

St. Louis Zoo *continued from front page*

spections or exclusion.

“It helps us focus on other things, instead of just checking empty traps. It’s especially great with snow,” Woolbright added. “It recently saved us from going out in the cold, since none of the stations had activity, which we could verify from a distance.”

With iQ’s success at the St. Louis Zoo, Woolbright said he hopes Rottler continues to find opportunities to use iQ products at their commercial and residential accounts.

“We’re looking forward to what else iQ brings us in the future,” Woolbright said. ■

Right: The St. Louis Zoo has over 3,000,000 visitors each year, including over 1,400 field trips.



THE BELL REPORT

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PROJECT ZOO WITH iQ



Bell had its first ever exclusive international sales meeting in London this March. The team attended Professional Pest Controllers (PPC) Live, met with customers, and prepared for the rest of 2025.

Shown left to right: Samuel Wood, Asia Pacific Business Manager; Patrick Lynch, Chief Commercial Officer; Michael Sims, UK-ROI-Sub-Saharan Africa Regional Manager; Nick Jones, Technical Services Representative; Shyam Lakhani, Northern & Eastern European Regional Manager; Andres Pizzaro, Latin America Business Manager; Arnaud Del Valle, EMEA Director. Not Shown: Kate Van Boxel, Director of Marketing; Megan Wood, International Product Manager.



The St. Louis Zoo is one of the most distinguished in America. Nearly 19,000 animals call it home, including some of world’s most endangered big cats, Amur leopards. For the last year, the zoo’s 90-acre campus and its inhabitants have been protected by iQ® products, powered by Bell Sensing Technologies®.

Rottler Pest and Lawn Solutions, a prominent St. Louis company, manages the pest control for the zoo. Service manager Lance Woolbright said the response to iQ products has been “super.”

“We’d tested iQ rodent devices before we started using them at the zoo,” he said. “When we told zoo management how iQ products worked, they loved how they

capture the rodent activity data. It shows them what rodent issues they’re having, and where.”

iQ also helps Rottler’s technicians prove when rodenticide usage is necessary.

“The zoo’s managers try to avoid rodenticide wherever possible, but sometimes you need it,” Woolbright said. “If traps aren’t solving a problem, we can show our partners iQ’s rodent activity data to prove why rodenticide is necessary to get control of an infestation. When they see the data, they understand.”

Woolbright said pairing iQ products with pulse baiting has been a winning strategy at the zoo. Pulse baiting is using a non-toxic monitoring bait and switching to a rodenticide when activity is confirmed. By marrying these strategies, technicians can monitor rodent activity while limiting rodenticide use.

Woolbright pointed out how his technicians don’t need to check every device, every time, when using iQ products. This gives their PMPs more time to perform in-

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6551 NORTH TOWNE RD., WINDSOR, WI 53598



Lance Woolbright, Rottler Service Manager

“iQ helps us focus on other things, instead of just checking empty traps.”

NEW!

MOUSE iQ

SMALL FOOTPRINT, BIG IMPACT

Mouse iQ is Bell’s latest smart rodent trap from the iQ product line.

This mouse-sized snap trap joins the T-Rex iQ and 24/7 iQ as another smart trapping option for pest control professionals. Mouse iQ’s integrated Bluetooth® technology makes sure PCOs never have to check an empty trap again.

Contact your distributor or local Bell technical representative, scan the QR code, or visit bellsensing.com to learn more.



The Unseen Toll of RAT INFESTATIONS

Everyone knows rats can cause different types of destruction. Conservative estimates tally yearly damage to be over \$27 billion. This doesn't count ecological damage and the diseases rodents spread. However, a study based out of the University of British Columbia found rat infestations also hurt something that's much harder to measure: mental health.

When compared to other pests – like cockroaches and mice – rats are the only ones that significantly impact mental health. It's not known exactly why rat infestations have such an impact on people's mental wellbeing, but researchers theorize it's because rats are "conspicuous, destructive, and affiliated with disease transmission and filth."

If residents know there's an infestation in their building, that alone causes anxiety, even if they don't have direct contact with rats. Their mental distress increases drastically if they see rats every day.

Studies have also found that the psychological distress of rat infestations can trigger physical symptoms like headaches, dizziness, and stomach aches.

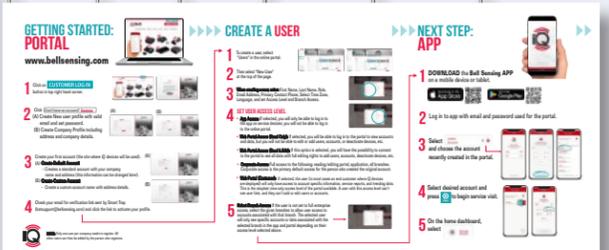
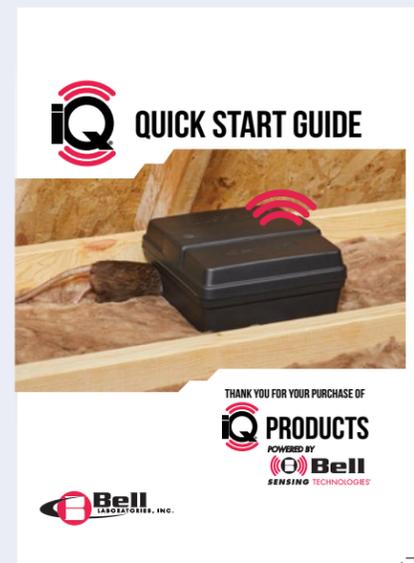
Impoverished neighborhoods are disproportionately impacted by these problems, which add to other stressors like landlord inaction and neighborhood disorder (e.g., trash, vandalism, drug problems). The people living there usually can't deal with rat infestations on their own because they don't have the funds to hire professional rodent control.

That's why when pest control professionals eradicate rodents from impoverished neighborhoods, they're doing more than rodent control — they're improving the wellness of their community. ■

(Beyond Zoonosis: The Mental Health Impacts of Rat Exposure on Impoverished Urban Neighborhoods, Lam et al., 2018)



WHAT'S NEW FROM iQ: INTERNATIONAL QUICK START GUIDES



iQ Quick Start Guides are currently available in English, Spanish, German, French, Polish, Finnish, Czech, Danish and Dutch.

Scan the QR code or visit bellsensing.com's iQ Quick Start Guide page and click the 'International Quick Start Guide' button at the bottom of the page. ■



QUICK REFERENCE GUIDE TO NON-TOXIC RODENT CONTROL:

Non-toxic rodent control depends on four things: **TRAPPING, MONITORING, EXCLUSION AND SANITATION**



TRAPPING

Without rodenticide, trapping can be an effective way to eliminate rodents infesting an account. Set snap traps, like the T-Rex iQ or Mouse iQ, in key rodent runways. Multi-catch mouse traps, like the 24/7 iQ, should be set along indoor walls or shelving.

Checking dozens of traps takes time, but iQ streamlines service. Technicians can use their smart device's Bluetooth connection to check if a trap has a capture from up to 30m away.



MONITORING

Monitoring lets PCOs know where to focus their trapping efforts and when to increase control.

Inspections and tracking bait consumption are common monitoring methods. Non-toxic baits like DETEX with Lumitrack are great tools because it makes rodent droppings glow under UV light, making them easier to track.

PCOs can also use iQ bait stations, like Pulse Rat iQ, set with non-toxic bait to gather rodent activity data. This lets technicians know exactly when and where rodents are traveling, allowing for proactive and effective control.

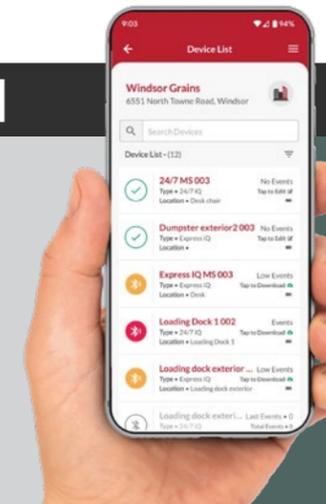
iQ's data also stops guesswork. Instead of PCOs looking at a partially consumed bait block and estimating the number of rodents that consumed the bait, iQ shows exactly how many rodent events happened since the technician's last visit.



EXCLUSION & SANITATION

The best way to control rodents is stopping them from getting into an account in the first place and removing their reason to be there.

PMPs can bolster their inspections by using iQ's rodent activity data to identify rodent activity hotspots. Focus inspection efforts there to eliminate entry points, food sources or harborages.



JUSTIFY SERVICE WITH DATA

If trapping and exclusion aren't controlling an infestation, rodenticide may be necessary to knock down an infestation. Use rodent activity data to show hesitant customers why a rodenticide program is needed for control. Once the population is back to a manageable level, resume to non-toxic service.