

improve PMPs' success at rodent control accounts, increasing productivity. "It is imperative to Bell that we offer our industry partners a fully integrated sensing platform, comprised of familiar and affordable products that PMPs are already using at their accounts," says Lynch. "Meeting these objectives allow PMPs to bridge the gap between the growing market demand for sensing products and the ability to benefit from the use of technology at the majority of their accounts. We look forward to the launch of Bell Sensing Technologies' IQ product platform in 2019."

PestWorld 2019 is set for October 15-18 at the San Diego Convention Center in California and is promising to be a big show. ■



The Bell team talks with customers about Contrac® Soft Bait and the Weighted Landscape® bait station.



THE BELL REPORT

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PESTWORLD 2018

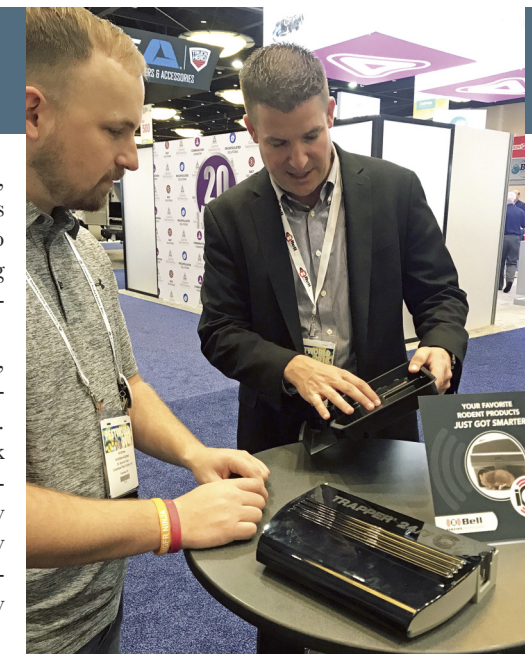
It was another exciting year for Bell Laboratories at PestWorld 2018. More than 4,000 attendees convened in Orlando, Florida for what would make this year's PestWorld the largest ever.

Bell Laboratories strives to provide a breadth of tools to PMPs, and this year, we were excited to introduce our new product extension of Contrac® Soft Bait in 4 lb. pails into the U.S. market. Contrac® Soft Bait 16 lb. pails were originally launched to the U.S. Market in fall of 2017 and this new, easy-to-carry pail size will be helpful for inventory management, as well as distribution amongst technicians for servicing accounts.

The Protecta® EVO® Weighted Landscape®, Bell's newest built-in brick bait station that is designed to blend into the environment, also made its PestWorld debut. New and existing customers alike were drawn to this unique station with many time-saving features.

In addition to showcasing the latest products, Bell also announced the launch of a new company division, Bell Sensing Technologies, Inc. This division, under the leadership of Patrick Lynch, is developing a platform of rodent control products that can communicate previously unknown information about rodent activity from an account to Pest Management Professionals. This information will dramatically

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NEW PRODUCT VIDEOS



Check them out on
**belllabs.com, YouTube
and Facebook!**

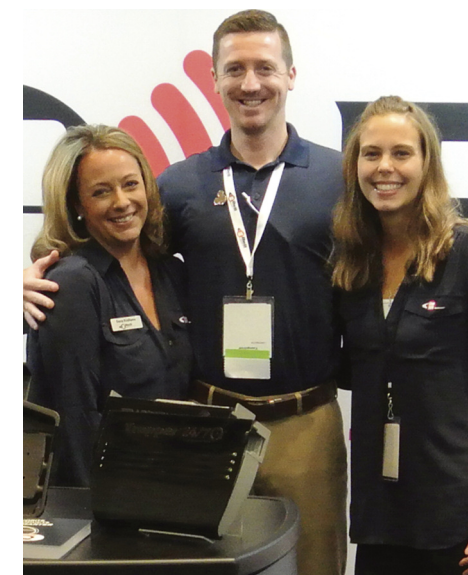


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CONTRAC® SOFT BAIT

Now Available
in Canada



The Bell sales team showcased the full Bell product line in Orlando.





CAMP GROM RETREAT

Camp Grom in Virginia Beach is a newly developed day retreat camp for wounded veterans and people living with disabilities looking to share adventures with family members and friends. A non-profit started by the Virginia Gentleman Foundation and the YMCA of South Hampton Roads, Camp Grom was founded on inclusivity and fun. The 70-acre camp features an aquatic center, water spray park, auditorium, picnic shelter, outdoor lake, sports fields, and many other attractions.

As anyone involved in the pest control industry knows, wherever there are people, there are rodents—especially where there is abundant food, water, and shelter. In order to prevent any potential future rodent problems, the YMCA received help from Charlie Church, owner of Getem Services.

Getem Services wanted to find the perfect pest control tools to accommodate the environ-

ment and preferences of Camp Grom, and reached out to Bell Laboratories Technical representative, Brian Hensel, for new suggestions.

“The YMCA is my charity of choice, and I like to give back to my community, whether it is through my business or through my personal contributions.”

— Charlie Church, Owner, Getem Services

“They were looking for something to use around the new beautiful buildings and blend in. There were some issues with sandy soil, high



Photo Credit: Brian Hensel

water tables, etc. At the time we were only a week or so away from releasing the Weighted Landscape for sale. I felt that with the high-water table, the integrated weight and new heavy-duty plastic tray that is elevated that it would be a great fit, along with the built-in landscape disguise. The fact that the weight is internal makes for a better look and handled the issue of the sandy soil where a stake would be easily pulled out by wildlife.”

INSPECTING FOR RODENT SIGNS

Reduce the chances of having a severe or persistent rodent problem by applying rodent-proofing measures, such as plugging holes where rodents are entering buildings. Get rid of the rodents' food and water, whenever possible. Store food in containers. Clean up the problem area by getting rid of clutter. Disrupting the rodents' environment causes stress and encourages movement out of the area.



RODENT BURROWS



NESTS/HARBORAGE



RUB MARKS



DROPPINGS

Personnel News

CUEVAS AND SARTAIN JOIN BELL TEAM

This September, we welcomed Beth Cuevas, Bell Sensing Technologies Inside Sales Representative, to the Bell team. Bringing more than seven years of sales and account management experience, Beth will be primarily focused on supporting Bell's new technology division.

“What initially drew me to Bell was the positive reputation Bell holds within the pest control industry. It is very important to me to be part of a company that is making a difference. My favorite part about working for Bell thus far, would have to be the collaborative team environment. Everyone at Bell works extremely well together with one common goal, to provide our industry with the top, most effective rodent control products possible.”

Beth will be based in the Madison office.

We are pleased to be able to introduce our new Southeast Technical Rep, Brandon Sartain to our Bell Team covering North and South Carolina, Georgia and Alabama. Brandon comes to Bell with a solid background, bringing with him more than five years of sales experience.

“What really attracted me to Bell was the fact that we manufacture everything ourselves. From the actives in the baits, to the plastics for bait stations. Therefore allowing Bell to really keep a finger on the pulse of the quality of all aspects of the products. Also, I was struck from the very beginning how much Bell truly cares—not only about its customers and employees, but the environment as well. And that spoke volumes to me from the very beginning. I really feel like I have found a second family here at Bell and can't wait to see what the future holds.”

We are excited to have Beth and Brandon as part of the Bell Domestic Sales team. ■



Beth Cuevas



Brandon Sartain