

**PestWorld 2019** *Continued from front page*

these new rodent sensing products into their IPM service through continuous one-on-one demos at our booth. Bell could not have had a more successful PestWorld,” says Patrick Lynch, Sr. Vice President of Sales, General Manager for Bell Sensing Technologies.

PestWorld 2020 is set for October 13-16 at the Gaylord Opryland Resort & Convention Center in Nashville, Tenn. ■

Right: Brian Hensel, Sr. Technical Representative - Bell Sensing, demonstrates the versatility of the EVO Express iQ tray to customers inside the Bell Labs booth at PestWorld in San Diego.



# THE BELL REPORT

North American Edition

VOLUME 38 | NUMBER 4 | OCTOBER - DECEMBER 2019



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

Address Service Requested

# iQ PRODUCTS

## AT PESTWORLD 2019



It was another exciting year for Bell Laboratories at PestWorld 2019 in San Diego, Calif. More than 3,700 attendees from 47 different countries attended National Pest Management Association’s 87th annual convention.

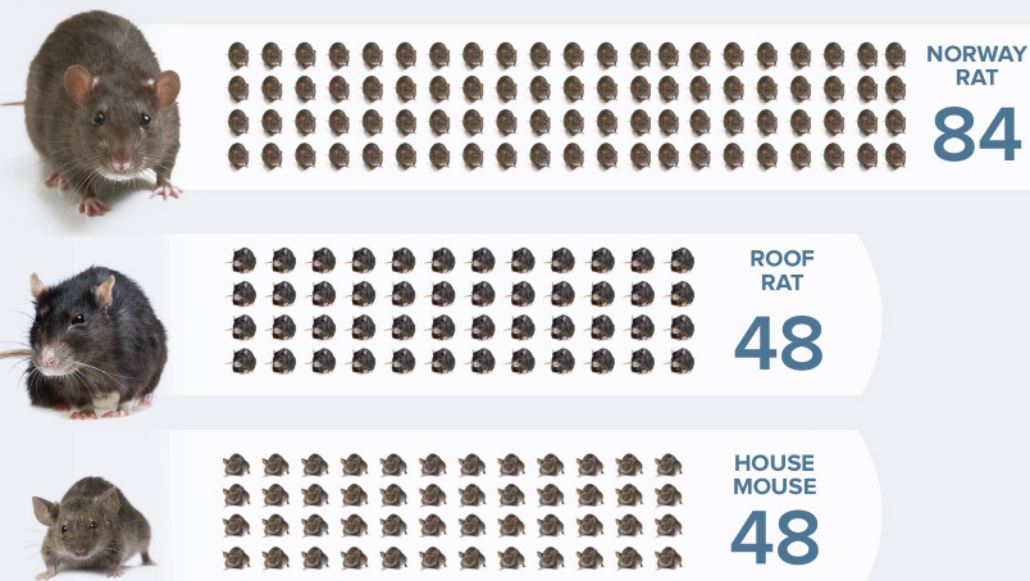
Bell Labs always strives to provide a breadth of tools and solutions for PMPs, which is why Bell was pleased to officially launch its full line of rodent control sensing devices. iQ products, powered by Bell Sensing Technologies, is a full line of rodent con-

trol devices that have integrated sensors, antennas and batteries. EVO Express iQ trays, T-REX iQ rat traps and Trapper 24/7 iQ multi-catch traps made their official debut at PestWorld 2019. These new, innovative tools provide rodent detection and timestamps for PMPs.

“Bell’s iQ product line was fully launched at PestWorld and there was excitement in our booth for the entire duration of the show. The Bell technical sales team showed our PMP partners how simple it is to integrate

*Continued on back page*

Top right: Customers attend Bell’s booth to learn about iQ products.  
Bottom row: iQ products are demonstrated to PestWorld attendees.



## DID YOU KNOW?

If you see a rodent in your home or business, chances are there are far more you do not see. Rodents are known for reproducing at an alarming rate. Check out how many offspring just one rodent can produce in a year.



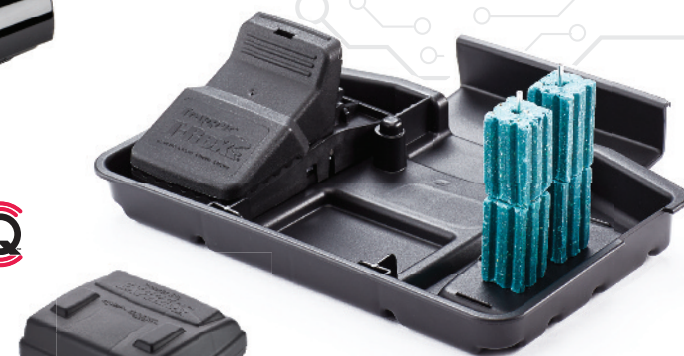
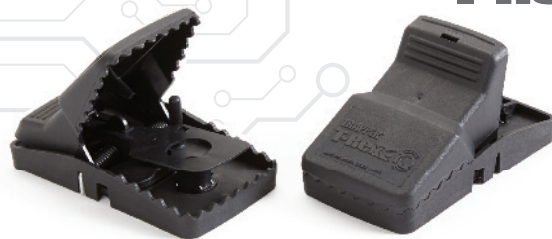
# iQ PRODUCTS

POWERED BY  
**Bell**  
SENSING TECHNOLOGIES™

TRAPPER® 24/7 iQ



TRAPPER  
T-Rex® iQ



Protecta  
EVO EXPRESS® iQ

## INCORPORATING iQ INTO YOUR ROUTES

### Easy Set-Up:

No gateways or hardware needed to set up devices. Simply place iQ products around the facility as you would your current rodent control devices. Rodent activity in the Bell Sensing App is intuitively color-coded, giving PMPs onsite knowledge they've never had before.

### Helping the Technician:

Gives time to your technician to use the knowledge and experience gained for conducting proper IPM. They are no longer spending time checking empty traps.

### Improved Service:

PMPs are better able to service their accounts, as they can spend the majority of their time where it matters most:

- Diagnosing where rodents are traveling and why
- Modifying service and planning for better results
- Providing key recommendations to customers
- Identifying rodent entry points
- Building lasting relationships through increased customer service

## SUPERMARKET

Protecting the customer's food supplies from rodent destruction and damage enables you to show the customer large cost savings. Accomplish this by using Express trays on the exterior and 24/7® iQ™ and T-Rex® iQ™ in the interior. The exterior Express® iQ™ trays provide knowledge of how, where and when rodents are entering. Placing 24/7® iQ™ traps by the entry door let you know exactly where rodents are getting into the building and at what time.



## RESTAURANTS

In an age of social media culture, it takes only one sign of a rat or mouse to destroy years of a restaurant's reputation. The use of iQ™ products as part of any IPM plan will provide much needed information necessary to protect your business from unwanted rodents. Taking this data and turning it into an actionable plan will ensure the reputation and longevity of your business.



## FOOD PRODUCTION

Knowing when and where rodents are traveling, as well as their behavior patterns, are a part of the key of staying ahead of rodent problems at your business. Gather rodent data by placing Express® iQ™ trays in bait stations by exterior doors, which will illustrate entry points rodents are using to get inside your business, and at what time.



## RESIDENTIAL COMPLEX

Rodents in residential areas can be troublesome for property managers and create health issues for tenants. Lawsuits based on uncontrolled pest pressures have become common. Understanding when and where rodents are traveling and eliminating pests early is the best way to ensure everyone is protected from disease and damage while maintaining property value.



## Personnel News

### Shellenberger Joins Bell Team



Trisha Shellenberger

We are pleased to be able to introduce our new Mid-Atlantic Technical Rep, Trisha Shellenberger to our Bell Team covering Philadelphia, Maryland, Delaware, West Virginia, Virginia, and New Jersey – South of Trenton. Trisha comes to Bell with a solid background, with more than 17 years of sales experience.

"I am really excited to work for Bell Labs because they are known as the world leader for rodent control solutions. I am coming on board the same time as cutting edge technology is being introduced with the new iQ Rodent Sensing Products."

"I believe these new devices will change the industry, and I am excited to be a part of it. I have been able to work with amazing mentors and the whole Bell family has welcomed me and helped to get me up to speed. I look forward to the future with Bell Labs."

Bell is excited to have Trisha as part of the Bell Domestic Sales team. ■