

new products with attendees who stopped by the Bell booth.

In conjunction with the new product launch, Bell recently released a new updated Bell Sensing web portal, as well as an improved training manual. Soon the Bell Sensing App will also be released to iQ users around the globe. Our sales reps even had access to a demo app at PestWorld to show customers how easy these products are to implement and use in the field.

Bell's full product lineup of seven iQ products is changing the way PMPs conduct business and paving the way for the

rodent control industry. The time savings associated with switching to iQ products at PMP accounts is using this technology to provide better inspections and verifiable rodent proof to clients. Congratulations to NPMA for another well attended industry event. ■

Right: Bell's Sr. Vice President of Sales and the General Manager of Bell Sensing Technologies, Patrick Lynch, is showing a customer how easy iQ products are to use and the benefits associated with switching to iQ at their accounts.



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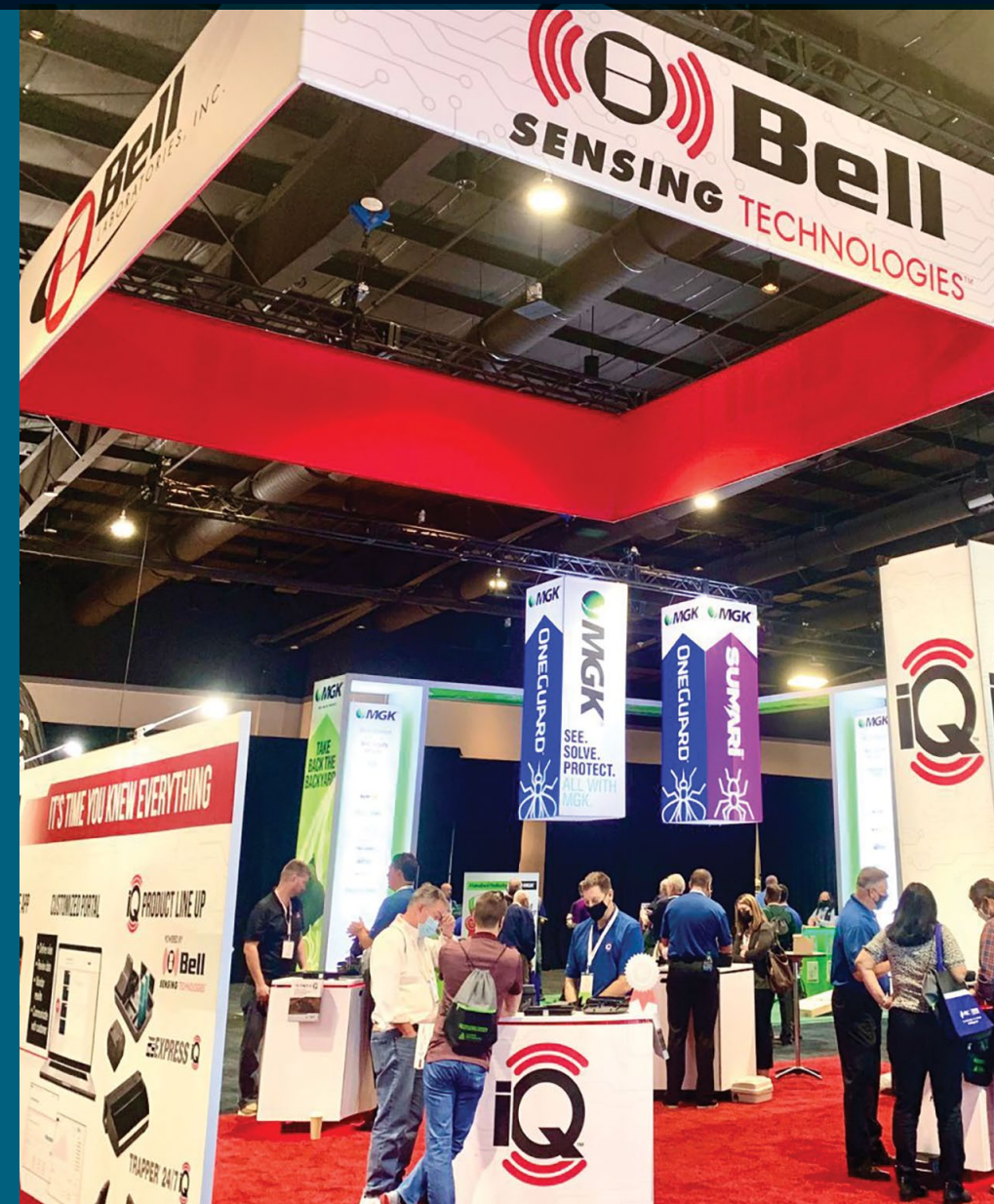
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PESTWORLD 2021: Connections Made in Las Vegas

The Bell domestic sales team was happy to see customers in person this year at PestWorld 2021 in Las Vegas, NV. Pest Management Professionals (PMPs) flew in from around the world to attend the event in person and the early November tradeshow was filled with new product reveals, strategic discussions, and connecting with customers.

Bell was excited to introduce four NEW iQ products to the industry. Adding to the existing iQ product line is the Pulse Rat bait station, Pulse Mouse bait station, Weighted Landscape iQ tray, and Mouse iQ snap trap. Powered by Bell Sensing Technologies, each of these products comes with a fully integrated battery, proprietary sensor and antenna, that is easy to use and affordable. The Bell team spent their time discussing these innovative,

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Did you know?

Rats communicate with each other in many ways, including:

- body language
- pheromones
- smells
- droppings
- vocalization

Rats communicate vocally in frequencies of up to 100 khz, but humans can only hear noises up to 20 khz in frequency!



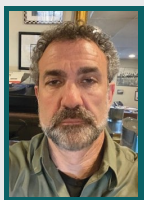
CONTRAC® & FASTRAC®

A Winning Combination for Conquest Pest Solutions

When Mark Winston, President of Chicago-based Conquest Pest Solutions, has a rodent problem at an account, he utilizes Bell's extensive range of tools to help get the job done. Mark and his team recently switched over to Bell's Contrac Soft Bait from a competitive bait, and they have found great success. Conquest Pest Solutions now uses Contrac Soft Bait almost exclusively when baiting at rodent accounts, citing its palatability and weatherability.

"Everyone is just loving the Contrac Soft Bait, it just does a great job overall. Contrac doesn't freeze, and [the competitor's] bait does, so we really like that. I know that [rats]

“Everyone is just loving the Contrac Soft Bait, it just does a great job overall.”



Mark Winston,
President
CONQUEST PEST SOLUTIONS
QUICK • CLEAN • GREEN

are typically a little hesitant or neophobic, but they pretty much go right for the Contrac Soft Bait,” says Winston.

In addition to Contrac Soft Bait, Conquest Pest Solutions technicians find that Fastrac Soft Bait can help gain control at particularly challenging accounts with large rodent populations. Fastrac's active ingredient, bromethalin, allows PMPs to knock down rodent populations to a manageable level, with less bait required vs anticoagulants.

“[Fastrac] works great, because there are some accounts where you just can't put enough Contrac bait in the stations, it's just gone every time, even when you go every week. But when I use Fastrac Soft Bait, only half of the bait is gone, and all the mice are gone. A bucket of Fastrac could last us six months.”

Understanding the different attributes of various rodent baits is key to implementing a success-

ful baiting program. Bell is proud to offer a broad range of baits made of high-quality ingredients, and synthesized with a wide variety of anticoagulant and acute actives for any scenario. ■



THE POWER OF iQ

POWERED BY



AVAILABLE NOW IN



4 NEW PRODUCTS

Bell is excited to launch the latest in rodent monitoring technology: an additional four iQ sensing devices. iQ products are powered by Bell Sensing Technology, which affordably collects rodent activity data for pest management professionals (PMPs). The data gathered improves inspection and overall service for PMPs, letting them know when to add additional bait stations or rodenticide, or which traps need to be serviced.

Trapper Mouse iQ is a sensitive and durable mouse trap with sensor. The base separates and traps can be replaced, if necessary. The detachable base is fully integrated with a Bluetooth sensor, antenna, and battery. It is similar to the T-Rex iQ, where it is simple to use as there is either a Catch or No Catch notification.

To learn more about these products, please reach out to your local Bell Technical Sales Representative.

“Affordable and integrated monitoring technology is the only way to automate the most tedious aspects of rodent control, which is why we are excited to offer four new iQ solutions to the industry”

PAT LYNCH, Sr. VP of Sales for Bell Laboratories and the General Manager of Bell Sensing Technologies.

Pulse Rat is the first rat bait station with a fully integrated Bluetooth sensor for detecting and timestamping rodent activity. It holds up to eight blox of bait and one T-Rex or T-Rex iQ rat trap, or two Mini-Rex traps or Trapper Mouse iQ traps.

Pulse Mouse is the first mouse bait station with a fully integrated Bluetooth sensor for detecting and timestamping rodent activity. It has four built-in rods for baiting and can fit a Mini-Rex trap or Trapper Mouse iQ trap.

Weighted Landscape iQ tray can be placed in any new or existing Weighted Landscape station, just simply swap out the old tray for the new iQ tray. It holds up to six blox of bait or one T-Rex or T-Rex iQ rat trap, or one Mini-Rex trap or Trapper Mouse iQ trap.



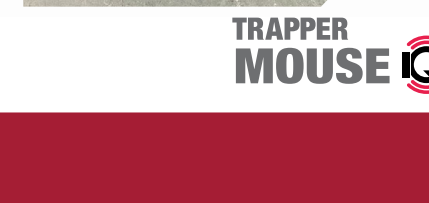
Protecta EVO EXPRESS iQ



TRAPPER T-Rex iQ



TRAPPER 24/7 iQ



Protecta EVO LANDSCAPE iQ WEIGHTED

Check out these videos on our YouTube channel!

Don't forget to

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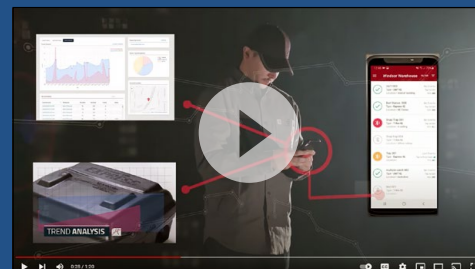
NEWLY RELEASED VIDEO



Pulse Baiting with Express iQ



Protecta EVO Tunnel



iQ Products For Every PMP