

Far left: Kyle Youngstrom, West Central Technical Representative, discusses Contrac Soft Bait with Pest World attendees.

Steve Levy, President and CEO, and Arnaud Del Valle, EMEA Business Manager, with new hire Shyam Lakhani at Pest World.



# THE BELL REPORT

North American Edition

VOLUME 36 | NUMBER 4 | OCTOBER - DECEMBER 2017



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

Address Service Requested

PRSR STD  
US Postage  
**PAID**  
Madison, WI  
Permit 1355

## Bell Introduces New Products at **PEST WORLD 2017**

It was another exciting year for Bell Laboratories at Pest World 2017. More than 3,700 PMPs representing 200 companies gathered in Baltimore, Maryland for the tradeshow and educational events.

Bell Laboratories strives to provide a breadth of tools to PMPs, and this year, we were thrilled to introduce two new products to the industry at Pest World. Our 16-foot tower at

the Bell Laboratories booth was decked-out in Contrac Soft Bait, Bell's newest rodenticide developed to perform well in every setting. Bell Technical Representatives were on-hand to talk to customers and PMPs about the key features of Contrac Soft Bait and encouraged them to try it at problematic accounts. Another highlight of the booth was our introduction of Rat Ice to the Pest Control Industry. Rat Ice provides PMPs with a new way to kill rats in burrows.

Bell Technical Representatives, Kyle Youngstrom, Rod Smith and Brian Hensel, pose with tortoise statue.

To celebrate the first tortoises being born on Galapagos's Pinzón Island in 150 years, a giant, bronze tortoise statue was brought in to the Bell Laboratories booth.

Attendees stopped to take pictures with the tortoise and learned of Bell's involvement in Island Conservation projects, specifically with the eradication of invasive rats on the Galapagos Islands of Pinzón and Rábida. Three years after a successful bait drop, the islands are showing signs of recovery, especially with the newly hatched Pinzón Giant Tortoises.



Northeast South Technical Representative Brian Hensel discusses Bell's newest rodenticide, Contrac Soft Bait, with Pest World attendee.

At the conclusion of the first day in the Exhibit Hall, Bell sponsored the President's Leadership Reception where new members were honored and NPMA officials mingled with attendees.

Pest World 2018 is slated for October 23-26 in Orlando, Florida. We look forward to seeing you there! ■



## DID YOU KNOW?

- ▶ Bell Laboratories has supplied bait for more than 40 island conservation projects throughout the world
- ▶ As of 2017, Bell has supplied more than 1.5 million lbs (680,389 kg.) of bait to conservation projects.





# RAT ICE™

## Introduced to PEST CONTROL INDUSTRY



Bell Laboratories is pleased to announce the registration of Rat Ice — a carbon dioxide pellet used for rat burrow baiting. As the World Leader in Rodent Control Technology®, Bell Laboratories strives to provide solutions to the industry to fully equip Pest Management Professionals (PMPs) with the tools they need to succeed with controlling rodent populations. That is why Bell Laboratories undertook the project to register Rat Ice with the EPA.

In order to make Rat Ice available to the industry, Bell Laboratories conducted comprehensive lab and field studies and generated appropriate data while working with the EPA to obtain the Rat Ice registration. This past summer, EPA's Registration Division registered Rat Ice for the control of burrowing rats.

Rat Ice will become an effective solution for PMPs as they work in urban settings

where rats build nests underground. The availability of food debris and garbage left in places like public parks compete with traditional baits that typically attract rodents, making Rat Ice a more effective solution.

Rat Ice is currently available in Chicago and Bell Laboratories is actively working to make Rat Ice available nationwide. ■



### Technician Tips

## 6 KEY PRINCIPLES TO SUCCESSFUL BAITING

### 1 Choose the right bait for the job

Your choice of rodenticide depends upon the environmental conditions and the severity of the infestation.

### 2 Read the rodenticide label before placing bait

The label instructions give useful information on bait placement. "The label is the law."



### 6 Eliminate the rodents' food, water & harborage whenever possible

Knockdown the population first before applying rodent-proofing measures, as disrupting the rodents' environment may send them scurrying.



### 3 Place bait where rodents travel

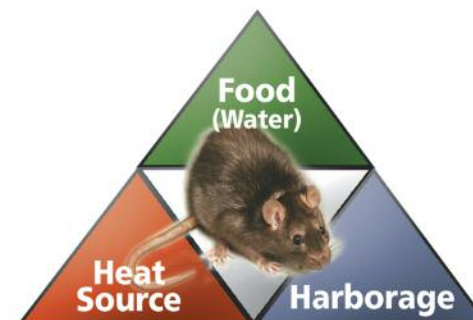
Your inspection will identify the problem areas and the species involved. Place bait where rats and mice will find it.

### 4 Proper number of bait placements

Place enough bait to get rid of rodents. Keep up a fresh supply of bait and remove any spoiled or rancid bait.

### 5 Use bait stations wherever safety is a concern

Tamper-resistant stations help keep bait away from children, pets and non-target species.



## Haddad receives NEPMA Bartlett W. Eldredge Award

Sheila Haddad, Vice President of Sales — East, was honored as the recipient of the New England Pest Management Association's (NEPMA) highest award for distinguished service, the Bartlett W. Eldredge Award (BART Award). Haddad was presented with the award during the association's annual meeting on December 13.

The award is named in honor of the organization's founder and first president and is intended to recognize a pest management professional who has distinguished themselves and demonstrated service to the association, the pest management industry, local community service, and who has earned overall respect and recognition by industry peers.

In Sheila's 14 years at Bell Laboratories, and over 25 years in the industry she has



Sheila Haddad with husband, Eddie, after receiving the BART award.

been known for her infectious personality and tireless work ethic that truly inspires all those around her. As Sheila was recognized on December 13, Steve Levy, President and CEO of Bell Laboratories, shared, "I don't think there's a harder-working individual that I know and it's great to see the recognition for all the effort and energy that you put into this industry. The industry is better because of you."

Following the presentation of her award, Sheila shared a few words to the Association — highlighting her appreciation of the people she has met in the association and the industry, and the joy she receives from helping them and being a part of their lives. She shared, "The memories I have of helping each of you never seems like a job — it's a love and passion that I have to see each one of you be successful in your business."

Congratulations Sheila! ■

