



A WORD FROM BELL ON COVID-19

Pest control has always been an essential service to ensure public health and safety. Now, more than ever, the work of pest management professionals is critical to protect the spread of disease and damage at homes, hospitals, businesses and schools.

At Bell, we are working non-stop

to ensure the industry has all the tools they need in the fight against rodents, whenever they need them. We've got your back in these difficult times, and are working alongside you.

For the essential services you provide around the world, we say thank you. We are all in this together and everyone at Bell wishes you and your family safety and health.



THE BELL REPORT

North American Edition

VOLUME 39 | NUMBER 1 | JANUARY - MARCH 2020



3699 KINSMAN BLVD. | MADISON, WI 53704
www.belllabs.com

Address Service Requested



Bell Laboratories Introduces

FASTRAC® SOFT BAIT

Bell is proud to launch its latest edition to the rodenticide line-up for Pest Management Professionals (PMPs): **Fastrac® Soft Bait**

Fastrac® Soft Bait is an acute rodenticide with a unique oil-based formulation that has a precise balance between saturated and unsaturated fats and will not freeze in cold climates. The acute bromethalin active ingredient paired with Bell's proprietary soft bait formulation will help PMPs knock down rodent infestations at accounts. Technicians will use less bait versus anticoagulants and may see more effective results, as rodents may consume a lethal dose in a single night's feeding, which reduces the amount of bait required to achieve control. "Bell is excited to provide another tool for PMPs. With the success and high acceptance of Con-

trac® Soft Bait, it made sense to offer our winning formulation with an acute active ingredient," says Kate Van Boxel, Sr. Brand Manager.

Fastrac® Soft Bait is available in a 4 lb. pail size. This new Soft Bait pail is clearly differentiated from all other Bell Laboratories pails with a purple lid for ease of identification by distributors and PMPs. Fastrac® Soft Bait is available in 8g sachets with a minimum mouse placement of 1 sachet and a minimum rat placement of 4 sachets. ■



DID YOU KNOW?

- ▶ Moles can tunnel at a rate of 18 feet per hour, causing endless damage
- ▶ Moles are insectivores, not rodents. They consume most of their diet from earthworms, grubs & insects
- ▶ Moles eat up to 80% of their body weight each day, due to their high metabolism

Stay ahead of moles this season and ask your Bell Distributor about our Talpirid® line of mole-control products.



WILDLIFE MANAGEMENT USES BELL'S FINAL BLOX TO CONFIRM THAT REDONDA IS RODENT-FREE

Before intervention by Island Conservation and Wildlife Management International, the island of Redonda was a desolate rock, with populations of native species quickly dwindling. Invasive, predatory *rattus rattus* and goats were ravaging the land and native species. After the relocation of the goats that inhabited Redonda, and the implementation of brodifacoum bait, the rats have been eradicated, and the island is thriving.

This project has excited such strong local pride and support that, in May 2019, the Government of Antigua and Barbuda agreed to make Redonda the largest protected area in the Eastern Caribbean. Well over 25,000 hectares, the new Redonda Ecosystem Reserve encompasses the whole island and the surrounding coral reefs, and contains more than 30 globally threatened species. Flora & Fauna International, a conservation organization dedicated to protecting and restoring global biodiversity, has already assisted in developing a management plan for the new protected area. This plan emphasizes bio-security, wildlife conservation, and eco-tourism. ■



Redonda before the rats were eradicated. Both black rats and feral goats contributed to this rugged island becoming deforested and severely eroded. Photo in 2016 by Adam Long (British Mountaineering Council and Access Techniques Ltd).

MORE THAN eight-fold INCREASE in **BUTTERFLIES, MOTHS, BEETLES, CRICKETS,** and other invertebrates in 2 years

NUMBER of BIRD SPECIES on **REDONDA** increased from **9** in 2017 to **23** by 2019



Brown boobies are among the 345,000 seabirds that now nest on Dog Island. The eggs and chicks of these trusting, ground-nesting birds were especially vulnerable to rat predation. Photo by Richard Brown (Dog Island Restoration Programme).



Project team members on Redonda in November 2017. Showing the striking increase in vegetation cover only eight months after rats were eradicated. Many of these plants had survived in the seedbank. Photo by Shanna Challenger (Redonda Restoration Programme).

Over a 20-fold increase in vegetation cover and biomass, including hundreds of healthy new tree saplings

Even at the height of the dry season, the area of substrate covered by vegetation has increased from less than 1% to more than 50%, helping to curb soil erosion and damage to the surrounding reefs.



Rattus rattus feeding on an endangered Redonda ground lizard (*Pholidoscelis atratus*). Black rats can reach record densities on islands and prey heavily on plants and animals alike. Photo by Tom Aveling (Environmental Awareness Group and Fauna & Flora International).

Protecta® EVO AMBUSH® iQ™

POWERED BY **Bell** SENSING TECHNOLOGIES™



Bell Laboratories is proud to announce the latest edition to our Bell Sensing product line, the Ambush® iQ™ bait station sensing tray.

You will now be able to utilize Bell's iQ technology in our low-profile PROTECTA EVO Ambush bait station, just by swapping the Ambush tray with the new Ambush iQ tray.

iQ products provide PMPs with important, previously unknown, rodent data, allowing their technicians to spend time conducting superior rodent control service instead of checking empty traps. All iQ products have fully integrated, weatherproof rodent sensors, batteries, and Bluetooth® antennae. iQ products ensure technicians have the first scalable rodent monitoring system, utilizing the same popular products that make up their existing everyday rodent control service routines.

The Ambush iQ joins the full iQ line-up of rodent devices with sensors, including Express iQ, T-Rex iQ and 24/7 iQ. Whether your rodent control program calls for a secured station, a low profile station, a

multiple catch mouse trap, or a rat trap, you now have an iQ solution that is affordable to use at every account.

The Ambush iQ bait station sensing tray is available now. To learn more, visit www.bellsensing.com. ■

AN AFFORDABLE RODENT MONITORING DEVICE THAT CAN BE USED AT ANY ACCOUNT



SEAMLESS INTEGRATION

Ambush® iQ™ trays have fully integrated sensors that collect rodent activity at the account. When PMPs are conducting a service, the sensors from the tray communicate rodent activity via Bluetooth® technology to the Bell Sensing App.

For information on our full **iQ** PRODUCT LINE UP visit www.bellsensing.com

