

PEST WORLD 2019

MARK YOUR CALENDAR!

OCTOBER 15-18
SAN DIEGO
CALIFORNIA

COME VISIT US
IN BOOTH #911



THE BELL REPORT

North American
Edition

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iQ PRODUCTS
POWERED BY **Bell**
SENSING TECHNOLOGIES™

NEW!



RAT FACTS

Did you know?

- ▶ Certain species of rats can tread water for up to three days
- ▶ Rats can swim over a mile in open water
- ▶ Some species of rats can swim through sewer pipes



Bell Laboratories is pleased to introduce its new iQ product line, powered by Bell Sensing Technologies (BST). iQ products integrate proprietary BST sensors that turn some of Bell's most popular products into powerful non-stop rodent data gathering machines.

PMPs will now be able to know everything about the rodent activity occurring at their accounts, with iQ products. When, where, and

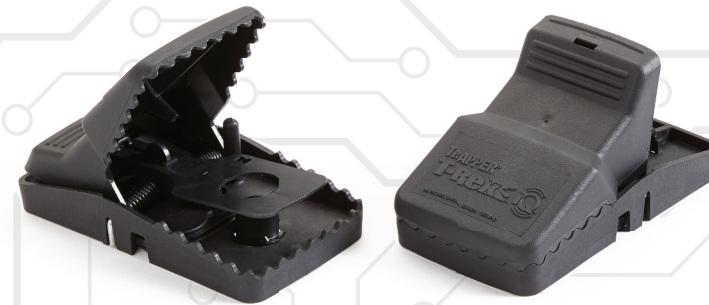
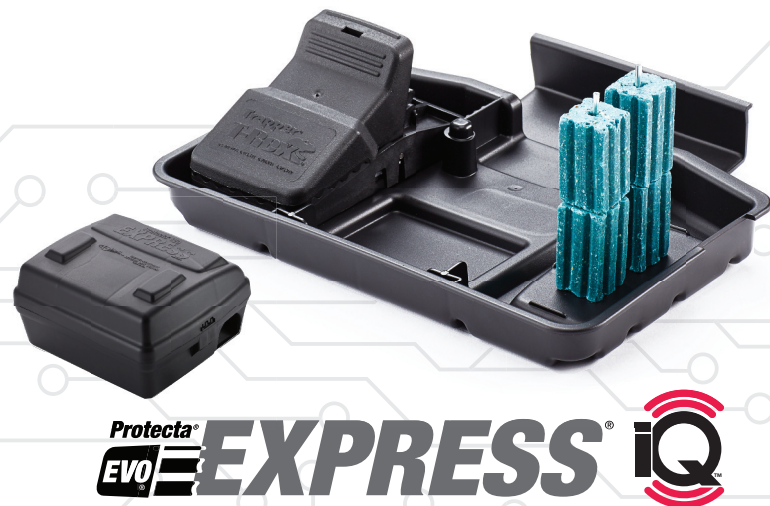
how much activity will no longer be based upon an 'educated guess'. It will now be known in extreme detail and will automatically be collected and archived to provide trend analysis and proof of the efficacy of a service. PCOs can provide their technicians with the ability to know in real time where hot spots are occurring, so more time can be spent addressing problem areas. Every technician is now

more effective and valuable.

"Bell's launch of our iQ product line will bring to market a fully integrated, scalable rodent data gathering system, allowing PMPs to efficiently use technology to achieve superior rodent control," says Patrick Lynch, Sr. Vice President of Sales.

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iQ PRODUCT LINE UP



Protecta
EVO EXPRESS iQ

TRAPPER 24/7 iQ

TRAPPER
T-Rex iQ

Use your Favorite Products

EVO Express, Trapper T-Rex and 24/7 are now available in an iQ version that will seamlessly sync with Bell Sensing Technologies' smart phone app and portal. This powerful system requires no gateways or complicated and costly infrastructure.

HOW THE SYSTEM WORKS

Highly customized Bluetooth® sensors allow data to be quickly gathered onsite from each iQ device and then uploaded to the cloud directly from a smartphone. This is a complete rodent data gathering and management system with the ease of use and affordability that will allow it to be used at any account.

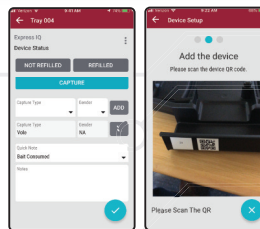
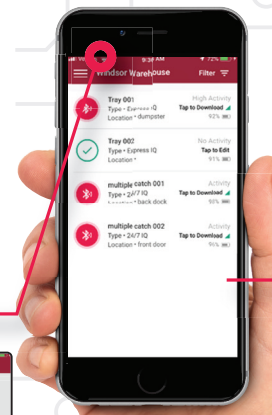
INTEGRATED SENSORS



- Record activity
- Generate time stamp
- Know when & where rodents are traveling

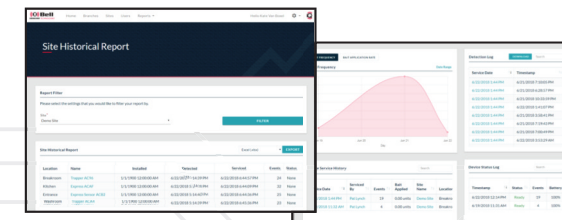
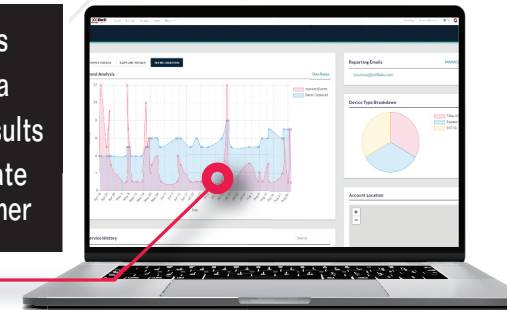
OPTIMIZED MOBILE APP

- Collects data from sensors
- Interprets results by filtering out noise
- Fast recordkeeping



- Define rules
- Review data
- Monitor results
- Communicate with customer

CUSTOMIZED PORTAL



After rodent control activity has been uploaded, it is simple to review the account history to determine both short-term and long-term trends. Customize the date range and instantly analyze the data to begin problem solving at accounts. Use this information to retain business, go after new business and be a Smarter PMP at your accounts.

Personnel News

CARNEY JOINS BELL TEAM



Annie Carney

We are pleased to introduce our new West Central Technical Representative, Annie Carney to our Bell team. Annie covers the states of Missouri, Kansas, Colorado, New Mexico, Arkansas, and Nebraska. Annie comes to Bell with an extensive background in the pest control industry, and she holds a Bachelor's Degree in Business Administration from Missouri State University.

"I am really excited to work for Bell Labs as the company is known throughout the industry for their quality. This, paired with their full line of rodent control products, initially attracted me to this position. Since arriving at Bell, the company culture has been another factor that sets Bell apart, and I've enjoyed the team work and collaborative environment. I look forward to continue to expand into my new role and will be busy providing the industry with the best rodent control products available."

We are excited to have Annie as a part of the domestic sales team. ■