

CONNECTIVITY

A spotlight on products, promos, insights, and more

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Issue 2

The PestWeb Podcast

with Erin and Andrew

The
PestWeb
Podcast
with Erin and Andrew

There's unlimited opportunity to grow business in the pest control industry. **That's why Erin Monteagudo and Andrew Assir are launching a first-of-its-kind podcast focused on boosting your operations and profitability.**

Every month, they'll sit down with expert guests in pest control technology, entomology, and business strategy to talk through products and services with huge potential for the way you operate and sell.

It's an industry overview of game-changing ways to improve your operations and earn more customers.

With business tips, market trends, and in-depth product advice, The PestWeb Podcast is a fresh perspective on how to succeed in pest control.

[Visit pestweb.com/podcast](http://pestweb.com/podcast) to hear the first episode today. You can also find the PestWeb Podcast on iTunes or listen online from any device with Spotify.



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Every month, owners and managers across North America lose countless hours to inventory tracking. But with our automated Inventory Manager tool, businesses are saving time and money while freeing staff to focus on what counts.

How does this intuitive new system work, and how much can it streamline your operations?

[Register for the webinar on Thursday, Feb. 27 at 1 PM C.T.](#) to see for yourself.





Products of the Month



\$7 Off

EZ Block All Weather Bait Block
\$7 off per 18 lb pail
Product 835770 – Promo code 842138



\$2 Off*

PT® Fendona® Pressurized Insecticide*
\$2 off per 17.5 oz can
Product 839541 – Promo code 842135
*Not registered in CA



\$10 Off

Krittersense RMS Rodent
\$10 off per case (6 pack)
Product 842044 – Promo code 842134



Online Exclusives



\$1 Off

Fireback Bed Bug & Insect Spray & Jet
\$1 off per 17 oz can
Product 827788 – Promo code 842136



\$3 Off

TAURUS® SC
\$3 off per 20 oz bottle
Product 795139, 810442 – Promo code 842137

Discounts available for end users only. National accounts ineligible to participate.

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Creature Feature

Oriental Cockroach



Joseph Berger, Bugwood.org

The Oriental cockroach is a worldwide pest with its origin most likely in the Middle East. It is a large cockroach that cannot fly. Adult males have short wings that do not cover the abdomen. **Adults females have wing stubs and may look like beetles before taking a closer look.**

Oriental cockroaches are more cold tolerant than other pest cockroaches and can survive outdoors in temperate winters, especially around garbage containers. In structures, they tend to occupy cool and moist areas like basements and crawlspaces where they infest the voids in brick and concrete block walls. In some cities, Oriental

cockroaches are the predominant cockroach in sewers. Like the American cockroach, they can travel up sewer pipes into buildings, although maybe not as high.

Oriental cockroaches in sewers can be treated with bait or dust insecticide formulations, either at floor drains indoors or manhole covers outdoors. These formulations are also useful when the cockroaches are infesting wall voids. **Additionally, a liquid residual can be applied to wall voids with a ULV injector.** An access hole may need to be drilled if an opening is not already present.

Products to use



Onslaught FastCap Microencapsulated Formula

Product 803774

- Kills a broad spectrum of pests (including cockroaches, spiders, scorpions, fleas and mosquitoes)
- For use indoors and outdoors, including indoor broadcast treatment option
- For use in food and non-food areas of commercial structures



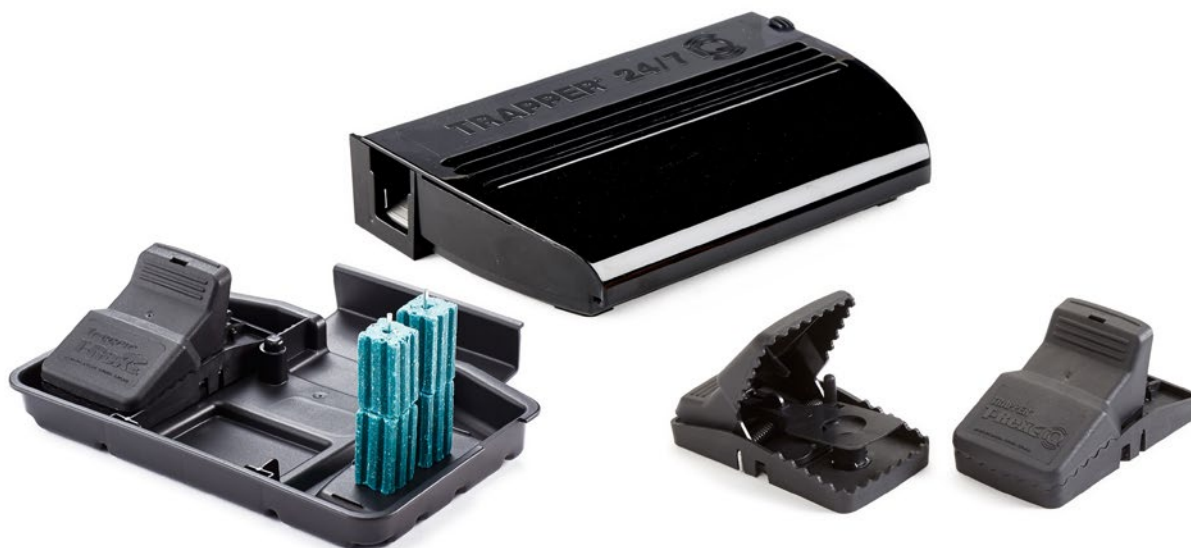
Advion® Evolution Cockroach Gel Bait

Product 833664

- Advion® Evolution Cockroach Gel Bait is the latest advancement in cockroach bait technology that offers the same key features as Advion Cockroach Gel Bait
- Contains indoxacarb with a MetaActive™ effect, which only activates once ingested by insects to provide targeted control of all prevailing cockroach species
- Part of the [SecureChoice Cockroach Assurance Program](#), which guarantees at least 90% control of cockroaches over a 60-day period; and also qualifies for yearlong savings through the [PestPartners 365 Program](#)

Discussion of specific pest control methodologies may not be specific to the laws and regulations for your State, Province, Territory or Country. Product details are provided by Suppliers. Products may not be registered and/or available in all areas. Always check with your local Univar Solutions office for specific information to your area.

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Using Sensing Technology to Solve Rodent Problems

Knowing exactly when and where rodents are traveling empowers PMPs to solve rodent issues at any type of facility. Technicians have begun using sensing equipment at accounts to restructure how they are managing their time. Previously, a one-hour site visit could be spent primarily checking bait stations and traps to determine whether they needed to be serviced or not. This left little time to spend conducting proper IPM, creating reports or building customer relationships. Advancements in technology have paved the way for PMPs to automatically know where the highest levels of rodent activity are occurring, improving efficacy and professionalism at the account.

Bell Laboratories' iQ product line, powered by Bell Sensing Technologies (BST), turn some of Bell's most popular products into powerful 24/7 rodent data gathering machines. These devices paint a picture of rodent activity for technicians, meaning PMPs can spend their time fixing the issues, instead of checking empty traps. The product line includes Bell's Express iQ bait station tray, T-REX iQ rat snap trap and 24/7 iQ multi-catch, which now have fully integrated sensors, batteries and antennas. The sensors collect

timestamps of rodent activity and communicate via Bluetooth® technology to the Bell Sensing mobile app, when technicians are on site performing their pest control service. The mobile app communicates rodent activity to the cloud allowing PMPs to analyze the amount of rodent activity at each account by date and device.

It is simple to incorporate this technology into any account. No gateways or hardware is needed to set up iQ devices. Simply place iQ products around the facility as you would with your current rodent control devices. Rodent activity in the Bell Sensing App is intuitively color-coded, giving PMPs onsite knowledge they've never had before. This will also allow time for technicians to use their knowledge and experience to conduct proper IPM, spending less time checking empty traps. PMPs are also able to better service their accounts, as they can spend the majority of their time where it matters most: diagnosing rodent activity, modifying service plans for better results, providing key recommendations to customers, identifying rodent entry points and building lasting relationships through increased customer service.

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Grow your business

Pest Management in Food Processing Facilities: Embracing Technology



Chris White is a Sales Manager with Univar Environmental Sciences based in Los Angeles. For any questions or comments on how to get started in food processing visit PestWeb.com/grow or email [Chris White](mailto:Chris.White).

One of the most admirable aspects of the pest management industry is the role PMP's serve in protecting our food supply from pests and the contaminants vectored by them. Every day, thousands of PMP's across the country help protect our food supply through the service they provide to food processing facilities. An effective control program starts with a thorough inspection, customer communication, documentation, corrective / preventive action plans, and constant evaluation as to how successful control efforts have been. While entire seminars can be given on the topic of pest management in food processing, I wanted to focus on a recent trend in the marketplace – the introduction of "smart" technology in pest management.

The rate at which technology has progressed into our everyday lives has been astonishing. Technology innovations in pest management have been no exception. The marketplace has seen an influx of "smart" pest management devices over the past few years, some of which have the capability to automatically capture and log pest activity, identify what type of pest you're dealing with, and create detailed reports that can be used for documentation and quality control.

Automating the reporting process and having pest activity available at your fingertips will be a game changer to providing pest management in food processing facilities. Early adopters that implement these technologies into their business offering will help separate themselves from the competition. As audit requirements have become

increasingly stringent over the years, these types of technologies will likely continue to become more widespread as we move into the new decade. We are at a unique crossroads in the industry right now. Those that embrace the new technology entering the market will position themselves to provide a better service to their customers and ultimately, win more business.

As more and more manufacturers introduce their "smart" devices to the market, Univar Environmental Sciences is here to help you identify the best options for your business. Please reach out to your local Univar Sales Representative to learn more about how you can use this new technology to help your business grow.

BONUS CONTENT

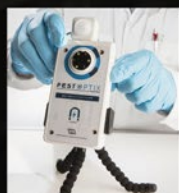
The Challenge: Differentiating yourself in the complex world of pest management in food processing facilities.

The Solution: Implement a cutting-edge pest technology system that can automate recordkeeping, identify hotspots, and prove the effectiveness of your integrated pest management plan.

The Result: Provide a better service that will ultimately help you win more business.

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and enabled with visual pest recognition.



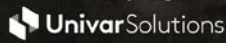
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