

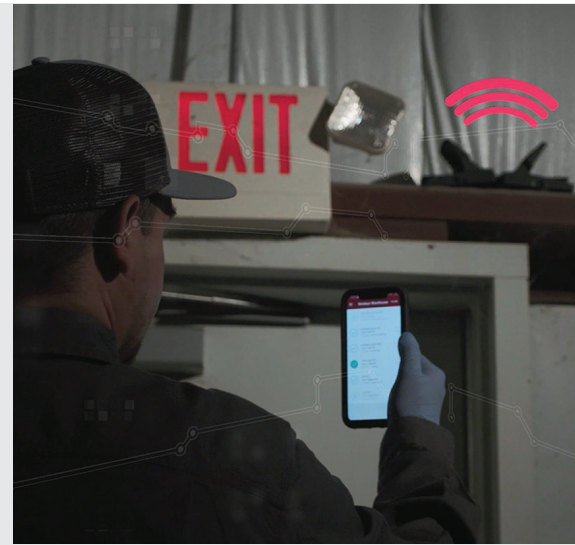
PestWorld continued from front page

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 PestPac 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 PMP would use this technology. The iQ PMP 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 PMP, greeted visitors in Bell's virtual booth.



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6551 NORTH TOWNE RD., WINDSOR, WI 54598
www.belllabs.com

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PestWorld 2020: First-Ever Virtual Conference



Bell Laboratories' interactive PestWorld virtual tradeshow booth.

Follow Us on Social Media

Stay up to date on Bell's newest product videos, educational posts, product releases, island conservation updates, and more! To view the latest content from Bell, check out our social media.



@BellLaboratories, Inc.



@BellLabsMouse



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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 13th 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.

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Testimonial

FASTRAC BLOX and FASTRAC SOFT BAIT in rural NW Kansas



Nolan Hull
Master Pest Control Technician
Hinkle Termite & Pest Control LLC



When a dog breeder & kennel operator at a farmstead in Kansas called about a severe rat infestation, Nolan Hull and his team at Hinkle Termite & Pest Control LLC knew they had their work cut out for them. Baiting around non-targets is a delicate process, especially when a rodent infestation is severe. After inspecting and excluding the facility to the best of their abilities, Hull and his team installed numerous interior and exterior bait stations in areas where high levels of rodent activity were evident. Hull and his team began by administering second generation anticoagulant baits at the account.

“Our stations were being licked clean using 2nd generation rodenticides just days after bait placement; we presumed we would have this problem under control in little to no time. After continually finding empty bait stations

during our weekly services, and not seeing any reduction in activity, we knew we were either missing something or the rodenticides were failing us.”

After weeks of baiting with little to no reductions in rodent activity, Hull knew that he and his team were going to have to modify their IPM plan. They spoke to their customer about changing active ingredients, and explained that they could safely and effectively apply a rodenticide that didn’t have an antidote. Once the customer agreed to this change, Hull and his team elected to switch to using Bromethalin exclusively at the account. Say’s Hull:

“We placed one Fastrac soft bait and one Fastrac block in each of our Protecta Mouse stations in the attic, and again in all of our ground level Protecta EVO Express stations.

After the first week, we noticed that all of our stations in the attic had complete consumption. We also found heavy activity on all of our ground level stations. All unconsumed bait was disposed of, and replaced with fresh bait. After arriving on the second week, roughly thirty percent of the rodenticide was consumed in the attic, and minimal activity was documented on all ground level stations. Following our baiting application procedure from the previous week, new bait was placed and old bait was disposed of. The results from the third week of service using Fastrac were outstanding; Minimal to no evidence of rodent activity was documented at any bait stations throughout the entire facility. We continue to use Fastrac exclusively at this location. Results: A safe living environment for the dogs, and a very happy paying customer.”



Exterior baiting with EVO Express



Interior baiting with Protecta Mouse

WHAT WE ARE DOING IN California

With the recent passing of AB 1788 in the state of California, Bell is proactively working to ensure PMPs have the most tools possible in their tool box.

We’ve got the tools you need now:



DITRAC®

- Active ingredient: Diphacinone
- First generation anticoagulant rodenticide
- Economical

FASTRAC®

- Active ingredient: Bromethalin
- Single feed for effective population control when compared to anticoagulants

Terad₃ BLOX

- Active ingredient: Cholecalciferol
- Reduced risk of secondary poisoning
- Terad₃ Ag is OMRI listed for organic production

Available Soon in the State of California:



CONTRAC® California

BROMETHALIN BLOX

- Same great brand, same great results
- Made with the single feed, acute active Bromethalin
- Available in 2021 in both BLOX® bait and soft bait form

“Due to our strong partnerships in the state, Bell has been the leading rodenticide manufacturer in California. Our commitment has always been to provide the most tools to PMPs and we will continue to lead that charge after AB 1788.”

- Patrick Lynch - Bell, Senior Vice President of Sales

WE’VE GOT YOU COVERED.

Personnel

Keller Joins Bell Sales Team



Seth Keller

We are pleased to introduce our new Sales Analytics Manager for Bell Sensing Technologies, Seth Keller to our Bell team. Seth most recently worked as a Technical Account Representative for 3M Company, and he holds a Bachelor’s Degree in Molecular & Cellular Biology from the University of Illinois at Urbana-Champaign.

“I am extremely excited to be joining an intelligent and collaborative team within an industry leading company with a really bright future. I am really impressed by the experience and average tenure of many of the employees proving Bell is a great place to be and grow my career. I am most excited to be joining the Bell Sensing Technologies team as I really believe in the technology and feel the products will have a massive impact and change the future of the industry for the better.”

We are excited to have Seth as a part of our Bell Sensing Technologies team. ■