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THE NATIONAL PEST MANAGEMENT ASSOCIATION PRESENTS

PESTWORLD 2018

OCTOBER 23-26
ORLANDO, FLORIDA
WWW.PESTWORLD2018.ORG

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Our Mission is Your Protection



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Did You Know?

Bell Conservation projects currently total more than **70** worldwide



THE BELL REPORT

North American Edition

VOLUME 37 | NUMBER 3 | JULY - SEPTEMBER 2018

Available this October



CONTRAC[®] SOFT BAIT 4LB. PAILS

Bell Labs will be introducing a new size to its Contrac Soft Bait line-up: 4lb pails. Bell's new 4lb pails have all of the same features as our Contrac Soft Bait 16lb pails, but in an easy-to-carry pail size that can be helpful for inventory management, as well as distribution amongst technicians for servicing accounts.

Contrac Soft Bait is Bell Laboratories' most extensively researched and tested rodenticide ever, and uses Bell's trusted bromadiolone formula to ensure outstanding rodent acceptance and control. Contrac Soft Bait will not freeze mold or melt, so it will perform to the in all settings, no matter the weather.

Bell's new Contrac Soft Bait 4lb pail will be launched at PestWorld and available to ship by the end of October. They will come 4 pails per master case. Contact your local distributor to purchase. Contrac[®] Soft Bait, EPA Registration No. 12455-146*. For samples and additional information, please contact your Bell Technical Representative or visit www.belllabs.com.

*State registration is still pending in California

Proudly Made In The USA

WON'T FREEZE, MOLD OR MELT



KNOW YOUR RODENT

House Mouse and Deer Mouse vs. Meadow Vole



House Mouse



Deer Mouse



Meadow Vole

Scientific Name:	<i>Mus musculus</i>	<i>Peromyscus maniculatus</i>	<i>Micro pennsylvanicus</i>
Color:	Black, Dusty Gray	Brownish with white belly	Brown, Dusty Gray
Weight:	3/4 oz.	1/2-1 oz.	1-2 oz.
Length: (including tail)	6-7 inches	4-9 inches	6 inches
Body:	Small head, & body	Small head and body, similar in size to House Mouse	Stocky, rounded body & short tails & ears, blunt nose
Sexual Maturity:	1- 1 1/2 month	1 1/2-2 months	1 month
Gestation Period:	19 days	19 days	21 days
No. of Young:	5-6 per litter	3-5 per litter	3-10 per litter
No. of Litters:	Avg. 8 per year	Avg. 2-4 per year	Avg. 12-17 per year
Diet:	Grains, cereals meats, fish etc.	Insects, larvae, grains, seeds	Roots, leaves, herbs, seeds, grains
Length of Adult Life:	15-18 months	2-24 months	2-12 months
Nests:	Corners 10-30 ft from food and water	Nests in logs, tree trunks, and abandoned animal nests	Burrows, well defined surface runways 10ft. from water

Maximize Your Trapper® T-Rex® Rat Trap with a Pre-Baiting Strategy

T-Rex Design Makes Pre-Baiting Very Effective:

▶ The T-Rex is designed to visually appear the same to the rodent, whether the device is unset or conversely, in the set position and ready to fire.

What is Pre-Baiting?

▶ Pre-baiting the trap involves placing the snap trap out, unset, with an attractant on the back side of the trap

Why Pre-Bait?

▶ Pre-baiting the T-Rex allows for pheromones to collect on the trap. When a rat detects pheromones on an object, it is less cautious while interacting with it.

▶ Pre-baiting can help you track the behavioral patterns of rats, when Non-toxic DETEX® bait is used.



Contrac® Soft Bait Coming Soon to Canada

Bell Laboratories is excited to announce the registration and upcoming launch of Contrac® Soft Bait in Canada. Contrac Soft Bait is Bell Laboratories' most extensively researched and tested rodenticide ever. Similar to our Contrac Bait Blox, Contrac Soft Bait is made using our bromadiolone formulas, which are known for their outstanding rodent acceptance and control. To ensure top-notch performance, Contrac Soft Bait underwent comprehensive field testing in urban, rural, commercial, and residential settings.

In addition to its exceptional rodent acceptance and control, Bell's Contrac Soft Bait comes with an extensive list of key attributes. Contrac Soft Bait was specially formulated with an optimal blend of saturated and unsaturated fats. In addition, the manufacturing process further increases bait acceptance by ensuring maximum contact of the paper sachet to the soft bait. Contrac Soft Bait's outstanding preservative package is designed to withstand almost any climate. Bromadiolone may be used indoors and out, so your bait won't freeze, mold, or melt.

Contrac Soft Bait will be available in a 7.2kg pail size - this Soft Bait pail is clearly differentiated from all other Bell Laboratories pails with an orange lid for ease of identification by



distributors and PMPs. Contrac Soft Bait is available in 10g sachets with a minimum mouse placement of 10g and a minimum rat placement of 90g.

Contrac Soft Bait will be available for shipment this fall. For samples and additional information, please contact your Bell Technical Representative or visit www.belllabs.com. ■



Personnel News

Lynch Promoted to VP of Sales U.S. and Canada

In light of its continued growth as The World Leader in Rodent Control Technology®, Bell Laboratories announced this summer that Patrick Lynch had been appointed to Vice President of Sales U.S. and Canada. In his new role, Lynch continues providing strategic guidance and leadership, while overseeing the management of Bell's domestic sales team for the professional pest control market in the U.S. and Canada.



Patrick Lynch

In an effort to create a structure that is supportive of the organization and customer needs, Bell divided the country into six regions. The following individuals have been promoted to managers of their respective regions:

- Dan Schlegel - *West Region Manager*
- Scott Smith - *Southwest Region Manager*
- Sara Knilians - *Midwest Region Manager*
- Rod Smith - *Florida Region Manager*
- Sheila Haddad - *Vice President East and Southeast Regions*

After completing his MBA from New York Institute of Technology in 2006, Lynch gained his expertise in the rodent control industry working as a Bell technical representative for the New York and New Jersey region.

"It is an honor to be tasked with leading the best manufacturing sales team in the industry. After working for Bell Laboratories for the last 12 years, I am always impressed with Bell's exceptional company culture and how we've established long-term partnerships with our customers," said Lynch. "I'm excited to maintain that culture, to keep building strong industry relationships, while also providing new tools to pest control professionals."

Lynch currently serves on the National Pest Management Association Public Policy Committee as well as the National Pest Management Association Leadership Committee. ■