

Tunnel *continued from front page*

PCOs to efficiently trap for mice while providing added safety, data gathering, and labour efficiency to their rodent control program.”

The PROTECTA EVO Mouse Tunnel is available for shipment now.

To learn more, contact your local international managers or visit belllabs.com. ■



DID YOU KNOW?

Even if mice are still active at an account, trap captures will likely decrease dramatically after a few days.

Avoid this at high-priority accounts by deactivating the traps every 2-3 days for a few days. After this period, set them back up 1.5-3 meters away their original placement to ensure better control.

(Rodent Control: A Practical Guide for Pest Management Professionals by Bobby Corrigan)



THE BELL REPORT

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Introducing discreet mouse trap coverage with

Protecta® EVO **MOUSE TUNNEL™**



Bell Laboratories proudly launched its newest tamper-resistant rodent control solution, the PROTECTA EVO Mouse Tunnel.

Joining the rat-sized PROTECTA EVO Tunnel, the Mouse Tunnel is a simple and discreet way to protect your mouse traps from damage and non-target species. Each tunnel can hold two TRAPPER Mini-Rex or Mouse iQ snap traps, which can be firmly secured in the tunnel’s base.

Once set, place the tunnel anywhere mice travel, whether that’s horizontally or vertically, indoors and out. Thanks to the tunnel’s low profile, it can be used in high-traffic areas without drawing attention to itself. This allows pest control operators (PCOs) to trap anywhere they need, such as beside or behind refrigerators or on shelving.

Each Mouse Tunnel opens and unlocks easily with Bell’s EVO® key, and the tunnels are stackable for easy handling and transport.

Bell’s Executive Vice President and Chief Commercial Officer Patrick Lynch shared his excitement for the tunnel’s launch.

“The PROTECTA EVO Mouse Tunnel is Bell’s latest product innovation that continues our commitment to develop rodent control tools that support our partners and industry’s efforts to protect all from the damage and disease spread by rodent populations,” he said. “Using our new Mouse Tunnel in conjunction with two Mouse iQ snap traps enables the

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BELL DEBUTS AT BERKSHIRE HATHAWAY SHAREHOLDERS MEETING

Each year, more than 40,000 people visit Omaha, Nebraska, to attend the annual Berkshire Hathaway Shareholders Meeting. Attended by notable companies such as Duracell, Brooks, and Dairy Queen, a bustling tradeshow floor sets the stage for BH leadership to share their vision for the company's growth.

The 2026 conference was historic for two reasons: it was Berkshire Hathaway CEO Greg Abel's first time leading the meeting, and Bell made its debut as a new addition to the Berkshire Hathaway family.

Bell's booth was designed to showcase how every branch of Bell – professional, retail, and agricultural – works together to deliver the high-quality products that people can trust to keep their homes and livelihoods safe from rodents.

Many attendees visited Bell's booth, including Greg Abel who made a point to stop by and shake everyone's hands.

Bell's CEO Steve Levy commented on how well Bell was received at the show.

"Berkshire Hathaway management appreciated our efforts," he said. "Our marketing team, led by Kate Van Boxel,

did a spectacular job organizing everything for the show. It was a truly wonderful experience, and everyone who visited was very friendly and excited to see us."

Executive Vice President & Chief Commercial Officer Patrick Lynch also shared his thoughts on Bell's debut when speaking with several news reporters.

"We're ecstatic to be able to introduce ourselves and show our shareholders what we're all about," Lynch said. "To be here representing a company where I've worked for 20 years with my wonderful teammates is very rewarding for us as an organization." ■



Above: Berkshire Hathaway CEO Greg Abel visited the booth to welcome Bell to the Berkshire Hathaway Family. Below: Central to Bell's theme was our varied product solutions available to pest control professionals, homeowners, and agricultural sectors.



LIMITED EDITION T-Rex iQ

At the event, Bell showcased limited edition T-Rex iQ snap traps so attendees could get a glimpse of the technology PCOs use on a daily basis. Each box also tells the story of why rodent control is so important to keep people, and endangered species, safe from rodents.



Bromethalin Tip Sheet

Bromethalin rodenticides are an efficient, palatable alternative to second-generation anticoagulants. Here's everything you need to know about this acute active ingredient:



Rodents may begin to die in as little as 24 hours after consuming a lethal dose.



Bromethalin stops the nervous system from being able to produce energy.



It's ideal for sensitive accounts. There are no recorded cases of secondary poisoning.
(New Rodenticide on the Block: Diagnosing Bromethalin Intoxication in Wildlife, McMillin et al.)



Bromethalin's stop-feed action results in less bait used compared to anticoagulant rodenticides.

TALKING TO YOUR CUSTOMERS ABOUT SANITATION ISSUES

Sanitation is a critical part of rodent control, but it can be uncomfortable talking to your client about what they can do to help. Below are a few simple tips on how you can approach sanitation issues with your customers.

BE OBJECTIVE

Don't imply fault or be subjective. Instead, provide as many details as possible.

"You have a rat problem because the property is dirty."



SEIZE THE MOMENT

Whenever the opportunity presents itself, inform your client what can be done to improve conditions, whether that's a broken window or door, cluttered room, or unsanitary conditions.

EXPLAIN WHY

Explain how addressing a sanitation issue will directly improve their rodent problem. Remind them that if they perform sanitation alongside your service, you can resolve the problem more quickly.

"I can get rid of the rodents that are here, but until that hole is fixed, there's a chance more rodents will find their way in."

"Leaky pipes in the basement and food debris in the kitchen are contributing to the rodent problem."



BE REALISTIC

If a client's property has highly conducive conditions to an infestation, start with the most impactful items.

"There are a few areas we could improve sanitation, but the first thing we should do is make sure the shipping doors seal properly. How soon can maintenance fix that?"