

monitoring infestation trends.

“I believe the iQ system can be a very helpful tool for pest control operators due to its ease of use, the reliability of the recorded data – which has never been lacking in our case – and the clarity and readability of the reports,” he said.

Bell’s EMEA Director Arnaud Del Valle believes iQ is the future of the rodent control industry, for more reasons than its technology.

“It’s about time savings, data collection, and more comfortable technicians,” Del Valle said. “It’s even more about working

hand in hand with people from pest control companies and their customers.”

Del Valle recently shared stories about Colkim’s success with customers at PestEx 2024. Bell’s Senior Vice President of Global Sales Patrick Lynch was also at the expo. He joined other industry leads to speak on a digital technology panel, sharing how products like iQ devices raise the industry to higher standards.

To learn more about the iQ product line and take the guesswork out of your service, contact your local Bell representative. ■



Above: Arnaud Del Valle speaking with a customer at PestEx 2024



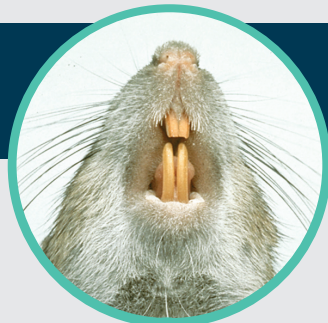
THE BELL REPORT

International Edition

VOLUME 27 | NUMBER 1 | JANUARY - MARCH 2024

DID YOU KNOW?

Rats’ front teeth are harder than iron. On Mohs Hardness Scale, they rate a 5.5, which is as hard as a kitchen knife.



MOHS HARDNESS SCALE

INCREASING HARDNESS 1-10



4.5

IRON



5.5

KITCHEN KNIFE



6.5

STEEL GIRDER

Bell Labs’ iQ products show ‘extremely positive’ results in the fight against rodents, study says

Rodent control is a challenging job, and it’s only getting more demanding.

The need for pest control technicians to do constant, real-time surveillance is growing, all while they work to stay ahead of rodenticide legislation.

However, smart pest control technology – specifically Bell’s iQ products – can make technicians’ lives better, according to a study by Italian pest control company Colkim.

In a six-month study, Colkim tested two items: the T-Rex iQ snap trap and the Pulse Rat iQ bait station.

The iQ product line is powered by Bell Sensing Technologies to detect rodent activity. Technicians can then access that data through a mobile app up to 50 meters away from the trap.

Colkim deployed 17 iQ products at a flour factory, placing them in areas with signs of

roof rat activity. Technicians monitored the traps every two to four weeks.

After the study period, Colkim reported the iQ products gave “extremely positive results,” noting their functionality and benefits.

The traps gave “immediate proof” of rodent activity, with data showing the expected spike in rodent activity as winter approached. Colkim highlighted that T-Rex iQ traps accurately showed when they triggered.

Colkim stated technicians who switch to iQ products can improve their safety and service.

Because iQ products can be checked using Bluetooth technology, technicians don’t need to crawl into hard-to-reach places, such as false ceilings, double walls, or attics. This means they don’t have to strain themselves or risk falling just to check an empty trap.

And because the data is quickly accessed, service is faster, according to Colkim Technical Advisor Andrea Anelli. He said Bell Sensing Technologies lets technicians spend more time inspecting accounts and

continued on back page



Above: Two iQ Pulse Rat stations set in an Italian flour factory’s hallway

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Some rodents more active on rainy, warm nights, study says

If you've noticed rodents are more active on warm and rainy nights, it's not in your head.

Over the course of several summers, researchers found that several species of small rodents – the deer mouse, southern red-backed vole and woodland jumping mouse – were extra busy on nights with those conditions.

The vole and woodland jumping mouse were significantly more active on rainy, moonless nights, while the deer mouse was most active on humid nights.

The researchers determined the increase was likely because the rodents felt safer. With the noise from rain and low

light, predators would have a harder time spotting them as the rodents go about their evenings.

This study was done in a forest north of Lac Carré, a lake in Quebec, Canada. ■

Right: Jumping Mouse
Below: Deer Mouse



Source: *The Influence of Weather on Rodent Activity* by W. L. Vickery and J. R. Bider

BELL JOINS FORCES WITH PERÚ'S AGRICULTURE INDUSTRY

Perú's blueberry and avocado industries just gained a new tool to keep crops unspoiled by rodents: AGRID₃ BLOX.

As part of Bell's business expansion, AGRID₃ BLOX are now available to Perú's professional and agriculture segments.

Most Peruvian producers restrict their use of anticoagulants so they can export to a larger number of countries, including

the U.S. However, AGRID₃ contains the acute rodenticide cholecalciferol (vitamin D₃) and is OMRI and KIWA-BCS certified, so it can be used without limiting export opportunities.

Additionally, it's an excellent alternative to conventional active ingredients – especially in northern Peru – because it can be used around organic crops.

The bait's versatility in the current regulatory environment is bolstered by its proven weatherability, resisting mold, moisture, and heat in challenging conditions worldwide. Plus, it's made with high-quality ingredients, making it palatable to rodents.

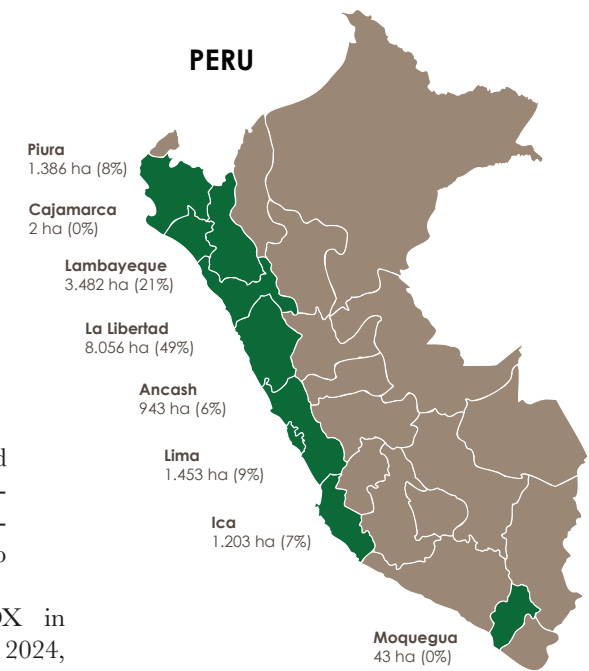
Bell launched AGRID₃ BLOX in northern Perú at the end of March 2024, when Bell's Latin American Business Manager Andrés Pizarro got to meet with key producers for an entire week. He expects to meet with producers in other regions "very soon" during stage two of the launch.

"I'm sure producers will have a great experience and excellent results using



BLUEBERRY PRODUCING REGIONS IN PERÚ (2021)

In 2016, La Libertad produced 93% of Perú's blueberries. In 2021, other regions have become important producers, such as Lambayeque, Ancash, Lima, Ica, and Piura.



AGRID₃ BLOX for rodent control," Pizarro said.

In the meantime, Bell is proud to help Perú's agricultural industry maintain its position as a leading exporter of blueberries and avocados. ■



This image is not representative of a label consistent bait placement

FASTRAC® BLOX launch in Sri Lanka

Bell proudly partnered with Hayleys Pest Management to launch Fastrac® BLOX rodenticide in Sri Lanka.

At the product launch event, which took place at Colombo's iconic Kingsbury Hotel in December 2023, Bell's Asia Pacific Business Manager Samuel Wood explained the unique features and benefits of Fastrac to a crowd of professional pest managers and public health officials.

A specific benefit of the acute rodenticide is that rodents usually consuming a lethal dose in one feeding.

To Wood, the launch event was a great success – and a lot of fun.

"I feel incredibly proud to play a part in providing Sri Lankan pest managers with such an effective new tool in their ongoing battle with commensal rodents, and incredibly humbled by the warm welcome I received in Sri Lanka from my industry colleagues," Wood said. ■



Above: Samuel Wood meeting with customers at the Fastrac BLOX launch in Sri Lanka.

This image is not representative of a label consistent bait placement

'It's been great': Patrice Lottes says goodbye after 36 years with Bell

Patrice Lottes has seen more change than most everyone at Bell Laboratories. Now with 36 years at Bell under her belt, she decided it's time to retire.

At her good-bye party, CEO Steve Levy reminisced that he knew Lottes would be leaving before too long. After Bell moved its offices to Windsor, he and Lottes were talking about how nice the new space was. At the end of the conversation, Lottes paused for a moment then said "I think I'm going to push off here."

Four years later, that time has come.

Lottes has done a little bit of everything in her tenure. She started in customer

service, moved to registration, and even worked in international services as it was built from scratch. But she's ending her career here just as she started it: giving customers great service.

"Patrice has shown true dedication to customers and her team," said Amy Breunig, who's been Lottes' manager for the last 20 years. "You'll be sorely missed."

Kathy Roelke has been here learning with Lottes for the last six months to make the transition as smooth as possible. We're excited to have Roelke on our all-star customer service team. ■



Patrice Lottes