

ucts 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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# THE BELL REPORT

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## 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 management professionals' (PMPs) mission to protect the public from rodent disease and

damage. Bell works every day to create the tools PMPs 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 PMPs can integrate iQ prod-

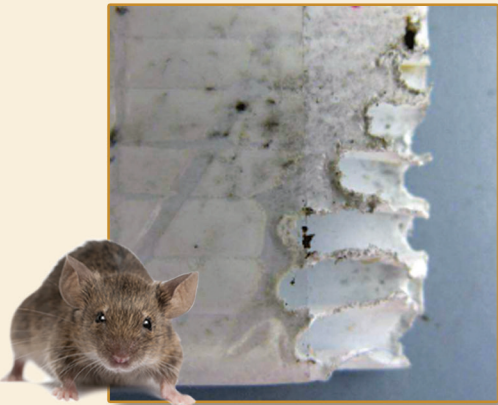


Above: Bell's Patrick Lynch (Executive Vice President and Chief Commercial Officer, and President of Bell Sensing Technologies) points out an iQ product's integrated Bluetooth antennae.

*continued on back page*

## GNAW MARKS

Here is a side-by-side comparison 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.





**PRODUCTS**  
**WILL COST YOU LESS**

Part of Bell's PestWorld 2025 booth included our animated video that shows how iQ products cost PMPs 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







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

Bell's robust Technical Services department is staffed by professionals with specialized training and degrees in analytical chemistry, synthetic chemistry, chemical engineering, biology, toxicology and compliance. At its head 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."

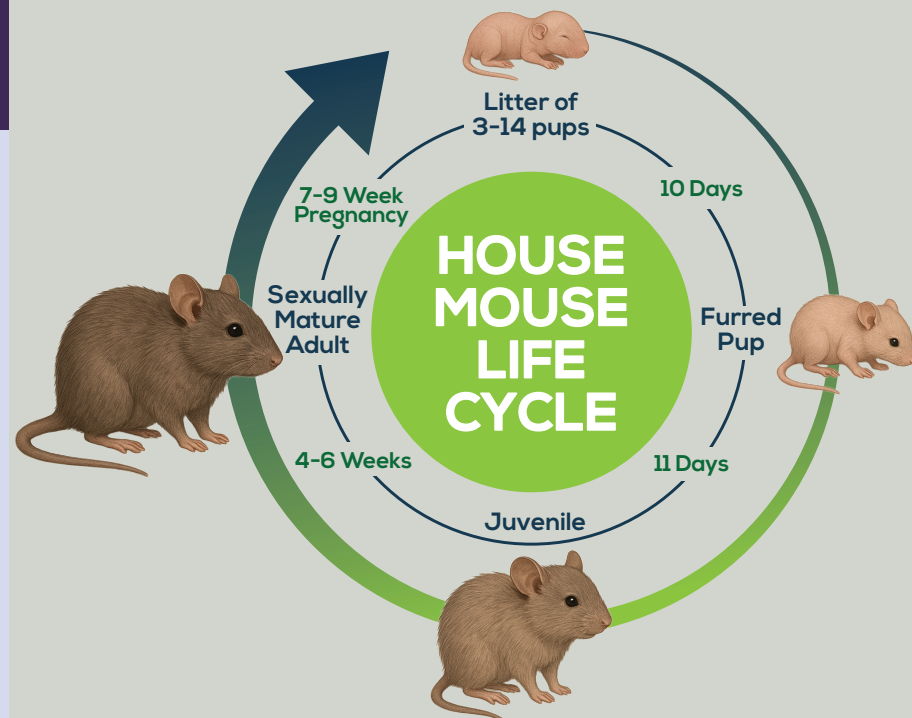
At the end of the day, Jeans says what makes the job great is the people.

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

## Prolific Breeder: THE HOUSE MOUSE

House mice can start a new generation just 6 weeks after they're born. Here's some helpful information to share with customers while you visit your accounts.



If you see a mouse, it likely has a nest within 25 feet.

### Mouse nest hotspots:

- Behind appliances and equipment
- In drawers/cabinets close to the floor
- Cluttered spaces (woodpiles, storerooms, garages)



Right: Mouse nests are typically made up of shredded material (lint, paper, grass, insulation) packed into a ball-like structure.

## HOW MUCH IS ENOUGH?

Here's a helpful chart for Bell's most popular baits so you can make sure you're using enough bait at your accounts.

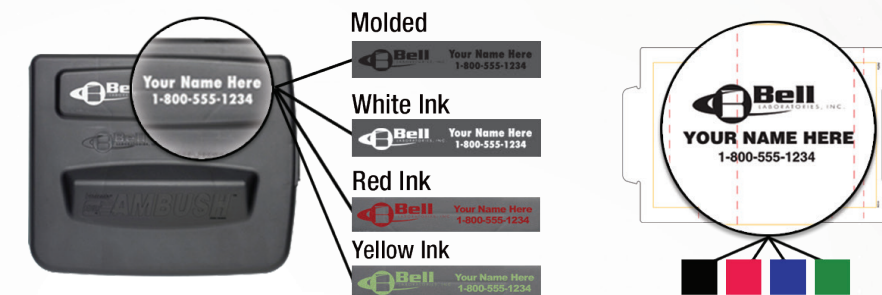
Remember that each bait has its own benefits, so use what's best for each account's unique needs.

## Make every rodent station a billboard with **PRIVATE LABEL**

Want to promote your brand anywhere you use a rodent station?

Contact your Bell Technical Representative about private label. All you need to do is send us your logo, and we will customize it to fit your needs. Bell's manufacturing expertise in top-rated customer service makes private labeling the right choice for your business.

Choose from a variety of colors and logo styles

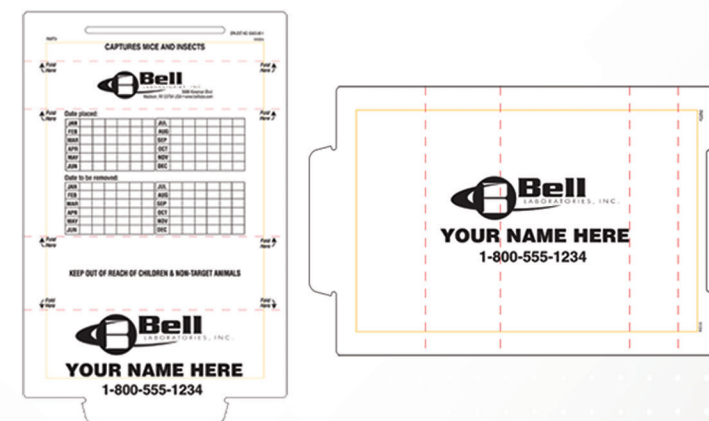


Gray station colors: Black, Red or Green Ink

Add your logo to any of these Bell products



Protecta EVO Express



Trapper Max and Max Free

BAIT	ACTIVE INGREDIENT	USEFUL BAIT CONSUMPTION (grams)	TYPICAL FIRST DEATHS MAY OCCUR WITHIN
<b>CONTRAC</b>	Bromadiolone (SGAR)	2-6 (rats), 0.7-2 (mice)	4 days
<b>FINAL</b>	Brodifacoum (SGAR)	1-2 (rats), 0.2-1 (mice)	4 days
<b>FASTRAC</b>	Bromethalin (ACUTE)	5-15 (rats), 1-3 (mice)	1 day
<b>CADDET</b>	Cholecalciferol (SUB-ACUTE)	12-30 (rats), 1-3 (mice)	3 days

\*Consumption data represented does NOT represent a typical (and registered) bait placement. All consumption amounts are approximated based on lethal dose information.