

Attendees were also able to continue chatting with the Bell Sales team even when they were exploring other areas of the tradeshow, which meant longer and more meaningful conversations.

Bell's iQ product line, powered by Bell Sensing Technologies, was the focus of the overall booth. Bell also made the announcement that iQ products were soon to be integrated into WorkWave PestPac software and mobile app. Since PestWorld, that integration has been complete and PestPac customers have begun using iQ products via their Pest-

Pac app on Android and iOS smart devices. Highlighting the features of the iQ product line, a new video took center stage in the booth that looked at how a PCO would use this technology. The iQ PCO video is available to watch on Bell's YouTube channel as well as the BellSensing.com website.

Despite the adjustment to an all-virtual show, Bell couldn't have been happier with how the tradeshow went. NPMA did a wonderful job of making the most out of the virtual setting and the virtual traffic in the Bell booth exceeded expectations. ■



The latest iQ video, shot from the perspective of the PCO, greeted visitors in Bell's virtual booth.



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Bell Laboratories' interactive PestWorld virtual tradeshow booth.

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Like many industries, the pest control industry embraced one of the most important tactics for continued success this past year: adaptability. Although planning for an in-person show in Nashville, TN was done throughout most of 2020, this past summer it became clear that pivoting to an all-virtual show would be the only way PestWorld 2020 could be executed safely amongst the

COVID-19 pandemic.

The National Pest Management Association (NPMA) and PestWorld exhibitors transitioned quickly from the in-person show the industry has known well over the years to a completely virtual event. For Bell, like other exhibitors, this meant significant changes, as PestWorld has always been the premier forum for interacting with customers face to face.

On October 13 the virtual tradeshow platform went live. Instantly the Bell booth was filled with customers asking questions, stopping by to say hello and browsing new literature and flyers. Bell representatives were able to field questions via the chat function to multiple customers at a time, which is something that would have been nearly impossible to accomplish during an in-person tradeshow.

Bell Laboratories Partners with Edialux France for Education

Bell Laboratories and Edialux France have come together to educate PCOs on the proper sustainable control measures of rodent infestations. Several virtual sessions were scheduled in November and December 2020, with more than 175 attendees logging in to each one.

Bell's EMEA Director Arnaud Del Valle said, "In such an unprecedented year, and looking forward to visiting our PCO customers in the field again soon, we must all be creative and find alternative paths to communicate with our partners. Edialux is always a step ahead and distinguish themselves by organising the first webinars in the French Industry."

Bell introduced several new products during the sessions including PROTECTA EVO TUNNEL and PROTECTA EVO EDGE, and focused on providing PCOs information about non-toxic rodent control options. The training also centered on the effectiveness of a sustainable bait rotation program using monitoring products and rodenticides, including Bell's new 25ppm Brodifacoum product Solo25 Blox.

"Attendance at each session has been higher than expected, driven by the extensiveness of both the technical and product introduction presentations. Serge Simon, owner of EDIALUX FRANCE, invited Bell Laboratories to join these sessions to share our sustainable and effective rodent pest management program. As always, Bell is proud and honoured to be associated with the professionalization of our industry, for the sake of environmental consciousness," said Arnaud. ■



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- Arnaud Del Valle
Bell EMEA Director

Reach out to your local Bell representative if you're interested in joining us for an online event.



Humane Rodent Control with EVO TUNNEL and T-REX Rat Snap Trap

Bell Laboratories recently launched the PROTECTA EVO TUNNEL around the world as the latest addition to its extensive range of EVO Tamper Resistant rodent bait stations. The EVO TUNNEL provides customers a versatile and yet economical way to protect traps at accounts, as well as a non-toxic and humane approach to rodent control. When EVO TUNNEL is used in tandem with TRAPPER T-REX, the result is a system that meets stringent NAWAC animal welfare standards established in New Zealand

and recognized around the world.

"In the commercial pest management sector, we're seeing a trend of the use of rodenticides becoming more and more restricted" said Bell's Asia Pacific Business manager Samuel Wood. "Non-toxic methods of rodent management are more important than ever, and we're proud to expand our range of professional rodent control products to reflect this."

Samuel believes that professional pest managers will appreciate the functionality

even more since the EVO TUNNEL is designed to combine with the industry's favorite rat trap, TRAPPER T-REX. "T-REX is relied upon by pest managers all over the world, and Australia is no-exception. The EVO TUNNEL enhances what is already an exceptional product, and also has the versatility to accommodate glue traps where regulations allow. It's such a fantastic value for pest managers."

For more information, please visit www.belllabs.com. ■



When used together, EVO Tunnel and T-REX trap make up one of the most versatile and humane rodent trapping systems available.