

Cadet continued from front page

the regulatory environment or rodent problems a pest management professional might face,” Lynch said.

With rodents, Bell knows that different approaches and tools are necessary to gain control. Having a really palatable D₃ option should be in every pest control technician’s toolbox. ■

To learn more about CAD₃ET, contact your Bell Technical Representative, visit belllabs.com or scan the QR code.



This image is not representative of a label consistent bait placement



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THE BELL REPORT

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Bell Labs introduces brand new tool for PMPs: CAD₃ET™ ALL-WEATHER BLOX®



Bell proudly launched its newest rodenticide, CAD₃ET™ All-Weather BLOX®, in March as part of its ongoing effort to make sure pest management professionals have all the tools they need.

The bait uses vitamin D₃ – also known as cholecalciferol. With proven palatability and a shape that appeals to rodents’ desire to gnaw, CAD₃ET BLOX are an effective alternative to baits that use second-generation anti-coagulants.

CAD₃ET BLOX also resist mold and moisture with their highly durable and weatherable formulation, making them excellent for indoor and outdoor use.

Bell Marketing Director Kate Van Boxel said it’s “always exciting” to launch a new bait.

“It’s rewarding to see everyone, from research and development to production, work together to get a new product ready for mass production,” she said. “It’s a ma-

jor, cross-team effort to get efficacious, new tools out for pest management professionals.”

Patrick Lynch, Senior Vice President of Global Sales, said CAD₃ET shows Bell Labs’ commitment to giving those it serves the widest breadth of rodenticide options.

“CAD₃ET is another step toward ensuring Bell has an option to fit the customer’s need for effective rodent control, no matter

continued on back page

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



Pest control business owner says iQ is 'well worth the money'

Beyond the time savings Bell iQ products create for pest control technicians, one man says he's stuck with the brand because it makes his service stand out.

Christian Allen – owner of Tailor Made Pest Control in Louisville, Kentucky – said he's used iQ products since he opened his doors in 2021.

iQ traps and stations leverage built-in Bluetooth technology to track rodent activity. Instead of wasting time checking empty traps, technicians can use the free Bell Sensing app to see if a trap was visited. The app records data and sends it to a portal that identifies rodent hot spots and other activity trends to help technicians improve their service.

The data, and the product's pricepoint, are what sold Allen on iQ.

"I was originally interested in traps and stations that were cellular, but the cost of remote rodent monitoring was astronomical," he said.

However, Bell's Bluetooth iQ technology was affordable and it's saved him "tons of time."

One way Allen takes advantage of iQ's

data is using it to make sure stations are always stocked with rodenticide. When a technician checks an empty station, they see how much time has passed between its last service date and the most recent rodent visit. They then schedule a follow up within that timeframe to ensure the station doesn't sit empty for too long.

But that data isn't the only reason he's stood by the product.

"Customers love it!" Allen said, noting his company even uses iQ in residential settings. "It helps us stand out, as not every business has adopted them yet."

Even though iQ stations and traps are more expensive than their lower-tech counterparts, Allen believes the price is well worth it. His business charges accordingly, which sometimes makes their service cost more than his competitors, but that price tag hasn't slo-

wed down his business at all.

"When buyers are comparing apples to apples, we offer more value, which allows us to be more profitable," Allen said.

To learn more about Bell's iQ products and Bell Sensing Technologies, visit bellsensing.com or contact your local Bell representative. ■



Above: Christian Allen, owner of Tailor Made Pest Control



TAILOR MADE
- PEST CONTROL -
SERVICE TAILORED TO YOUR PEST PROBLEM

Below: Christian Allen performing exclusion work at an account.



Eastern mole



Lawn damage caused by moles



Star-nosed mole

MOLES OF AMERICA

The United States is home to several species of moles, but three are especially prolific. The **EASTERN MOLE**, named for its range east of the Rocky Mountains is the most widespread. This is followed by the **STAR-NOSED MOLE**, which lives on the east coast and parts of the Midwest. The **HAIRY-TAILED MOLE** has the smallest range of the eastern moles, living in some of the north-eastern states and parts of the South.



Four other mole species – the **BROAD-FOOTED MOLE**, **TOWNSEND'S MOLE**, **COAST MOLE**, and **SHREW MOLE** – live on the west coast.

This map is a visual representation of the general ranges of American moles.

'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