

Manager Michael Sims. “Our booth was constantly busy with customers, and we were able to showcase the elimination of subscription fees for iQ products, which generated a lot of positive feedback and conversation throughout the show.”

Besides a vast array of exhibitors, there were presentations throughout the day and the event ended in a reception with a charity raffle and dinner with a World Cup theme hosted by PCN Magazine. Next year’s PestTech 2023 will celebrate its 30th Anniversary on Nov. 8 at the same Marshall Arena, which promises to bring in an even larger crowd of exhibitors and visitors. ■



Arnaud Del Valle, EMEA Director, and Shyam Lakhani, Central, Northern & Eastern European Regional Manager, networking at Bell’s tradeshow booth.



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TECHNICIAN’S TIP

Do not set snap traps until they reach room temperature. If you bring them in from a cold area and set them, the metal can expand and cause the traps to trip before any rodents have a chance to visit them.



PEST TECH UK 2022

Reaches New Heights with the Largest Number of Exhibitors in History

PestTech is one of UK’s largest pest control industry all-day events with more than a thousand pest control professionals attending. It’s organized by the National Pest Technicians Association (NPTA) which is the largest membership body in the UK for its industry. This year’s PestTech was held Nov. 9 at Marshall Arena, Milton Keynes, UK-located right next to MK Dons Football Club’s Stadium MK. The event drew in more exhibitors than ever before with a record high 60 booths compared to 48 in 2021.

Many of the exhibitions showcased innovative developments including Bell Laboratories which proudly announced removal of the monthly subscription fee for the Bell Sensing Technologies App. The Bell EMEA sales team, Arnaud Del Valle, Shyam Lakhani, and Michael Sims were all in attendance, meeting with technicians, networking, and promoting the iQ product lineup.

“PestTech 2022 was a successful event for Bell,” said UK, ROI, Sub-Saharan Africa Sales

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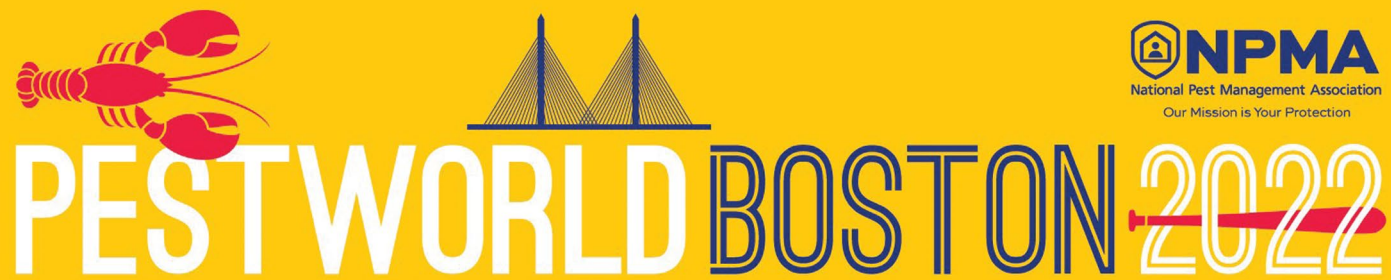
Above: An aerial photo of exhibits at PestTech 2022 (Photo credit: NPTA) Below: Bell Laboratories’ booth featuring the iQ product line.



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PESTWORLD BOSTON 2022

NPMA
National Pest Management Association
Our Mission is Your Protection

Bell had an exceptionally special week in Boston, Mass., USA attending PestWorld in mid-October. With high attendance, the Bell Domestic and International sales teams were able to meet face to face with customers and discuss Bell's biggest announcement at the show: the removal of subscription fees from the Bell Sensing App. "We are excited to be in the position to offer our Bell Sensing Technologies app and portal without any subscription fee. We believe using our iQ rodent control product line improves the efficacy and efficiency of rodent control and improves the work lives of our PMP partners. This strategic initiative is a momentous step towards our long-term goal of having every PMP around the globe experiencing the myriad of benefits that using iQ products can provide," said Patrick Lynch, ACE, Sr. Vice President of Global Sales, and GM of Bell Sensing Technologies.

In addition to that announcement, a major industry award was bestowed upon Bell's President & CEO Steve Levy, as he was inducted into the PMP Hall of Fame. It was a memorable night, with PMP Magazine putting together a beautiful event, complete with a video about Steve, as well as a touching introduction. Of course, Steve stole the show with his heartwarming and humorous speech, that also relayed his appreciation for his family, founder Malcolm Stack, owners Linda and Anne, as well as all Bell employees.

Excerpt from his speech:

"I want to thank the owners of Bell Laboratories, Linda Hughes and Anne Connor, for their confidence and for allowing the continuous reinvestment in the business. From an industry perspective, I always rooted for our collective success. It was very apparent to me from our early days that this was an industry that cared about its purpose and each other. I was able to meet and work with some of the nicest, decent, and most sincere people that I've ever met. Consequently, I took it as a personal challenge to do all I could to enhance the professionalism and the image of our industry. That challenge never really ends."

- Steve Levy at his induction into the PMP Hall of Fame



The entire Bell team was enthused to have been able to meet with so many partners, associates, and friends from across the industry and globe, marking this year's PestWorld as an overall excellent show and event. ■

Above: Bell's tradeshow booth at PestWorld Above Right: Bell's Sales team discusses features of iQ products to customers.

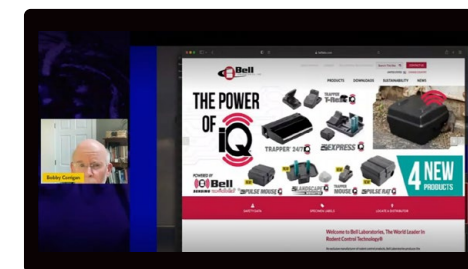
PERUPLAGAS featuring Dr. Bobby Corrigan

The Peruvian Pest Control Convention (PERUPLAGAS) was held virtually on Oct. 5-6. PERUPLAGAS has become the largest and most prestigious convention of the pest control industry in LATAM, gathering PMPs not just from Perú, but from all of Latin America and beyond. Organizers informed that this year there were approximately 1,900 participants, who attended the virtual stands and listened to the presentations of the 18 professionals invited to the convention.

Bell Labs participated as a sponsor of this important event for the sixth year, as we are proud to support the pest control industry in Latin America. We had a very active participation in our virtual stand, and it was a great opportunity

to talk to PMPs, distribution companies and friends in general. Likewise, we had the chance to talk about "how to utilize rodent control products successfully" at our lecture, having an attendance of 1,200 people. In addition, Bell sponsored Dr. Corrigan's presentation, in which he shared his expertise to this audience in Latin America for the first time, making this a particularly special occasion.

As worldwide leaders in rodent control technology, Bell looks forward to continuing to participate in PERUPLAGAS and other conventions throughout the Latin American region. Thank you to all the attendees of our virtual stand and those who showed interest in our wide range product line. ■



Colkim ITALY VISITS BELL HEADQUARTERS

more than chemistry

Colkim is Bell's exclusive distributor in Italy, which is a partnership that has spanned more than 40 years. In mid-October, nine members of the Colkim team visited Bell's headquarters in Windsor, Wis, USA, before continuing their trip to PestWorld in Boston, Mass., USA. Attendees from this business trip

included marketing, technical and sales representatives, as well as Adriana Lombardi, Director of Sales, Michele Albertazzi, Co-Owner & Technical Director, and Valentina Masotti, Co-Owner & CEO of Colkim. The team was given a tour of the 600,000 sq. ft. manufacturing facility on Bell's campus and had fun

touring around Madison, the capital of Wisconsin.

"It has been an honour and an invaluable pleasure to welcome our exclusive Italian partner, Colkim, to our new facilities in Windsor, USA." - Arnaud Del Valle, Bell's EMEA Director. ■

