

“Thanks to the success and time savings strategies inherent in iQ products and the portal, we are able to check equipment efficiently, and share information quickly amongst the team, allowing us to focus on

our true mission - serving the houseless of Kansas City.” said Kratofil. ■



Photo source: Frank Kratofil



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## Kansas City Pest Control Professional finds success with iQ products

As a volunteer for a non-profit organization that works to help people experiencing homelessness, Frank Kratofil, Vice President of Norman’s Termite & Pest Control, found that he could utilize his 26 years of pest control and experience to help the organization’s efforts.

“We take trucks out to the homeless encampments in Kansas City; we bring food, clothing, toiletries, and compassion to the

community. The staff are 100% unpaid volunteers. It’s a pretty amazing organization,” said Kratofil.

As a non-profit organization in the heart of downtown Kansas City, MO that receives most of their clothes, food, and other resources through donations, pest problems are a common occurrence. When a neighboring abandoned building with a Norway Rat problem was demolished, the rats infiltrated the non-profit organization’s facility, and Kratofil volunteered his pest services to help.

“They had someone employed that was doing some pest control at the facility, but they just weren’t getting it done, so I volunteered my services and took over,” says Kratofil.

Kratofil deployed around 35 of Bell’s T-Rex iQ rat snap traps, Powered by Bell Sensing Technologies, and placed the traps in EVO Tunnel and EVO Ambush stations around the facility.



Kratofil poses with his iQ products. Photo credit: Frank Kratofil


ty. With volunteers going into the facility a few times each week, Kratofil was able to share the Bell Sensing App with them, and they could walk throughout the facility and notify Kratofil if the app indicated captures. This saved time and resources, as they would only require Kratofil’s professional services if the traps experienced rodent activity. After quickly knocking down the rodent problem using T-Rex iQ snap traps, Kratofil is gaining control over the rat population and will continue to maintain using Contrac Blox.

### 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.







# PESTWORLD BOSTON 2022

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



Photo credit: PMP Magazine



Above and Right: Patrick Lynch and Rod Smith demonstrate Express iQ tray to PestWorld attendees.



The National Pest Management Association also awarded Sheila Haddad, Vice President of Sales, East & Southeast, with the 2022 Women in Excellence award. This special award is to recognize Haddad's contributions, growth, and development of other women in the industry.

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.



Brandon Sartain and Seth Keller demonstrating iQ products for customers.



Bell owners, employees and Steve's family at the PMP Hall of Fame induction dinner.



John Phil and Rod Smith discussing iQ products at the Bell booth.



Sheila with Heather Alonzo, of Target Specialty Products.



Bell announces no more subscription fee for Bell Sensing Technologies app.



Kelly Altland demonstrates trend analysis using the Bell Sensing Technologies app.

## ATTENTION PEST CONTROL PROFESSIONALS:

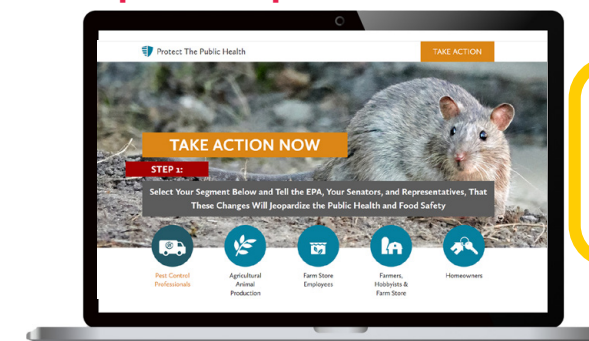
The EPA has proposed changes that will fundamentally impact how professional rodent control is conducted, effectively eliminating responsible usage of the most successful form of rodent control... rodenticides.

ALL Rodenticides, including Block and Soft bait forms, will become RESTRICTED USE PESTICIDES (RUPs) in sizes 4lbs and up. This means licenses to apply bait are mandatory and would require anyone purchasing or applying rodenticide to be a certified applicator OR be working under the supervision of a certified applicator. Each state will likely have their own set of rules, causing frustration and unnecessary complications. Distributors will need to do reporting (confirm licenses and communicate back to the state) for each and every sale of rodenticide, by applicator.

Pest control operators are highly trained and licensed applicators of rodenticide, adhering to strict rules and regulations. It does not make sense to further regulate the professionals who are the most educated on how best to use these necessary tools to protect the public health.

To learn more, and to tell the EPA, your senators, and representatives that these changes will jeopardize the public health and food safety, please visit the websites to the right. Deadline for comments is February 13, 2023.

[protectthepublichealth.com](https://protectthepublichealth.com)



[responsiblerodenticides.org](https://responsiblerodenticides.org)

