

St. Louis Zoo *continued from front page*

gives their PMPs more time to perform inspections 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.



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# THE BELL REPORT

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## PROJECT ZOO WITH iQ



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

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## DID YOU KNOW?

- A single mole’s range covers around 2.7 acres – or roughly 120,000 sq. ft.
- Moles are solitary creatures, but their territories often overlap.
- They sometimes even use each other’s burrows as they search for food.



### ROTTLER PROVEN PEST SOLUTIONS



Lance Woolbright, Service Manager

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

NEW!

## MOUSE iQ

SMALL FOOTPRINT,  
BIG IMPACT

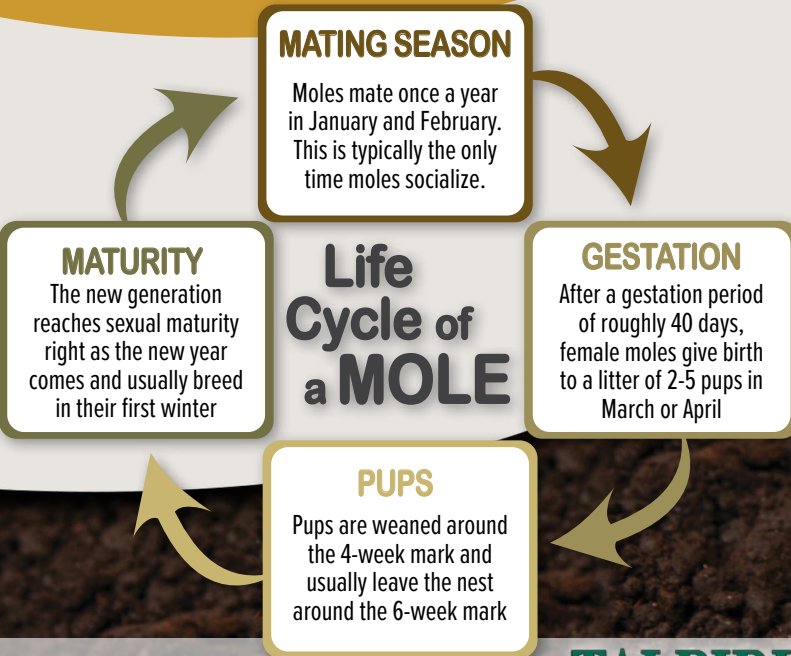
Mouse iQ is Bell’s latest smart rodent trap from the iQ product line.

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 PMPs never have to check an empty trap again.

Contact your distributor or local Bell technical representative, scan the QR code, or visit [bellsensing.com](https://bellsensing.com) to learn more.



# WHAT YOU NEED TO KNOW ABOUT MOLES



## TARGET ACTIVE RUNWAYS

Active runways are usually straight, following a structure like a curb, fence or gutter. Squiggly runs are typically used for foraging and aren't frequently visited.

Confirm activity by stomping down on the runway, or sticking a dowel into it. If the damage is repaired the next day, the runway is active.



Straight, active runway



Meandering forage tunnel



**TALPIRID** THE FIRST AND ONLY MOLE BAIT REGISTERED WITH THE EPA USING PROVEN LABORATORY RESULTS

# 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)*



# QUICK REFERENCE GUIDE TO NON-TOXIC RODENT CONTROL:

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



## TRAPPING

When taking a nontoxic approach, 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 100 ft. away.



## MONITORING

Monitoring lets PMPs 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.

PMPs can also use iQ bait stations, like Express 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.

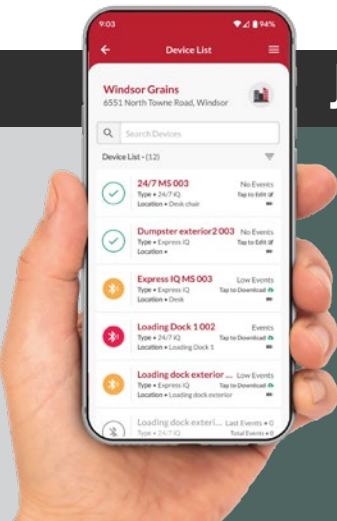
iQ's data also stops guesswork. Instead of PMPs looking at a partially consumed bait block and estimating the number of rodents that consumed the bait, iQ shows exactly how many rodent events happened since the technician's last visit.



## 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 a non-toxic service.