

Action Pest continued from front page

Hornak said iQ products save from checking empty traps and help identify rodent activity hotspots. “Doing that with paper and pencil is tough. iQ products do it automatically and never forget to take notes. It’s so much easier monitoring with iQ products compared to the old way,” he said. “Then you can share the reports with the customers. They don’t want to see a dead rat, but they’re

It’s so much easier monitoring with iQ compared to the old way.

happy to see a report.” Another strength of iQ products is that they allow for discrete service. “We service a lot of restaurants,” Hornak said. “iQ lets us work at any time of the day. We can change into casual clothes, go in, check our phone, and see what traps have a capture.” Hornak said everything is getting smart alternatives now, and he’s glad Bell launched iQ when it did. “I’ve tried a lot of other smart products, and Bell’s is the best,” he said. “Keep it up.”



- ▶ Nearly 1 million sq.ft.
- ▶ Seats up to 17,000 guests
- ▶ Hosts basketball & hockey games, concerts, ice shows & more
- ▶ Contains 30+ food venues, including upscale restaurants



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iQ Traps Drive Action Pest’s Growth, Help Land Major Clients Like Phoenix Suns



James Hornak
Action
TERMITE & PEST CONTROL
Director of Commerical Application

Bell’s iQ products, powered by Bell Sensing Technologies, have enabled an Arizona pest control company to grow by “leaps and bounds,” according to James Hornak, Action Termite & Pest Control’s Director of Commercial Application. Action Pest got its start in Phoenix in 1969 and now services nearly the entire Salt River Valley. Hornak said the company began using Bell’s T-Rex iQ soon after the product’s launch in 2019. Hornak was talking to his distributor representative about iQ products and thought they had the potential to streamline service, so he

asked his manager if he could try them. Six years later, Action Pest has installed hundreds of T-Rex iQ traps in the field. Hornak said that iQ products have boosted both the company and his career. “Just three years ago, I was a general technician,” he said. “Now I’m a company director, and I think that’s, in part, because I saw what iQ could do. It saves us time, and it’s making us more money because we can sell customers on an extra service.” He highlighted iQ products as a reason they became the exclusive pest control company for the Phoenix Suns, whose home is

PHX Arena. “Like a lot of our other customers, the Suns jumped right on iQ,” Hornak said. “I will say, ‘Hey, there is a whole new world of tech’ and people will go for it. They don’t care if it costs a bit more if you do the job right.” iQ’s activity reports and Bluetooth connectivity have also allowed Action Pest to scale their business while delivering high-quality service. One of their biggest accounts is a 1.5-million-square-foot mall.

continued on back page



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 iQ CASE STUDIES SHOW REAL-WORLD RESULTS

Real world results show that Bell's rodent 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 PMPs 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. ■



AVAILABLE CASE STUDIES

- ▶ Food production
- ▶ Commercial buildings
- ▶ Pharmaceutical manufacturing
- ▶ Single-family residential



Hantavirus more widespread than previously thought, study finds

Hantavirus is a deadly rodent-borne disease, but many Americans have never heard of it. Even though it's lesser known, it still claims lives each year. Now, new research shows that pest control is more important than ever to protect the public from hantavirus.

A 5-year Virginia Tech study shows that more rodent species carry hantavirus than scientists previously believed. Over 30 species of rodents can carry the virus, the most common being the deer mouse and white-footed mouse. The study found six additional species also carry the disease, some of which live where the usual hosts don't.

The researchers also learned that it's possible to predict the prevalence of hantavirus in rodent populations months in advance. The study found that a sudden spike in deer

mouse populations led to a higher prevalence of the virus in the species two months later. Similarly, a boom in white-footed mouse populations would lead to higher hantavirus levels in that species 9-11 months later.

The study also found the highest levels of hantavirus in these species happened twice a year: September to November, and March to May.

Hantavirus may be rare but continues to impact families across the country. In spring 2025, several people in Indiana and California passed away due to the disease.

PMPs are on the front line of defense. Every rodent eliminated is a step toward preventing the next tragic loss. ■

Source: *Hantavirus in rodents in the United States: Temporal and spatial trends and report of new hosts, Astoraga et al.*

"IT PAYS ITSELF BACK TEN-FOLD"

MAKING A DIFFERENCE THROUGH PEST CONTROL



Charlie Roy
Owner of Pest Control Solutions Now

Pest Control Solutions **NOW**.com
"Service in HOURS, not days!"

Pest control professionals have the unique opportunity to share their expertise and make a difference in their community. Charlie Roy, owner of Wisconsin-based Pest Control Solutions Now.com, LLC, takes this idea to heart.

"I want to be good to other people," he said. "And in the pest control industry, we have a real chance to help others."

Roy regularly donates pest control service to local non-profits, offers free advice, and helps people who've fallen on hard times. He recalled a time when a woman just signed a service contract before unexpectedly losing her job.

"She needed help and was in a tough spot," he said. "I told her, 'Don't worry – I'll take care of it.' I did the work at a discount, and she was overwhelmed with gratitude."

Roy said these acts are about "doing what's right." Still, he says his company's generosity has a ripple effect.

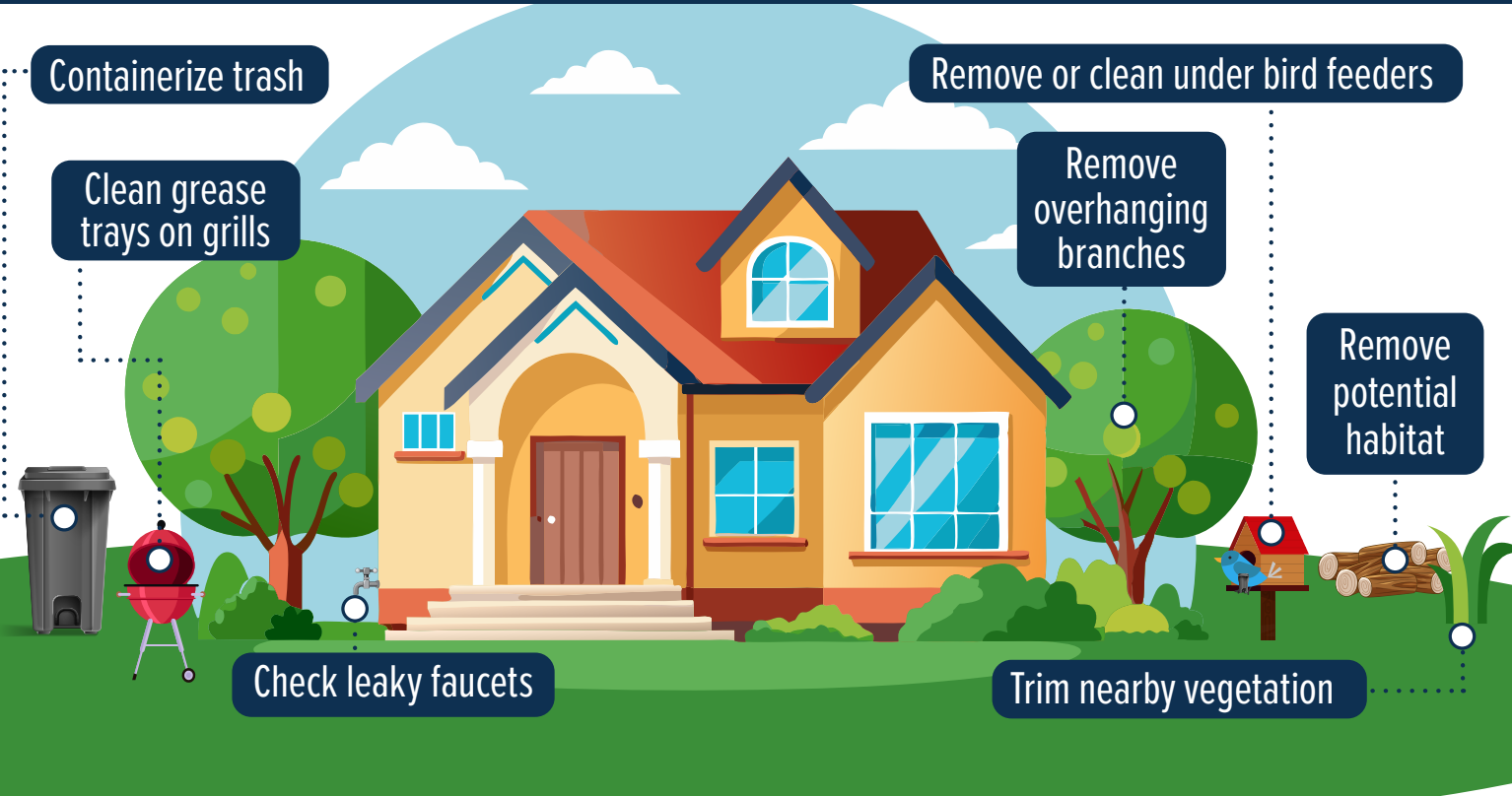
"I often get calls from people who heard of me through someone I helped," he explained. "I never expect anything in return, but the goodwill pays itself back ten-fold."

Every day, PMPs serve a vital role by protecting homes and businesses from rodent disease and damage. By volunteering their expertise, PMPs can make an even bigger impact and become trusted pillars in their communities.

Roy said making a difference is simple: "Just do it." ■

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.



What is Hantavirus?

Hantavirus causes flu-like symptoms but can be deadly in severe cases. It's usually spread to humans when they inhale particles of infected rodents' urine, feces, or saliva.

NEWLY IDENTIFIED HANTAVIRUS HOSTS

- ▶ Keen's mouse (northwestern deer mouse)
- ▶ Cotton mouse
- ▶ Oldfield mouse (or beach mouse)
- ▶ Southern red-backed vole
- ▶ Eastern woodrat
- ▶ Allegheny woodrat

HANTAVIRUS HOTSPOTS

The study found three states with high levels of infected rodents – Texas, Indiana and Virginia.

