

talk deeply about our products, especially our different active ingredients. It's important to know what each bait does so technicians can address the problems they face in the field," he said.

Pizarro wrapped up the visit with an inspection at Nicaragua's largest poultry facility. The facility is managed by Cargill, an international food manufacturer with locations in over 70 countries, and Cargill's PCOs joined Pizarro for the inspection.

"Being able to meet with Cargill was exciting," he said. "They were very helpful, and I got to share how important it is to use both toxic and non-toxic solutions."



Above: Cargill PCOs talk about how to improve pest control at their facility.

Pizarro said it was a "great week" in Nicaragua. "I really enjoyed all of the activities, and

I'm looking forward to my next visit," he concluded. ■



# THE BELL REPORT

International Edition

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# PESTWORLD

## 2025

October 21-24  
Orlando, FL

COME VISIT THE  
BELL TEAM AT  
BOOTH #515

# Bolstering industry leaders in Nicaragua

Bell Laboratories' International business managers educate pest control operators (PCOs) around the world while sharing technical expertise to ensure their customers find success with Bell products. In July, Latin America Business Manager Andrés Pizarro went to Nicaragua to do just that.

He met with partners from ESCASAN – a Nicaraguan pest control distributor specializing in the animal health and agricultural equipment industries – for workshops, seminars, and inspections.

Pizarro ran one workshop for Truly Nolen PCOs, assisted by their regional director María González. Truly Nolen is one of Nicaragua's top pest control companies

and has offices in over 65 countries. Pizarro said it was exciting to share best practices on how to use Bell products with the Truly Nolen PCOs.

"They were actively participating in the discussion," he said. "It was great sharing tips with them. They were especially interested in iQ products, powered by Bell Sensing Technologies. We hope to bring iQ products to Nicaragua soon because we are seeing how these devices are changing the way we do rodent control."

Following the workshops, Pizarro participated in a seminar attended by more than 30 pest control companies.

"It was a great moment where I got to

*continued on back page*



Above: Bell Latin American Business Manager Andrés Pizarro and Truly Nolen PCOs after an educational workshop with ESCASAN.

## MEET THE LEADERS



Cargill employs over 160,000 people globally. In 2024, it had \$160 billion USD in revenue.



Based in Nicaragua, Escasan leads the country's animal health and nutrition industries.



One of the largest family-owned pest control companies in the world, Truly Nolen has over 200 international franchises in over 65 countries.

Address Service Requested  
www.belllabs.com  
6551 NORTH TOWNE RD., WINDSOR, WI 53598





# KEEPING FALL RODENTS OUT

Summer is winding down in many parts of the world, but rodent season is just getting started. As rodents get ready for the winter, pest control professionals should make time to ensure their accounts are clean and secure. This often involves teamwork between you and your customer. Keep rodents out this fall in a few easy steps.



## SANITATION

Remove food and water sources, trim nearby vegetation, and clean up potential harborage. Without these resources, rodents are less likely to call an account home.



## EXCLUSION

Make sure all doors, vents, and holes are properly sealed. As the weather cools, this will make it harder for rodents to get indoors.



## CONTROL

Establish a strong perimeter with a baiting and trapping program. Use multiple-catch traps by entrances and bait stations around the building's exterior and within 30m of manmade structure.

## DID YOU KNOW?

Rats can taste up to 250 parts per billion (ppb). That means a rat could identify 0.63 L of impurity in an Olympic-sized swimming pool (2,500,000 L).

Rodents' powerful sense of taste is why Bell makes its baits with highest-quality ingredients.



# REPORTS FROM THE FIELD



It's thanks to Bell's sales leaders and their relationship with clients like you that Bell continues to be the world leader in rodent control technology. From Europe to Latin America to Australia and Asia, our team members share insight into what is happening in their territories.

Bell's Latin American market is serviced by Latin America Business Manager Andrés Pizarro. He said he's seeing the region trending toward sub-acute active ingredients, so Bell's cholecalciferol (vitamin D3) Terad<sub>3</sub> and Agrid<sub>3</sub> BLOX have become great choices, especially for Chile, Peru, and Mexico's organic segments.

"Currently, I'm talking a lot about Terad<sub>3</sub> and its benefits to distributors at tradeshow, seminars, and workshops because it's the best solution to many problems producers are facing," Pizarro said.

EMEA Director Arnaud Del Valle says his team is excited to welcome their clients to PestWorld in Orlando, FL, this October.

"Events like PestWorld are wonderful opportunities to connect, learn, and exchange ideas," he said. "We're so excited share our passion and give visitors a first look at the trends shaping modern rodent control."

Michael Sims, UK-ROI-Sub-Saharan Africa Regional Manager, says iQ products

are taking off in his region, with strong projects under way throughout the UK and more on the way. He also shared that regulatory changes continue to shape the rodent control landscape, so he's working closely with Bell's longstanding, trusted partners to stay ahead of the curve.

"It's a fantastic time to be part of this journey," he said. "I'm looking forward to building on this momentum."

Asia Pacific Business Manager Samuel Wood notes that Australia is currently undergoing a regulatory review of anticoagulant rodenticides, and New Zealand regulations are also changing.

New Zealand and Australia Technical Representative Nick Jones added that the regulatory pressures from the government and public is driving a push toward environmentally-responsible rodent control.

PCOs are expanding their services to meet that need, and our role is to give PCOs the tools they need for this changing landscape," he said.

"We're also always anticipating Australia's next mouse plague," Wood said. "It's a 'when' not an 'if'. As we move toward the end of 2025, we're expecting increased mouse pressures, but a widespread plague seems unlikely."

To learn more about Bell's product solutions, visit [belllabs.com](http://belllabs.com). ■



**Arnaud Del Valle**  
EMEA Director



**Michael Sims**  
UK-ROI-Sub-Saharan Africa Regional Manager



**Samuel Wood**  
Asia Pacific Business Manager



**Nick Jones**  
New Zealand and Australia Technical Representative



**Andrés Pizarro**  
Latin America Business Manager

NEW from



DETEX Soft Bait's has been updated with an improved oil-based formulation and is now available in resealable 1.8 kg bags.

This new formulation is part of Bell's ongoing effort to give PCOs the tools they need to perform high-quality integrated pest management. The new palatable formulation mimics Bell's other soft baits for improved acceptance when switching from a non-toxic monitor to a rodenticide.

PCOs can also use DETEX in tandem with iQ products to monitor rodent populations to prove rodent activity before using rodenticide.

The 1.8 kg bags replace the DETEX Soft Bait 4 kg pail. There are 4 bags per case.

To learn more about DETEX Soft Bait, contact your Bell representative or visit [belllabs.com](http://belllabs.com).

