq. mi. (128 sq km).

Phase II occurred in 2013 and proved to be the most difficult phase for the project staff. The team endured snow, winds and temperatures of minus 14°C (6°F) to bait another 226 sq. mi. (580 sq km) of the island with 200 tons of bait across a rugged, glacial landscape. Often, the flight crew flew in these frigid tem-

peratures at 1,500 feet without a door so they could watch the bait drop – even the spreader bucket controls froze up!

With hopeful signs of recovery appearing prior to Phase III, the final push to rid South Georgia Island of rodents was planned for early 2015. A team of 18 worked over the brief, three month sub-Antarctic summer to eradicate rodents from the remaining one-third of the island, an area of 140 sq. miles (364 sq km).

Upon completion of Phase III, the team monitored the island for two years—hopeful that there would be no signs of rodents so the island could officially be declared rat-free. Part of the team included three dogs, Will, Ahu and Wai, who, along with two experienced dog handlers, walked across nearly 1,550 miles (2,500 km) in often extreme weather looking for any traces of rats after the bait application.

Fast forward to May 2018, when it was announced that the remote island of South Georgia is now clear of rats that had once devastated its

wildlife for nearly 250 years. Birds nesting on the ground or in burrows, whose eggs and chicks were frequently preyed on by rats, are already benefiting from the success of this project, according to SGHT. SGHT chief executive officer, Alison

Neil, recently shared in an interview with BBC, “There are starting to be huge increases in numbers of certain birds. Especially, some of the most effected ones like the South Georgia pipit, the island's songbird, and Pintail duck. Sights and sounds that would have been unthinkable before our work began.”

Right: The South Georgia Pipit, the island's songbird.

Below: Members of the team monitor the island for rodent activity.

Photo credit: South Georgia Heritage Trust



# FAST TO SECURE, OPEN, SERVICE AND CLEAN