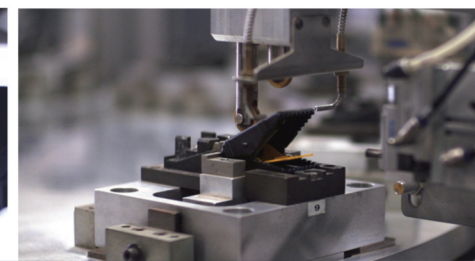


The Bell team talks with customers at PestWorld 2018.

PestWorld *Continued from front page*

Professionals. This information will dramatically 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 products 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 REPORT

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PESTWORLD 2018

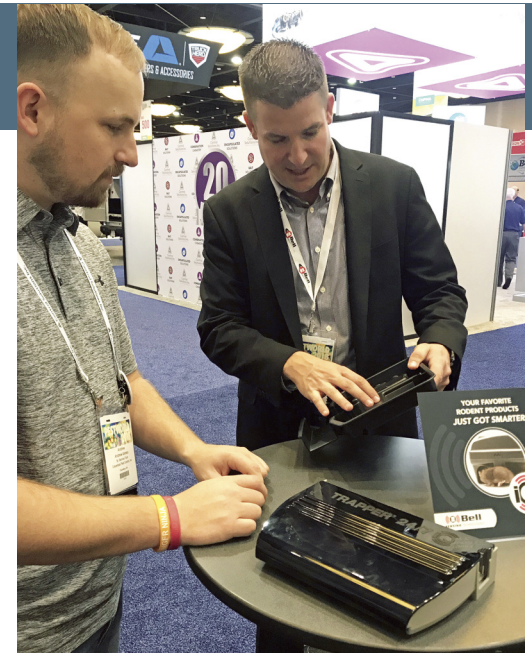
It was another exciting year for Bell Laboratories at PestWorld 2018. More than 4,000 attendees convened in Orlando, Florida for what would make this year's PestWorld the largest ever.

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

Continued on back page



Happy Holidays from Bell!

The holiday season is always a busy time for our teams here at Bell Labs and 2018 is not an exception. Business Managers from all over the world traveled to our headquarters in Wisconsin, USA for our end-of-the-year meetings. The weekdays

were comprised of presentations and discussions, leading up to Bell's annual holiday party at the Overture Center for the Arts in Madison. From all of us at Bell, we wish everyone a safe and happy holiday season. ■



The Bell Laboratories' International team tours the new facility in Windsor, WI



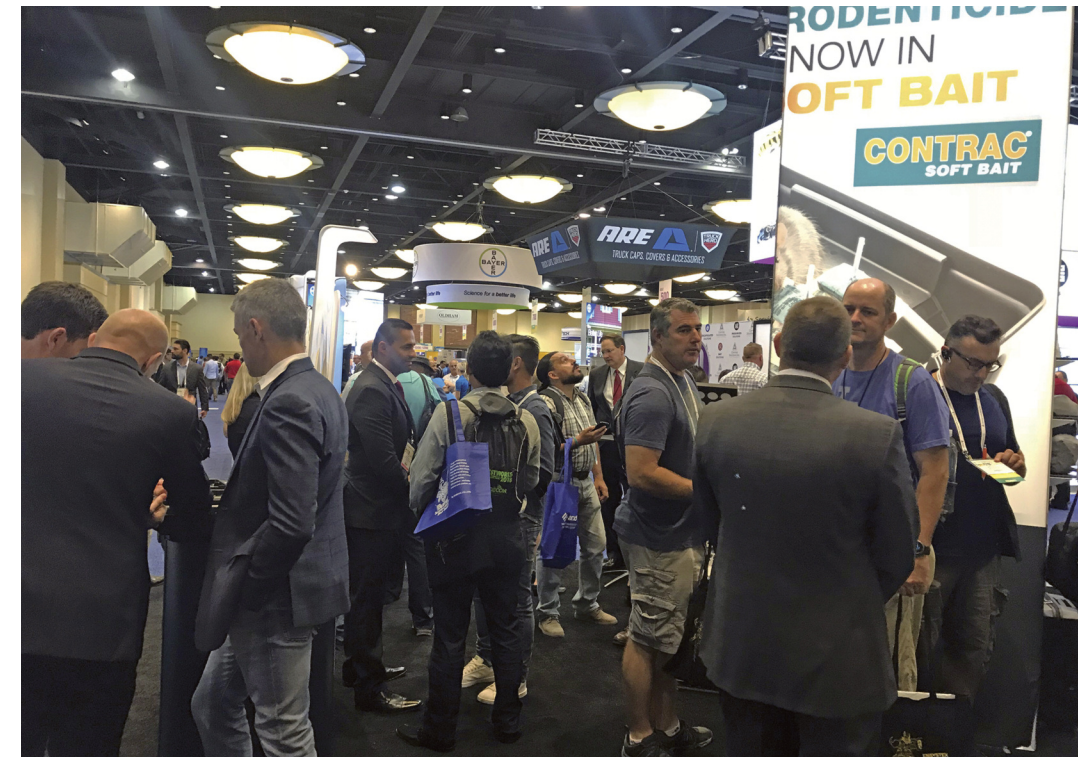
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The Bell sales team showcased the full Bell product line in Orlando.



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Colkim ITALY Expo 2018



A note from Colkim

For all of us, and we are many, it is always exciting to meet people we work with every day.

During the Colkim Expo 2018, we encountered small and big customers, new and old ones. This event is the culmination of hard work patiently built by our technicians and managers in the field, by the personnel in charge of Customer Care, and by those involved in promoting the news.

The three locations - 1. The Vallelunga Autodrome in Rome, 2. The Cà la Ghironda Museum of Modern Art in Bologna and, 3. The Lainate Safe Driving Center - were specifically chosen because of the ample space available for our suppliers' stands. Additionally, these locations offered a historical meeting point, creating an enjoyable and unique experience to visitors. For the Expo, we also provided entertainment for guests. This included a professional stunt driver experience, as well as visits to art galleries and museums.

For this event, we wanted to offer visitors a different dining experience. Instead of forcing guests to sit down to eat at set times or, instead of hosting a buffet luncheon, we decided to invite Food Trucks to the Expo. Trending in our area, the Food Trucks provided our visitors with a variety of street food. It was a wonderful opportunity for fun with refreshments and



The Bell Laboratories booth at Colkim Expo 2018. Photo Credit: Colkim

excellent music playing in the background.

We'd like to give our special thanks to the lively participation of our suppliers, this is so important to the success of our events. The enthusiasm helped to create a collaborative environment in which we felt like we were all part of a single team. Our customers have been fundamental in achieving this and with these

few lines, we want to thank all of those who participated, despite the mosquitoes!

As always, the Colkim Expo is not a point of arrival but of departure: thanks for giving us so many impulses and to continue to walk with us since 2014. We will soon be following up on requests for new products that were presented at the Expo. ■



Professional stunt driver at Colkim Expo 2018. Photo Credit: Colkim



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

Rodent Burrows

- ▶ Norway rats nest in burrows
- ▶ Burrows are normally 1 1/4 - 1 1/2 metres in the ground in areas where there is protective vegetation

Gnaw Marks

Mice

- 1-2 mm in width
- Holes are small, clear cut

Rats

- 4 mm in width
- Holes are big with rough torn edges

Rub Marks

- ▶ When dirt in the environment combines with oils in their skin, rub marks are left when rodents travel along walls
- ▶ If rub marks smear you know they are fresh

Droppings:

What droppings tell you:

- 1. Age**
 - New droppings are shiny and putty in texture
 - Old faeces are hard and crumbly
- 2. Size of the infestation**
 - Varying droppings sizes indicate both juveniles and adults are present
 - Several droppings indicate a large infestation
- 3. High activity areas where rodent management tools should be implemented**