

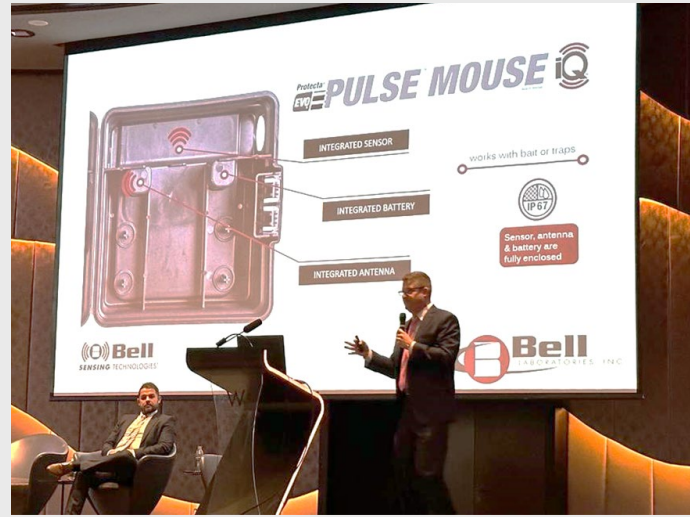
to all attendees via an informative presentation titled iQ: Simple & Affordable Technology.

“PestWorld East was a fantastic event. I was delighted to welcome our Middle East customers and talk them through our full range of products, and it was great to see such excitement throughout the show. I was pleased to introduce Patrick Lynch to the region and talk about our new iQ range. We had fantastic feedback on iQ products, and we look forward to launching this technology into the

Middle East market,” said Michael Sims, Bell’s regional sales manager for the Middle East.

Meeting with many PCOs and industry experts, Bell built upon existing relationships and created lasting new connections. ■

Right: Bell’s Patrick Lynch, Sr. Vice President of Global Sales presents to the PestWorld East attendees, while Michael Sims, Regional Sales Manager – UK, ROI, Sub-Saharan, and Middle East, looks on.



THE BELL REPORT

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New Connections and New Products in Dubai

Dubai, UAE, recently held PestWorld East 2023 conference and tradeshow, put on the by National Pest Management Association (NPMA), in partnership with Ecovar. The Bell EMEA sales team exhib-

ited rodent control products for the Middle East, North Africa and South Asia regions.

This conference offered the team the ideal occasion to present the iQ® product line to this part of the world for the first

time. The three-day event was comprised of action-packed days filled with meetings, booth time and conferences. Patrick Lynch, Sr. Vice President of Global Sales, had the opportunity to explain the iQ product line

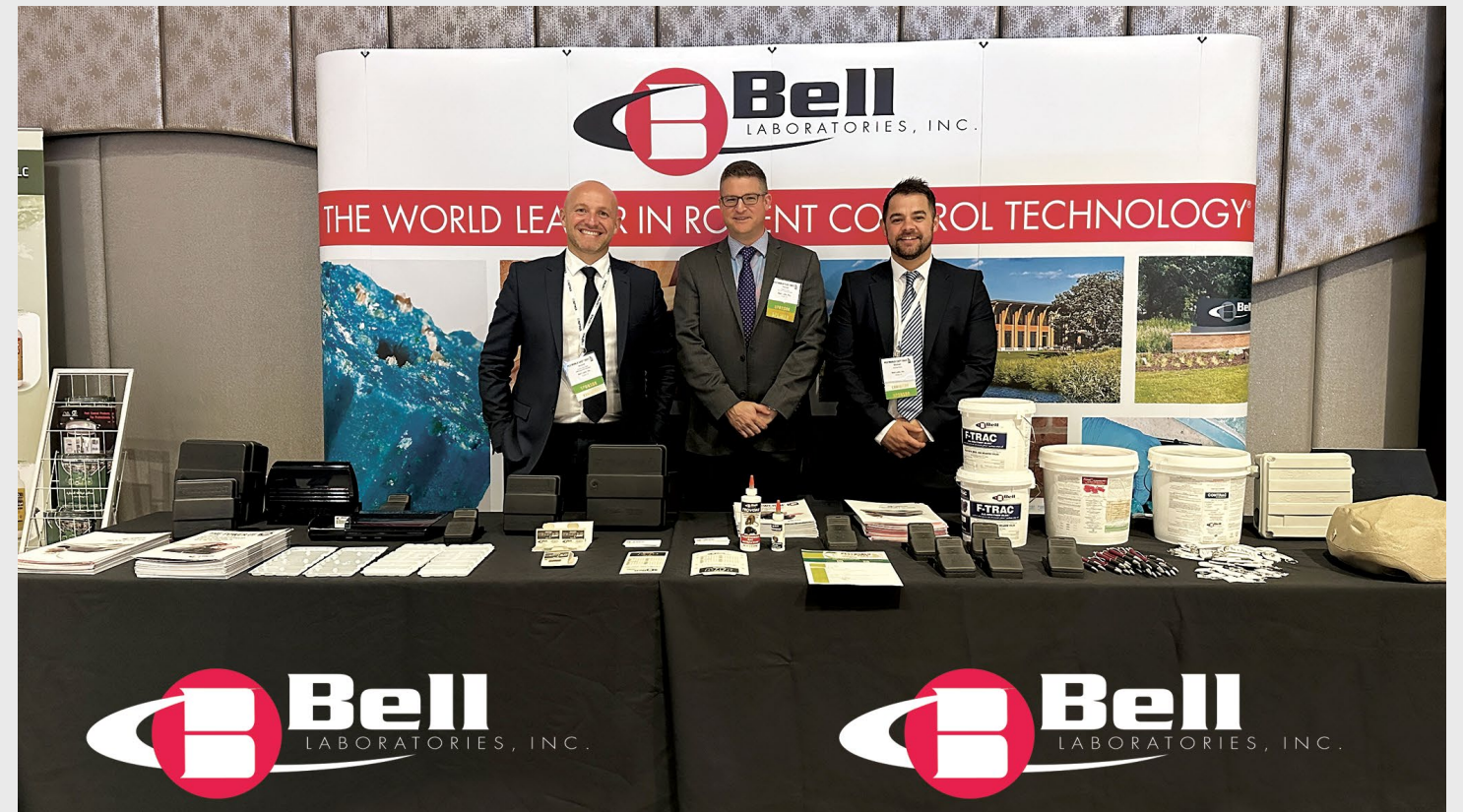
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DID YOU KNOW?

Pack rats and trade rats tend to have **neophilia** while roof/Norway rats tend to have **neophobia**. The difference is that neophilia rats are intrigued by new things while neophobic rats are hesitant to do new things like try new baits.



Right: White-throated woodrat (pack rat) in Mexico.



The Bell sales team, including: Arnaud Del Valle, EMEA Director of Sales, Patrick Lynch, Sr. Vice President of Global Sales and Michael Sims, Regional Sales Manager – UK, ROI, Sub-Saharan, and Middle East, gets ready to talk to customers at PestWorld East – Dubai.

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Mole, Talpa europaea, crawling out of molehill

Mole or vole?

You can Actually Tell by Their Hole

To the untrained eye, moles and voles are the same. Both spend most of their time underground and can deliver serious damage to lawns, gardens, and other landscapes. That is where the comparisons stop. To make sure you are addressing the correct issue, use the below tips so you can effectively identify and eliminate your mole or vole issue.

BURROWS, RUNWAYS, and MOUNDS

Moles and voles traverse the landscape very differently. Voles only navigate above ground, while moles only tunnel below the surface. Despite their differences, both leave distinct evidence of their travel called runways.

Vole Burrows, Runways, and Mounds

Well-defined, 2-inch wide, aboveground paths created by voles scurrying across the surface of the grass between burrows and their food sources. Vole burrows have clearly defined entrance and exit holes.

Mole Burrows, Runways, and Mounds

Wide paths of protruding dirt that give the landscape a slightly elevated appearance. Moles can extend their tunnels by more than 100 feet per day.

Moles also create volcano-shaped mounds, or mole hills, of loose dirt by kicking dirt out of their tunnels signifying the start of a new tunnel.

Physical and Behavioral Characteristics

When it comes to physical appearance, moles and voles are unidentical. Voles look like field mice, while moles are physically dissimilar to every other animal.

Vole Physical Traits:

Voles spend time above and underground. Their sharp incisor teeth are the ideal tool for gnawing through the shells of seeds, sturdy roots, and other vegetation.

- Small Eyes
- Small Ears
- Sharp incisor teeth
- Blunt noses
- Sturdy round bodies
- Short tails
- Thick fur

Mole Physical Traits:

Moles live underground spending little time aboveground. Although they are nearsighted and colorblind, moles' eyes are exceptionally good at detecting light. Their long noses smell in stereo helping them quickly locate prey like grubs and earthworms and avoid predators.

- Tiny eyes,
- Long noses
- Large shovel-like feet with large claws
- Thick fur

Moles Behavioral Characteristics:

- Damage landscapes and gardens
- Don't enter buildings
- Won't leave burrows unless absolutely necessary
- Moles are insectivores
- Consume food equivalent to 80%-100% of their own body weight each day

Voles Behavioral Characteristics:

- Damage plants, fruit trees, and landscapes
- Occasionally enter buildings
- Only leave burrows for 10 minutes at a time
- Voles are rodents
- Active year-round



Vole exiting a burrow

Personalizing your Pest Management Program

Mole Pest Management Program:

- Focus your attention on trees, landscaping, and flower beds
- Pay special attention to fence lines and driveways, this is where you might find mole 'super-highways', which are frequently traveled by more than one mole
- Poke holes into mole runways, if the holes are plugged when you return the next day, it is an active mole runway
- Use Talpirid® Mole Bait and Talpirid® Mole Traps

Locating Active Tunnels



1 Puncture holes in the tunnels. Be careful not to crush the runways



2 Mark holes with flags



3 Revisit after 24 hours. Sealed holes indicate mole activity

Setting the Trap



1 Insert trap's jaws into the slot



2 Step straight down on yellow foot pedal



3 Work foot pedal down until post trigger comes through

4 Use foot or finger to press trigger post flush with food pedal

5 A raised foot pedal will indicate a capture

EMEA Team Attend Various Workshops Across Europe

Bell's EMEA teams have been busy meeting with several hundred German and Spanish customers and PCOs during their recent booths at various KillGerm workshops.

During the workshops, Bell's team learned more about the difficulties that PCOs face on their accounts and the different markets. The chance to meet with so many PCOs brought an incredible new level of insight and knowledge.

Additionally, Bell was able to introduce its iQ® line across the European market ex-

plaining the benefits of these products in helping PCOs meet the industry's unique challenges like reducing ladder time, time checking empty traps, and more time with the customer.

At both workshops, PCOs were very receptive to iQ products and the multitude of benefits that they bring. The sales team appreciated the opportunity to meet with all the great PCOs that keep us protected from rodents. Additionally, the EMEA team was very appreciative of the support provided by KillGerm in making these workshops so

successful.

The EMEA team also recently wrapped up a presentation at Colkim Pest Summit 2023 in Rome. They presented to a packed house of more than 350 Italian customers and PCOs about the technological and economic benefits of integrating iQ technology into their pest management program. Colkim's support during the 2023 Pest Summit was appreciated by the EMEA team. ■



Michael Sims, Regional Sales Manager, meets with the Killgerm Spain team at their spring workshop.



Northern and Eastern European Regional Manager Shyam Lakhani at Bell Lab's KillGerm Germany booth



Italian PCOs listen and take notes during a presentation on iQ products

RAT HEADLINES AROUND THE WORLD

Rats as Big as Cats

Tenby, a popular Welsh seaside town, is urging visitors to stop feeding birds and properly dispose of their trash after rats "as big as cats" have infested the popular tourist locale. The rodents are also eroding the town's rocky cliffs.



Scan the QR Code to learn more about the rats terrorizing this seaside town.

Hungry Rats Devour Sugar Cane Crop in Australia

Sugar cane farmers in Queensland were devastated after a rat infestation wiped out nearly \$5M of their bumper crop. Longtime farmers said the damage was some of the worst they've ever seen. Luckily the farmers landed a baiting permit to help protect their crop.

Rats Destroying Coral Reefs in Indian Ocean

In a recent study from a German University, it was discovered that rats are inadvertently destroying the coral reefs in the Indian Ocean. The non-native rats are decimating the seabird populations which serve an important role in maintaining the diverse ecosystem of the ocean. Researchers recently discovered that seabird guano, or waste, provides important nutrients to coral reefs making a compelling case for eradicating non-native rats from islands.

