#### Indonesia continued from front page

tions in poultry facilities. Poultry farms are challenging environments because of their abundance of food, water, and shelter for rodents.

"Poultry producers were especially interested in the role of rodent control in mitigating the risk of salmonella," Wood noted.

Rodents infected with salmonella can spread it to anything they touch. To reduce the risk of rodent-borne salmonella at poultry farms, PCOs should seal entry points, remove food and habitat, and eliminate rodents with traps and rodenticide.

Throughout the trip, Wood was struck by the professionalism and passion of the

PCOs he met.

"For example, Fauzan and I went to a food factory with technicians from Orcid Mantis," he said. "I was impressed by their high level of technical skill and eagerness to

Wood also noted that spending time with Muhammad was a highlight of the trip.

"Fauzan and I have become great friends over the last few years," he said. "Along with his friendship, I greatly value his hard work and dedication to represent Bell products in the Indonesian market. I'm genuinely proud that Bell's relationship with Novindo is the strongest it's ever been."

Wood is looking forward to his next trip to Indonesia to build on the bonds he made.



Above: Samuel Wood (left) and Novindo Sales and Marketing Executive Fauzan Muhammad (right) before giving a training prese









## THE BELL REPORT

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## The Importance of MAINTENANCE



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## Supporting Success:

# **BELL IN INDONESIA**



Above: Samuel Wood and PCOs after an educational seminar at Rentokil's Tangerang branch

nell Laboratories is committed to sup-**D** porting the people who use its products every day. That was on full display during Asia Pacific Business Manager Samuel Wood's recent week-long trip to Indonesia, where he solved problems at accounts, shared his expertise, and strengthened relationships.

At the heart of Wood's visit was Bell's relationship with Novindo, an Indonesian distributor that specialises in animal health. Wood spent the week alongside Novindo's Sales and Marketing Executive, Fauzan Muhammad, who organised a packed schedule visiting poultry producers and accounts.

At one account visit, Wood and Muhammad tackled a food production facility's small but persistent roof rat infestation.

"The local pest control operators (PCOs) were working diligently, but they needed help to get it under control," Wood said.

"I was able to provide hands-on guidance on inspection methods, bait placement, and environmental improvements to address the immediate issue and prevent future reinfestation."

Another key part of the trip was educating poultry producers. Wood gave several presentations, including one on ways to mitigate risk and prevent future infesta-

continued on back page

#### THE REAL COST OF SALMONELLA

- Public health risks
- Flu-like symptoms
- 155,000 human deaths annually
- Massive economic burden
- Costs the EU up to €3 billion yearly
- Costs US \$4 billion yearly

- Can kill chickens in 5-10 days
- Cost of flock destruction and replacement
- Supply chain disruption
- Vendor reputation loss

Source: Salmonellosis: An Overview of Epidemiology, Pathogenesis, and Innova Approaches to Mitigate the Antimicrobial Resistant Infections, Lamichane et al.



### **BIRMINGHAM RAT POPULATION BOOMS DURING BIN STRIKE**

irmingham, UK, is up to its knees in trash, and the rats are loving it.

After the city council cut pay and removed roles for sanitation workers in early March, union employees went on indefinite strike. While the city and union negotiate, Birmingham's 1.2 million residents are caught in the crossfire. By the end of March, an estimated 17,000 tonnes of rubbish had piled up on curbs around the

In April, the council claimed trash collection was back to normal with the help of private contractors, but a walk around Birmingham continues to tell a different story. Affluent areas and the city centre are relatively clean while garbage lines inner-city streets. Bags are stacked waisthigh, making it hard to walk down the pavement. The rats have made themselves at home in the trash heaps, but it hasn't stopped them from supplementing their

chewing through car wiring and damaging property across the city.

Before the strike, the city council offered free rodent control. However, they made the controversial decision to charge for the service, citing that pest control costs the city £,400,000 a year. Residents were livpoor waste management, residents called the new fee a "rat tax." They also said the city should shoulder the burden of the rat epidemic, citing public health concerns and arguing the fee disproportionately affected those most in need. The city soon paused policy, with many hoping it never

Independent pest control operators (PCOs) have seen their business surge during the strike. Some report that their workload has doubled, according to BBC. Residents, desperate to manage infesta- Above: Many streets of Birmingham are lined with waist-high piles of rubbish

diet. Birmingham residents say rats are tions, are buying out rodenticide retailers. Professional PCOs are concerned about this, knowing many residents are unaware of regulations and may misuse rodenticide.

The Birmingham bin strike highlights that sanitation is crucial to keeping rodent populations in check. With no end to the strike in sight, Birmingham's PCOs are standing on id. Already frustrated with paying taxes for the front lines to protect their city from rodent damage and disease.





# Did You Know?

Rats can move their eyes in opposite directions. This means they can look up with one eye to watch for predators while using the other to see in front of them.

#### **AVAILABLE NOW!**

## NEW CASE STUDIES SHOW REAL-WORLD RESULTS

eal world results show that Bell's Prodent sensing devices consistently improve rodent control.

Bell ran product studies with users to confirm the effectiveness of iQ products at a variety of accounts. Whether it was an apartment complex, food manufacturing facility, or commercial building, iQ devices saved PCOs time, reduced rodent populations, and strengthened integrated pest management programs.

The studies also illustrate ways that iQ service brings extra value to customers beyond proactive rodent control. For example, iQ devices allow technicians to service apartment complexes without needing to enter every unit, reducing tenant disruption.

To read the iQ case studies, scan the QR code or visit the Resource page on bellsensing.com.



#### **DISTRIBUTOR HIGHLIGHT**

## 26 YEARS WITH PES AFRICA

Environmental Solutions (PES) Africa's relationship began in 1998, the theme has been quality: quality products, quality people.

PES Directors Wouter Hillebrand and Reon Hillebrand say the distributor is pest control operator's "one-stop-shop" across sub-Saharan Africa.

"We really supply everything except the vehicle," Wouter said.

Wouter and Reon shared how technicians trust PES because of their commitment to carrying the best products, including Bell's.

"Bell's products are excellent," Reon said.

"Bell's quality makes the relationship easy," Wouter continued. "In markets like ours, we come across many cheap products all the time. For a short time, people will try it out, but they always come back to Bell because of the quality."

Supporting it all is the supplier-distributor relationship, and the people that make it work. PES and Bell have a long history be-

ince Bell Laboratories and Pathogen & cause both communicate and solve problems

"There's a level of trust, and it makes life easy," they said. "Bell has quality people and quality products."

Bell's UK, ROI, Middle East, and sub-Saharan Africa Area Manager Michael Sims echoed the sentiment.

"PES has been instrumental in expanding our presence across the African continent," Sims said. "Their commitment to Bell along with their professionalism, deep market

knowledge, and reliable distribution network have made PES an invaluable part of our global success. We're proud to work alongside such a dedicated and forward-thinking



Right: The PES Johannesburg branch team Below: The PES Cape Town branch team

