

grate iQ products into their residential and commercial accounts.

Bell also focused on how iQ products and the rodent control data they provide improve IPM practices and responsible rodenticide management. Patrick Lynch, Bell's Executive Vice President and Chief Commercial Officer, spoke on how critical iQ rodent monitoring is to the modern rodent control industry.

"If we want to protect rodenticide usage across the United States for the next decade, we need the industry to use rodenticide in a smarter, more targeted way," he

said. "The only way this is possible is with data-driven decision making through iQ products at every account."

Thank you again to everyone who visited Bell's booth this year, and we can't wait to see you again at PestWorld 2026. ■

Right: Andrés Pizarro, LATAM Business Manager, shows a customer how to use the iQ app.



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Norway rats now hunting bats, could endanger Berlin bat population

Norway rats are preying on bats as they go to roost, researchers recently discovered. The rats lurk outside Berlin's mass hibernation sites, snatching bats out of the air if they fly too close.



Above: Norway rat catches bat midair.

In a report, the researchers state this behaviour has never been documented before.

Florian Gloza-Rausch, one of the report's authors, said that this shows "how adaptable and skilful Norway rats are in exploiting food resources in urban ecosystems" while highlighting the conservation problems caused by invasive mammals.

It's widely known that invasive rodents like Norway rats, roof rats, and house mice are blights on island ecosystems and can easily drive native species to extinction. The researchers worry that this new behaviour will significantly damage the bat populations that winter in Berlin's Bad Segeberg

and Lüneburg hibernacula.

Bat populations are already threatened by a variety of factors, including fungal disease and habitat/prey loss driven by changes in the climate. Bats that winter in cities also suffer from urbanisation and light pollution.

The researchers say targeted rodent control, alongside effective waste and sewer management, will help protect the vulnerable bat populations from this novel hunting strategy. ■

Source: Active predation by brown rats (*Rattus norvegicus*) on bats at urban mass hibernacula in Northern Germany: Conservation and one health implications by Florian Gloza-Rausch et al.



PESTWORLD 2025 HIGHLIGHTS

Bell Laboratories was proud to have the opportunity this October to take part in another record-breaking PestWorld. Bell's leadership and sales team were just a few of the 4,400 attendees who came to learn, build relationships with customers and distributor partners, and see the latest innovations in the pest control industry.

Bell's booth highlighted pest control operators' (PCOs) mission to protect the public from rodent disease and damage. Bell

works every day to create the tools PCOs need to deliver high-quality rodent control service among the ever-changing regulatory landscape.

At the forefront of that mission is iQ products, powered by Bell Sensing Technologies. Launched at PestWorld 2019, iQ products have become a staple within the rodent control industry, with over 2 million products sold globally. This year, the booth specifically showed how PCOs can inte-



Above: Bell's Patrick Lynch (Executive Vice President and Chief Commercial Officer, and President of Bell Sensing Technologies) points out an iQ product's integrated Bluetooth antennae.

continued on back page

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Bell LABORATORIES, INC.





PRODUCTS
WILL COST YOU LESS

Part of Bell's PestWorld 2025 booth included our first-ever animated video that shows how iQ products cost PCOs less than standard rodent control products.

Watch the video to learn how iQ can save you money, boost profits, and help you deliver better and more efficient rodent control.

SCAN HERE TO WATCH HOW



iQ PRODUCTS
TAKE CENTER
STAGE AT

Parasitec 2025
October 29-30



Bell had an exceptional time at Parasitec 2025. Hosted at the Parc Floral in Paris, the two-day event had more than 3,000 visitors from around the world, including Europe, Africa, the Middle East, Asia and the U.S.

Bell's booth focused on iQ products and how they help PCOs service more accounts, reduce costs, and increase profits. Bell's EMEA Director Arnaud Del Valle said iQ products were a major attraction at the show.

"We also showed off our complete range of rodent control tools within the integrated pest management (IPM) framework," he said. "This shows our customers and distributor partners that we can support them across every step of their pest control strategy."

Bell also presented its island restoration work at Parasitec. Bell works with non-profit and government agencies to create bait for invasive rodent eradication projects on islands around the world. To date, Bell has participated in over 100 of these projects to protect island ecosystems. Attendees were especially interested in learning about these initiatives and the positive effects they have on the environment and endangered species.

Del Valle said his team did an outstanding job at the event, building relationships with customers and peers.

"Parasitec 2025 was a powerful moment of engagement with our partners and a major step forward as we continue to expand the reach of our technologies world-

wide," Del Valle said. "The energy we saw clearly reflected our partners and customers' recognition of Bell's leadership in the industry." ■



Above: Left to Right: Arnaud Del Valle (EMEA Director); Thanasis Dimitriadis and Maria Lekkou (owners of Protecta S.A.); Erno Kulmuni (Northern and Central European Regional Manager), Michael Sims (UK-ROI-Sub-Saharan Africa Regional Manager), and Simone Mastrocinque (International Bell Sensing Technical Manager)

Right: Arnaud Del Valle speaks to attendees on how iQ products can help them service accounts up to 78% more quickly compared to service with standard products.

Bottom Right: Bell's EMEA team enjoying Paris after a good day at Parasitec.



A Word from
Bell's Director of Technical Services, Simone Jeans



Bell's robust Technical Services department is staffed by professionals with specialised training and degrees in analytical chemistry, synthetic chemistry, chemical engineering, biology, toxicology and compliance. A cornerstone of the department is Technical Services Director Simone Jeans, who's been with Bell for the last 31 years.

Jeans says the department has two distinct groups: technical services, which answers questions about the proper use of Bell products, regulations, and issues the customer might be facing; and research and development, which creates and tests new products.

"The technical services team answers the urgent questions," Jeans said. "It's a short window of getting a problem, identifying what's causing it, then offering solutions on how to fix it. The R&D team has a much longer runway. You still have to deliver, but they have more time because, if it was easy, someone would have done it already."

The clear division between teams is fairly new thanks to the department's significant growth in the last three years. Jeans said it's given the R&D team the bandwidth it needs to dive deep into projects.

"It used to be very easy to be pulled multi-directionally between the two areas," she said. "Now, R&D can put 100% of their focus on product development. We're blessed with the latitude we need to play in this space."

At the end of the day, Jeans says what makes the job great is the people.

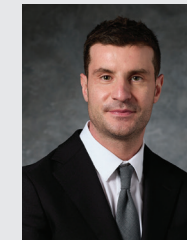
"We're a tight team," she said. "Working with a group of people who want to make products truly work makes me want to come to the office every day. If you have good people who are dialled in, you're unstoppable."

Because of the hard work of the Technical Services department, you can count on always having highest-quality rodent control products on the market. ■

Meet Bell's newest international managers



Erno Kulmuni
Northern and Central European Regional Manager



Simone Mastrocinque
International Bell Sensing Technical Manager

Bell recently added two new members to its international team, Erno Kulmuni and Simone Mastrocinque.

Erno is serving northern and central Europe, reporting to Arnaud Del Valle – EMEA Director. He graduated from University of Oulu with a master's degree in biochemistry. He has over 10 years of experience in sales as well as product and account management.

"I'm excited to kick off my new role at Bell and looking forward to collaborating with our amazing partners," Erno said. "My goal is to build strong, transparent partnerships that help us grow together and deliver even greater value to our customers."

Simone is serving as Bell's first dedicated International Bell Sensing Technical Manager, also reporting to Del Valle. He graduated from Università degli Studi del Sannio - Benevento with a bachelor's degree in economics. He has over 10 years of experience in technology account management and sales.

"I'm thrilled to support Bell Sensing's global growth by helping customers around the world unlock deeper, data-driven insights through our technology," Simone said. "The passion and collaboration within the Bell team make it an inspiring time to be part of this global journey."

Please welcome Erno and Simone to the team! ■

GNAW MARKS

Being able to identify rat versus mouse signs is a key part of being a PCO. Here are side-by-side comparisons of one of the most common rodent signs: gnaw marks.



Mice typically leave small, scratch-like marks.



Rat gnaw marks have rough, torn edges, typically leaving dents above the mark from their incisors.