

# CONNECTIVITY

A spotlight on products, promos, insights, and more

August 2020

Volume III • Issue 8

## A VESERIS CUSTOMER GROWTH STORY

### How Clegg's Pest Control added Vector Control Services

After Hurricane Florence struck the Carolinas in 2018, Phil and Phillip Clegg of Clegg's Pest Control faced a sudden surge of mosquito control cases. While the father-son duo and their team had experience managing mosquitoes, they weren't sure where to begin with larger-scale vector control.

Their community needed municipal mosquito abatement — fast. So, the Cleggs sought help from their trusted partners at Veseris.

Phil and Phillip's Veseris rep Michael Crowe quickly connected them to his team of vector control experts. The Cleggs learned what products and equipment to purchase — and how to use them to get optimal results.

With their new service offering in place, the Cleggs began preparing and presenting county bids.

The two teams' collaboration quickly paid off. Phil and Phillip won multiple county-wide mosquito abatement contracts, supported by their three new truck-mounted sprayers— empowering the Cleggs to expand their business and support their community.

[Click here to read more.](#)



### A Veseris customer growth story Supporting their community with 27 county-wide mosquito control contracts

#### Customer

Phil Clegg Sr. and Phillip Clegg Jr., second and third-generation presidents of Clegg's Pest Control

#### Challenge

Expand operations to help manage an uptick in mosquitoes following Hurricane Florence.

#### Solution

Partner with Veseris to get the right products, equipment, and training to make municipal bids.

#### Results

Three new truck-mounted ULV foggers and multi-county contracts.

## ProTraining by VESERIS

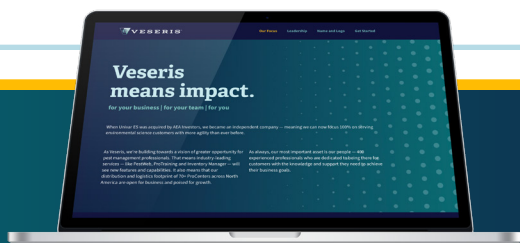


### Get ACE exam-ready with ProTraining.

Get your team prepared for the Associate Certified Entomologist exam with our latest courses.

Each course is self-paced with no time limits, allowing your techs to fully master the concepts.

[Go to ProTraining to get started.](#)



## PestWeb by VESERIS

### The PestWeb Podcast

From inventory control and making training a priority, to taking your career to the next level – we have a variety of podcasts with industry experts providing insightful ways to grow your business.

[Listen Now](#)



Promotions valid August 1-31, 2020



# August's Featured Products and Promotions

## Products of the Month



**\$2 OFF**

**PT® Alpine® Pressurized Insecticide**  
\$2 off per 20 oz can  
Product 783550 – Promo code 843922



**\$20 OFF**

**FASTRAC Blox**  
\$20 off per 4 lb pail  
Product 795093 – Promo code 843923

## Online Exclusives



**\$3 OFF**

**Spectre 2 SC**  
\$3 off per 15 oz bottle  
Product 831494 – Promo code 843921 – No limit



**\$6 OFF**

**Precor IGR Concentrate**  
\$6 off per 16 oz bottle  
Product 624972 – Promo code 843925 – No limit

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

**TO PLACE AN ORDER call 1-800-888-4897 or go to [pestweb.com/promotions](http://pestweb.com/promotions)**

# Creature Feature

## Indianmeal Moth



Andy Reago & Chrissy McClarren, Flickr

Although native to South America, the Indianmeal moth is now present in most of the world and one of the most common stored product pests. “Indianmeal” is another name for cornmeal, in which the American entomologist who named the moth found larvae feeding. Indianmeal moths attack a wide variety of both whole and processed seed products. They prefer coarse flours like whole wheat and cornmeal. **In homes, bird seed and dry pet food are common infestation sources.** Dried fruit, spices, powdered milk and chocolate can be infested as well.

Adult Indianmeal moths do not feed. The larvae tend to feed at the surface and not deep within infested products. They produce silk webbing that aids development by creating a warm and humid environment. This webbing can mat the surface of infested products and cause more damage from contamination than from the amount of product consumed. **Larvae leave their food**

**source when ready to pupate and pupae can be found far from the infested product.**

Locating and removing infested product can often eliminate Indianmeal moth infestations, especially in homes. **Pheromone traps can help locate infestations by demonstrating sudden population increases in an area.** They can also significantly reduce Indianmeal moth populations when they use a high amount of sex pheromone to confuse adult males and prevent them from mating with adult females (mating disruption).

### Want to Learn More?

Visit our **ProTraining Online course**  
**Stored Product Pests: Identification and Management with Pheromones**

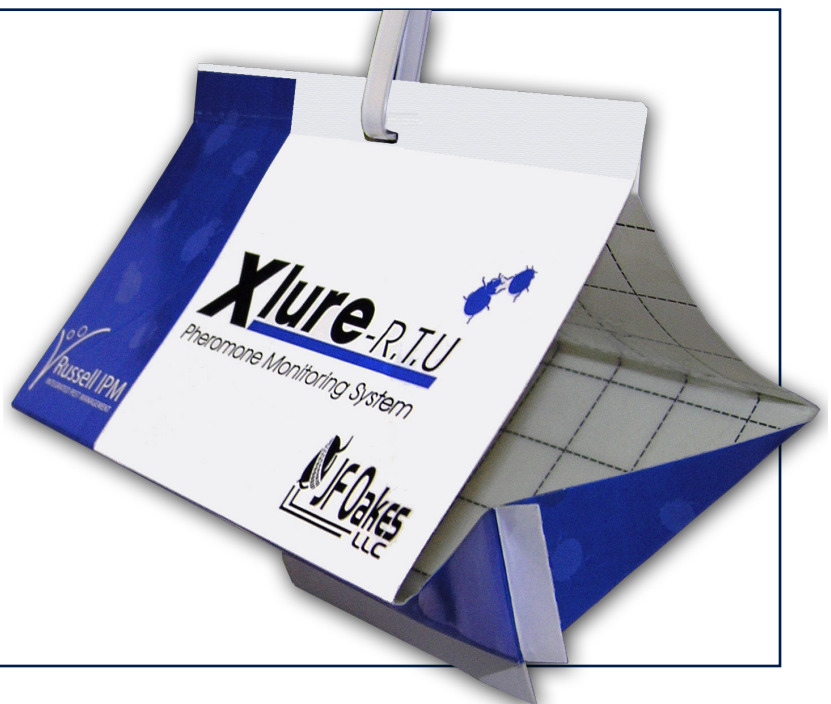
## PRODUCT TO USE

### Xlure-R.T.U.

Product  
694651

#### Pheromone Monitoring System

- Pre-baited with pheromones & food lure to attract Indian Meal Moth and 7 other major stored product insects.
- Reduces install time significantly, eliminates costly pheromone loading mistakes.
- Monitors stored product moths & beetles for 12 weeks.



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 Vesperis office for specific information to your area.

**TO PLACE AN ORDER call 1-800-888-4897 or go to [PestWeb.com](http://PestWeb.com)**



# Learn How to Create Recurring Revenue on Bed Bugs



**SenSci Volcano** is a new passive bed bug monitor that allows you to detect for bed bug activity in any environment.

## Quarterly pest control services for residential clients...

are essential revenue streams for pest control companies. Not only do the homeowners feel protected with the services but the pest control company is able to create recurring revenue streams on insects that the homeowner may not normally call pest control for.

These quarterly services, which cover a wide range of pests, don't typically include bed bugs, however, is there a way to develop a recurring revenue model on bed bugs for pest control companies?

During a case study which examined a local pest control company that serviced over 6,000 homes, to determine if there was a way to build a recurring revenue stream for bed bugs. It was discovered that less than 1% of the homes came down with bed bugs but the homeowners saw the value in having the program.

So how can you create recurring revenue on bed bugs within the homes that are already receiving quarterly services? Simple – use our model to see an increase in your bed bug revenues!

## Residential Bed Bug Assurance Program

- On your initial service, install SenSci ActivVolcano™ around all beds and the most used couch.
- Every 3 months during home inspections, drop off new SenSci Activ™ bed bug lures for the homeowner to install or can be installed by a technician for an upcharge.
- A client with the Bed Bug Assurance Program is covered for bed bug services if bed bugs are detected.
- *\*Program excludes clients with current bed bug infestations until they are 100% eliminated.*

## Benefits of Implementing the Bed Bug Assurance Program

- Initial install and inspections should only take about 45 minutes
- Only 15 minutes per year of admin work
- Total manpower investment per year: 1 hour

## Pricing

- Cost of device
- Approximately \$150 per hour
- Common landing price per year: \$275 - \$325

**TO PLACE AN ORDER call 1-800-888-4897 or go to [PestWeb.com](http://PestWeb.com)**



**JT EATON™**  
SINCE 1932

# REPEATER™ ROCK

## TAMPER-RESISTANT MULTIPLE CATCH MOUSE TRAP

**PACKED 4 PER CASE WITH SERVICE LOGS, TRAP INSERTS AND KEYS**

#839847

- No bait needed, mice enter looking for harborage
- Low profile station protects trap from elements
- Dual entry allows mice to enter from either side
- Push and release lock system for added security
- Removable trap mechanism for use with glue boards
- Trap can also be used outside of station



**CATCHMASTER**

## RE-DESIGNED & READY TO SHINE

911 Insect Light Trap | 645889

**BUY NOW**



**AMVAC™**  
Environmental Products  
An American Vanguard Company

## PREMIUM FIPRONIL TERMITE AND ANT CONTROL.

**Without the Premium Price.**

# NAVIGATOR® SC

Termicide/Insecticide

**NET CONTENTS: 20 fl. oz.**

AMVAC Environmental Products are Made in the USA

America's Finest™

# EPIC SNAKE SCRAM™

## PROFESSIONAL

**WORKS ON ALL TYPES OF SNAKES!**

- Strongest available on market & safe around people and pets.
- Eco-Friendly! Won't harm reptiles.

For Outdoor Use Only.

**GREEN SOLUTIONS**  
to animal pest problems

5625      5608

ITEM# 795970 • 22 lb. (9.98 kg) **COVERAGE:** Approx. 6,600 sq. ft.  
ITEM# 795975 • 8 lb. (2.37 kg) **COVERAGE:** Approx. 2,400 sq. ft.

**TO PLACE AN ORDER call 1-800-888-4897 or go to PestWeb.com**

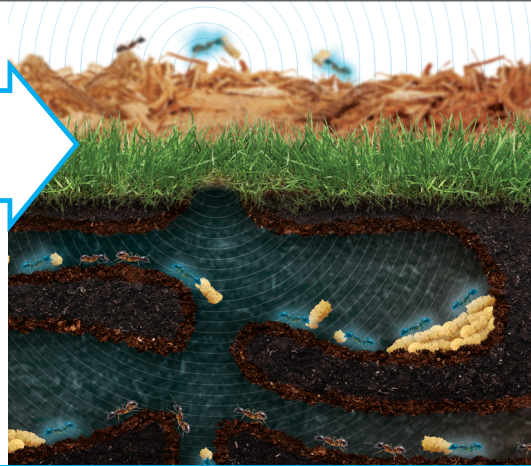
PROFESSIONAL PEST MANAGEMENT

**NEW, ATTRACTIVE  
ADVION BAIT:  
PASS IT ON**

Experience greater bait consumption with the new, highly attractive Advion® Insect granular bait. Its MetaActive™ effect results in targeted control of pests like **ants, cockroaches, crickets and more.**

Learn more at [SyngentaPMP.com/AdvionIGB](http://SyngentaPMP.com/AdvionIGB).

   @SyngentaPest #AdvionIGB  
FOR LIFE UNINTERRUPTED™



 **Advion® Insect**  
Granular bait



All photos are either the property of Syngenta or are used with permission.

©2020 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use.** Advion®, For Life Uninterrupted™, MetaActive™, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are property of their respective owners.  
GS 5589\_1\_19

PROFESSIONAL PEST MANAGEMENT

**ADVION IS NOW  
SPRAYABLE**

**ANYWHERE ADVION GEL  
BAITS CAN GO - AND MORE**

LEARN MORE AT  
[SYNGENTAPMP.COM/ADVIONWDG](http://SYNGENTAPMP.COM/ADVIONWDG)

FOR LIFE UNINTERRUPTED™



← FROM RESIDENTIAL TO COMMERCIAL →

 **Advion® WDG**  
Insecticide



**TO PLACE AN ORDER call 1-800-888-4897 or go to [PestWeb.com](http://PestWeb.com)**