

Platinum Pest Control

ly deployed iQ products in 19 Wegmans Food Markets, with more on the way. “We’ve been working on this for years,” he said. “They’re very excited about iQ products, and now they want to get us going in all of their facilities.” Tomion expects to activate another 600 iQ devices in the next few months. “iQ products are going to play a really big, really important role in what we have going at Platinum Pest,” he concluded. ■



Landing Wegmans Food Market thanks to iQ products is a major win. The east-coast based supermarket chain has 111 stores in eight states (NY, PA, NJ, MA, MS, VA, NC, and DE). As Platinum Pest expands into more Wegmans stores, iQ products will continue to help Tomion and his team service efficiently while providing data-driven rodent control.



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iQ PRODUCTS HELP PMPS PERFORM HIGH-QUALITY IPM

Platinum Pest Control owner and vice president Jeff Tomion says iQ products have changed the way he does business, helping his technicians solve problems and spend quality time at their accounts. Platinum Pest – headquartered in New York state and serving New York, Ohio, Pennsylvania, Maryland, and Delaware – specializes in servicing food processing facilities with an environmentally sensitive integrated pest management (IPM) approach. The company also services commercial and residential facilities with the help of over 2,500 iQ traps and bait stations. Tomion said iQ products are an “all in one” solution that “makes sense” for his company’s mission: deliver preventative pest control and use chemicals only when necessary. “iQ products allow us to do proper inspections instead of spending so much time checking traps,” he said. “We’re using rodent activity data to solve problems and dive deep into issues.” He cited how at one office building, they were struggling to figure out where the mice were coming from. After deploying iQ devices, they learned mice were entering a particular station 15 times a night without triggering traps or eating bait. “I couldn’t believe it,” Tomion said, “but the data said mice were there. So we changed our trapping and baiting configuration and got them all. Without iQ, I



Above: The Platinum Pest Control team serves New York, Ohio, Pennsylvania, Maryland, and Delaware.

wouldn’t have known mice were actually there.” Tomion also highlighted how iQ products are simple and affordable compared to its competitors. “I’ve tried cellular or remote devices, and it was just too cumbersome. And too expensive,” he said. “I was spending thousands and thousands of dollars a month on subscriptions for my team – and it was hard to get customers to buy into that cost.” iQ has been the opposite he said. It’s affordable and easy to set up. “And the data is free! Plus I can have as many employees on my account as I want,” Tomion said. “And because we need to be on site for service anyways, needing to be on site to connect to devices works great for us.” iQ devices have also helped Platinum Pest land larger clients. Tomion shared he recently

PLATINUM PEST CONTROL



Jeff Tomion  
Owner & Vice President

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PESTWORLD 2025 October 21-24 Orlando, FL

COME VISIT THE BELL TEAM AT BOOTH #515

# KEEPING FALL RODENTS OUT

Summer is winding down, 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 100 ft. of manmade structure.

## NEW from Bell

DETEX Soft Bait's new oil-based formulation and CADET All-Weather BLOX now come in resealable 4lb. bags.

Bell is committed to innovating its products so PMPs have 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. PMPs can also use DETEX in tandem with iQ products to monitor rodent populations to prove rodent activity before using rodenticide.

Once activity is proven with iQ data, PMPs can switch to a rodenticide like CADET to knock down rodent populations.

The 4 lb. bags replace the DETEX



Soft Bait 8.8 lb. pail. The CADET 4 lb. bag joins its 18 lb. pail. There are 4 bags per case.

To learn more about these new offerings, contact your Bell representative or visit [belllabs.com](http://belllabs.com).

## Bell welcomes new Northwest, New England territory technical representatives



Avery Bishop  
Northwest  
Technical Representative



Bret Farrer  
New England  
Technical Representative

Two new faces have joined Bell's technical representative team. Both Avery Bishop and Bret Farrer are already hard at work in their regions.

Avery is serving the Northwest area, reporting to Scott Smith, Director of Sales – West. He graduated from Washington State University with a bachelor's in marketing and psychology. Avery has worked been working in sales and account management for over a decade.

"It's been such a joy stepping into the rodent control industry with Bell," Avery said. "The support and encouragement from PMP's, distributors, and colleagues alike has been amazing, and each day brings new opportunities to learn and grow."

Bret is serving the New England area, reporting to Sheila Haddad, Director of Sales – East. He graduated from Utah Valley University with a bachelor's in outdoor recreation management. Bret has over 15 years of experience in sales and account management.

"I'm excited to be starting my new role at Bell," Bret said. "I'm looking forward to teaming up with our distributors and customers and building strong, lasting relationships."

Please welcome Avery and Bret to the team!

# REPORTS FROM THE FIELD

It's thanks to Bell sales leaders and their relationship with customers like you that Bell continues to be the world leader in rodent control technology. From east coast to west and north to south, our team members share insight into what is happening in their territories.

Sara Knilans, Director of Sales – Central Region, is most excited about the new Bell Sensing Concierge Program (see right). The program launched this year to help PMPs seamlessly integrate iQ products into their business so they can truly take advantage of the product.

"iQ solves many issues that pest control companies face all year," Knilans said. "Like time savings, labor shortages, and even having healthier, happier employees. Most of all, iQ saves you money in the long term."

Sheila Haddad, Director of Sales – East Region, said now is the time to incorporate iQ products into your business.

"If you aren't using iQ products, you're missing out on time savings, additional

profits, and free rodent activity reports to help you solve problems at your accounts," she said. "I'm also thrilled to introduce our new rep Bret Farrer to the east cost team. Please reach out to Bret (New England), Brandon Sartain (South-east), or Brian Lynch (Mid-Atlantic) for any rodent control questions or to set up CEU trainings."

Scott Smith, Director of Sales West Region, also points out that the fall rodent season is well underway.

"Fall is here, so it's time to stock up on Bell products," he said. "Get the tools you need to win rodent season. And don't forget about iQ products. Contact my team, Nick Branca (West) or our new hire Avery Bishop (Northwest), and ask them about what iQ can do for your business."

Rod Smith, Florida Region Manager, said 2025 is shaping up to be another strong year for PMPs, especially with the region's warm climate making ideal breeding conditions year-round.

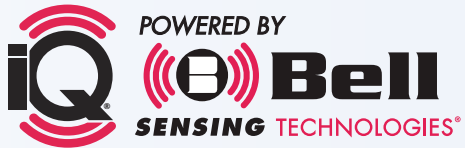
"Between the weather, population growth, and record-breaking tourism, Florida residents need to employ PMPs all year to keep their environment rodent-free," he said. "We thank our PMP and distributor partners who trust Bell to help them accomplish that goal."

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



Above: (L-R) Scott Smith, Rod Smith, Sheila Haddad, Sara Knilans and Patrick Lynch.

## CONCIERGE PROGRAM FOR



Get concierge-level support at the accounts of your choice, ensuring a seamless launch of iQ products into your business. This includes:

A dedicated team of 3-4 bell technical representatives committed to guide you through every step of the process – from training to ongoing operations

On site assistance and technician training

Comprehensive tech support with the online Bell Sensing portal

Follow-up meetings to review analytics, data and insights

### AND MORE!

We are here to support you every step of the way. Call your Bell technical representative today if you are interested in the Bell Sensing Concierge Program.



## DID YOU KNOW?

Rats can taste up to 250 parts per billion (ppb). That means a rat could identify 0.63 L (2 2/3 cups) 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.

