

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 learn.”

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 presentation.



# THE BELL REPORT

International Edition

VOLUME 28 | NUMBER 2 | APRIL - JUNE 2025

## The Importance of MAINTENANCE

No matter how much you bait and trap, a poorly maintained property will attract rodents. Remove shelter and any food and water sources for lasting control.



Supporting Success:

## BELL IN INDONESIA



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

Bell Laboratories is committed to supporting 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 infestation.

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## 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 Innovative Approaches to Mitigate the Antimicrobial Resistant Infections, Lamichane et al.







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 waist-high, 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

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.

## NEW CASE STUDIES SHOW REAL-WORLD RESULTS

To read the iQ case studies, scan the QR code or visit the Resource page on [bellsensing.com](http://bellsensing.com). ■



# 26 YEARS WITH PES AFRICA

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

“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 team." ■



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.

