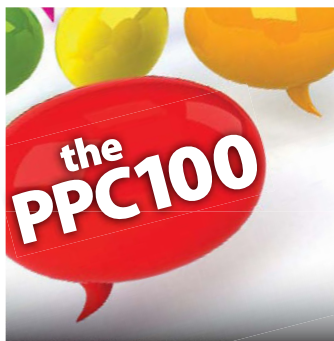




## RODENTICIDE PALATABILITY: TOP PRIORITY

Challenges of bait palatability have influenced rodenticide development



**The PPC100**  
Hot topic of the day: sign written vans, yes or no?



**How to make the most of distributors**  
Middle men or vital link?



**Qualifications round-up**  
The career path for pest control – latest update



**Dealing with bed bugs**  
European Code of Practice to be revised

**APPROVED**  
FOR USE ON LAWN  
IN A BAIT STATION



# Now you're the expert on ant control



Black Ants



Ghost Ants



Pharaoh Ants



Argentine Ants

- Controls all major ant species
- Rapid control
- Quick and easy to apply
- Remains attractive for up to 3 months



Bayer CropScience



**MAXFORCE**  
**QUANTUM**



## Networking events

### ANID National Pest Control Conference

14-15 March / Sirmione, Lake Garda, Italy

### BPCA Fumigation Conference

27 March / BPCA office, Derby

[www.bpca.org.uk/news.html](http://www.bpca.org.uk/news.html)

### PestWorldEast

23-24 April / Dubai

[www.npmapestworld.org](http://www.npmapestworld.org)

### Pest-Ventures

26 April / Yew Lodge Hotel, Kegworth, Nottinghamshire

<http://goo.gl/T1Gne>



### PestEx 2013

10-11 April / ExCeL Centre, London

### 10<sup>th</sup> Fumigants and Pheromones International Conference and Workshop

16-18 May / Indianapolis, USA

[www.insectslimited.com](http://www.insectslimited.com)

### The Facilities Show

MEET US ON STAND W4!

15-17 May / NEC Birmingham

[www.facilitiesshow.com](http://www.facilitiesshow.com)

### FAOPMA

11-13 July / Adelaide Convention Centre, Australia

[www.faopma.com](http://www.faopma.com)

### Total Workplace Management

11-12 October / Olympia, London

[www.twmexpo.com](http://www.twmexpo.com)

### PestWorld

17-20 October / Boston, USA

[www.npmapestworld.org](http://www.npmapestworld.org)

### PestTech

7 November / Solihull, West Midlands

[www.npta.org.uk](http://www.npta.org.uk)

[www.pesttech.org.uk](http://www.pesttech.org.uk)

### Parasitec

14-16 November / Paris

[www.parasitec.org](http://www.parasitec.org)

## Training

BPCA's training courses and examinations are run throughout the year at venues all around the UK.

Full 2012 training calendar

[www.bpct.org.uk](http://www.bpct.org.uk)

...and in PPC67!

Examinations	2012 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
RSPH/BPCA Level 2 Award in Pest Management Exams can be arranged to suit other requirements at the discretion of the BPCA, minimum of six candidates, there may be an additional cost.	23 March	Warwick University, Coventry	£130	£145
	20 April	London - TBC		
	18 May	Halo Crowwood Hotel, Glasgow		
	18 May	Bristol - TBC		
	15 June	Hilton Newbury North, Newbury		
	13 July	BPCA offices, Derby		
	17 August	BPCA offices, Derby		
BPCA Accredited Technician in Pest Control	31 May	BPCA offices, Derby	£225	£305
	20 September	BPCA offices, Derby		
BPCA Certificate in Bird Management	22 June	BPCA offices, Derby	£90	£105
BPCA Fumigation Diploma	22 June	BPCA offices, Derby	£125	£145
BPCA Fumigation Certificate of Proficiency	22 June	BPCA offices, Derby	£210	£265
BPCA Certificated Field Biologist	13 June	BPCA offices, Derby	£285	£390

Courses	PROMPT CPD	2012 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
General Pest Control (residential)	24	13-18 May	Halo Crowwood Hotel, Glasgow	£875*	£1045*
		9-14 September	Warwick University, Coventry		
		9-14 December	Warwick University, Coventry		
General Pest Control (non-residential)	24	20-24 February	Belfast	£700	£900
Pest Control Awareness for Administrators	8	13 March	BPCA offices, Derby	£165	£195
Insect Classification and Identification	10	21 March	Warwick University, Coventry	£165	£195
5 day Fumigation Course	30	21-25 May	BPCA offices, Derby	£875	£1075
Urban Bird Control and Management	20	17-18 April	Hilton Newbury North, Newbury	£300	£365
Stored Product Inspection and Control	10	29 May	BPCA offices, Derby	£165	£195
So you want to be a Field Biologist?	8	28 March	BPCA offices, Derby	£165	£195
Heat Treatment Technicians Course	22	24-25 April	BPCA offices, Derby	£300	£365

\* includes full-board accommodation, BPCA/RSPH Level 2 Award in Pest Management exam fee and access to the BPCA Online Learning programme for six weeks prior to the course.

Book by calling 01332 225 113 or via [www.bpca.org.uk/training.html](http://www.bpca.org.uk/training.html)

Every effort is made to ensure all events run to plan, but BPCA reserves the right to cancel events. A full refund will be given for a booking that is removed by the Association.

## Online learning

The flexible approach to pest control training, learn at your own pace at times to suit you.

[www.bpca.skillgate.com](http://www.bpca.skillgate.com)

## Regional forums - see page 29

BPCA is running a series of events round the UK designed to help your business compete, and your staff stay safe. Book your place by calling 01332 225 111 or via

[www.bpca.org.uk/news.html](http://www.bpca.org.uk/news.html)

Online learning		Member cost (exc. VAT)	Non-member (exc. VAT)
Individual modules	Principles of pest control	£100 per module per year	£100 per module per year
	Birds		
	Insects		
	Mammals		
	Rodents		
All modules		£300 per year	£500 per year

# Bedbug Monitoring Trap



## **AgriSense Bedbug Monitoring Trap for the Professional Pest Control market**

Following several years of R&D, with a focus on a screening program from a library of key ingredients, AgriSense has formulated a refined blend of active ingredients into a monitoring trap which is specifically designed for the professional user.

- ✓ Easy to use
- ✓ Discreet and effective
- ✓ Pesticide and insecticide free
- ✓ Sensitive to monitoring low levels of bedbug infestations
- ✓ Capable of trapping the bedbug developmental stages: instar to adult stages
- ✓ Table on the back for recording 'Placement Date', 'Room No.' and 'Initials' of PCO

*AgriSense products are available through national pest control product distributors. Should you be unable to find one, please contact us through our website.*

**[www.agrisense.co.uk](http://www.agrisense.co.uk)**





# Reaching the platinum standard

It seems the Irish Pest Control Association is very close to having compulsory licensing of pest controllers in Ireland – something that many in the UK would love to bring over here. It's interesting that the Irish Department of Agriculture demands the whole of their industry gets behind the scheme, gets trained, and demonstrates competence before licensing can be brought in.

If the UK is to bring in something similar, then everyone needs to get behind both Continuing Professional Development (CPD) and also CEN's Pest Management Standard. One recent boost for the CEN project is the EU research confirming that the people who actually use and implement standards for services are seeing major benefits in terms of the higher quality of their services, as well as greater levels of consumer confidence and customer satisfaction. Small and medium-sized companies are finding that standards help them to improve the quality of their services and also to market these services to potential customers, putting them on a level playing field with big servicing companies.

For those of us who want to drive out the cowboys, we need that critical mass of people behind the efforts to professionalise and license the sector. Remember - if you aren't

part of the solution, you're part of the problem.

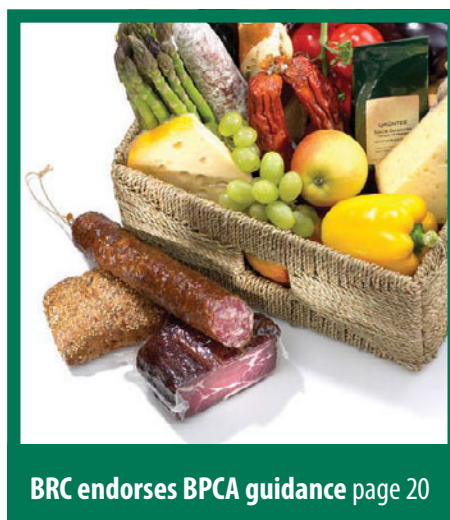
Another benchmark very much in the news is Issue 6 of BRC's Global Food Standard. Every time this is released there's a huge amount of confusion about what each line of the pest control section means. So we went to BRC and asked them. The results of this work are available to all BPCA members.

This year sees the 70th year since BPCA was founded. And that's a good point to take stock of where we are now. BPCA is continuing to drive the agenda, leading on the issues that affect our membership and delivering the benefits you demand. It's our platinum anniversary, and we want to ensure we maintain a platinum standard for the future of pest control.

If you'd like to raise your company's standards, join BPCA or get more involved in what we do, call the BPCA office on 01332 294 288.



**Simon Forrester**  
BPCA chief executive  
[simon@bpca.org.uk](mailto:simon@bpca.org.uk)



## CONTENTS

- 3 BPCA noticeboard**  
PPC's regular spot for events, meetings and training dates, including new courses for 2012.
- 6 News**  
This issue read about how one BPCA member made holes in Victoria Station, Bell's new bait station, and Betty Boothroyd's pest problem.
- 9 The PPC 100**  
Our latest feature: your views on a hot topic of the day. This issue: sign written vans, yes or no?
- 12 Assessing rodenticide potency and palatability part 3**  
Bayer's view on this essential subject.
- 14 Regulation update**  
New labelling.
- 16 SUPPLEMENT: BPCA membership benefits update**  
See how BPCA members have been helped by our benefits programme.
- 18 Qualifications round-up**  
The career path for pest control.
- 20 BRC endorses BPCA guidance**  
Straight from BRC – what the pest control standard really means.
- 22 Eurocido 2012: green pest control**  
Germany's pest exhibition a success!
- 23 Considerations on the control of commensal rodents in food manufacturing sites**  
Dr Mike Ayers from Precision Pest Management.
- 26 How to make the most of your distributor**  
Middle men or vital link in the supply chain? Simon Forrester and Hazel Davis investigate.
- 29 Meet your supply chain!**  
In our UK Regional Forums.
- 30 Tackling bed bugs**  
European Code of Practice to be revised – your chance to have your say on how Europe manages this persistent pest.



Professional Pest Controller is published by the British Pest Control Association.  
© 2012 British Pest Control Association

**British Pest Control Association**  
4A Mallard Way, Pride Park,  
Derby, DE24 8GX

Telephone 01332 294 288 Facsimile 01332 225 101  
Email [enquiry@bpca.org.uk](mailto:enquiry@bpca.org.uk) Website [www.bpca.org.uk](http://www.bpca.org.uk)



Join the conversation on twitter  
[@britpestcontrol](https://twitter.com/britpestcontrol)

### PPC

[ppconline.org](http://ppconline.org)

Editor Simon Forrester [editor@ppconline.org](mailto:editor@ppconline.org)  
Content team Maddy Pritchard, Richard Moseley,  
Kevin Higgins, Simon Forrester  
Advertising Sofi Halliday [sofi@ppconline.org](mailto:sofi@ppconline.org)

Design and production by Ken Davidson, Davidson IGD  
[www.davidson-igd.co.uk](http://www.davidson-igd.co.uk)

PPC is printed on PEFC accredited stock, coming from managed and sustainable forests. It is whitened without chlorine and produced at an ISO 14001 certified mill.

### CPD for 2012: 2 points



BASIS reference: PC/18449/1011/g

PROMPT is a registered trademark of BASIS (Registration) Limited. To join PROMPT visit [www.basispestcontrol.com](http://www.basispestcontrol.com)

# Pest controllers open hole at station



On 18 January, half a million workers passing through London Victoria Station saw a hole seemingly appear overnight in the station floor, as a massive piece of striking 3D floor art encouraging people to 'escape the rat race' was revealed by Prokill Pest Prevention. The 6x4 metre floor vinyl artwork has been developed to stun, stop and engage people as they embark on their daily commute.

Prokill was persuading workers fed up with the daily grind to consider a new career in

pest control. Prokill's MD Dean Spiers said: "With a franchise business comes an established brand, a tried and tested business model and a comprehensive training and support package. We want hard working, committed, forward thinking people to realise that our franchise is a viable option with a strong return not just financially, but it also provides the balance and job satisfaction that you seek and deserve."

[www.prokill.co.uk](http://www.prokill.co.uk)

[www.be-the-boss.tv](http://www.be-the-boss.tv)

## BOOK REVIEW

### IPM for Collections Proceedings of "2011: A Pest Odyssey, 10 Years Later"



English Heritage has pulled together the 27 presentations made at last year's "IPM for Collections" conference under one cover. The book is a 332 page hardback with many illustrations, and includes a disk packed with additional information.

IPM is not a static approach but one that is constantly evolving. An understanding of the threats pests pose to museum collections and the necessity for a systematic approach to combat them is now firmly embedded in the work of collection care practitioners. In addition, the trustees and sponsoring bodies of collecting institutions recognise that it is a significant and cost-effective element of good collections management.

This book describes examples of how the IPM approach has been adopted by large and small institutions around the world, and highlights the many lessons learned along the way. Principal among these is never to become complacent and tied down to routine processes. Another important lesson is the need to ensure everyone understands and is involved with the process of pest management. There is also a need to understand the wider implications of any pest control activity, for example the effect of chemical treatments on DNA.

Coming out of the second Pest Odyssey conference, this book promotes wider understanding and implementation of IPM as an integral part of any collection management programme.

Available now, price £55.00  
ISBN 978-1-84802-114-3



PPC has two copies of the book to give away in a special prize draw, courtesy of English Heritage. For your chance to win, answer this question: What pest has been 'Andy Warholled' on the cover of the book? Send your answer, along with your name, contact number and postal address to [editor@ppconline.org](mailto:editor@ppconline.org) by 30 March 2012 to be in with a chance of winning.

## Pest or pesto?

The BPCA office was sent this picture of a cheeky mouse, which made an appearance at an Italian deli counter in London, only to be snapped by a quick-thinking customer with a camera phone. No word on whether mice will be making a regular appearance on the menu. Mouse-zarella roll, anyone?

[editor@ppconline.org](mailto:editor@ppconline.org)





# Cleanki/

ironmental services



## Cleankill celebrates top marks

Surrey-based Cleankill Environmental Services is celebrating after becoming one of the first UK pest control companies to be awarded the Investors in People (IIP) Bronze standard.

The news came after an IIP assessor visited the company's South Croydon headquarters and interviewed staff about issues like training, work-life balance and communication. Cleankill Managing Director Paul Bates said: "The assessment shows that our team is one of the most experienced and best trained in the country. Around a quarter of UK workers

are employed by IIP-accredited companies, but only 6% of these organisations go beyond the normal standard, and only one in twenty of these achieve Bronze. This means Cleankill belongs to a very select group."

IIP Assessor Anne Hyde added: "I found that there is a real openness across Cleankill, and that people have high levels of autonomy in respect of the way in which they carry out their work."

[www.cleankill.co.uk](http://www.cleankill.co.uk)

[www.investorsinpeople.co.uk](http://www.investorsinpeople.co.uk)



In May BPCA will be taking our message about the quality of our membership to the Facilities Show, held at the NEC in Birmingham. Almost 18,000 FMs attended last year, and BPCA will also be hosting a seminar for FMs to help them select and manage their pest control contract. BPCA will be exhibiting alongside Sitex Orbis, Mitie and NBC Bird and Pest Solutions.

Let us know if you're exhibiting, and if you're popping along to check the show out, make sure you come and see us on stand W4.

[www.facilitiesshow.com](http://www.facilitiesshow.com)



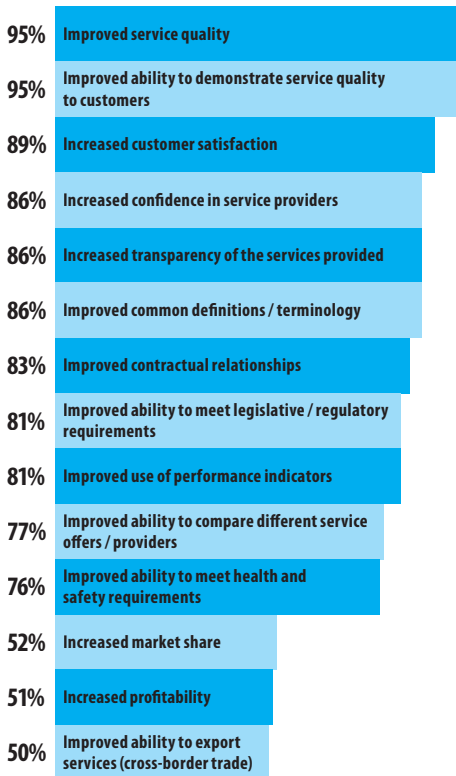
## Survey confirms EU Standards help businesses improve

A recent survey shows businesses across the whole EU are using European Standards as a means to improve the quality of the services they provide, and also to demonstrate the quality of these services to potential customers. This is particularly encouraging for the pest control industry, with our CEN standard just around the corner.

Nearly two-thirds (65%) of the 466 respondents were businesses involved in providing services and more than a quarter (26%) were small and medium-sized enterprises (SMEs), with 84% actively using standards to promote their business.

[www.cepa-europe.org](http://www.cepa-europe.org)

Further benefits identified by users of service-related standards include:



## INCREASE YOUR CUSTOMER BASE

### FOR SALE

Small family pest control business for sale in Cambridgeshire area (completely solvent)

Established 1995

Annual turnover £90K+

Excellent contracts: agricultural, commercial and regular contracted work

Dealing with all public health pests

Excellent reputation for good quality service

Council and Government used / approved

Currently 2.5 qualified technicians

Owner's support/assistance through transfer (negotiable)

Three vans with full livery

No premises included

**Call Ron**  
**01733 890649**

## BPCA launches position statements

BPCA has released two position documents on topics of relevance and importance to members. These have been approved by the Executive Board, and are the first in a series of documents that clearly define the Association's standpoint on issues within our industry. These initial documents refer to waste collections and the despatch of pesticides, and they can be found on the BPCA website. [www.bpca.org.uk](http://www.bpca.org.uk)

## Changes at BPCA

On Monday 16 January BPCA welcomed Maddy Pritchard to the staff team as Operations Manager. Maddy is covering for Lorraine Norton, who is on maternity leave from the end of January. Maddy has worked as a business improvement professional and Senior Project Manager, supporting organisational change programmes and managed customer service teams in a diverse range of organisations and business sectors including the RAC, Thames Water Utilities, Misy plc and Nottingham City Council.

Maddy said "I've worked in other membership organisations before, and I'm relishing the challenge of learning a new industry. My recent experience working for BT, managing IT solution implementations and service transitions, will be of great benefit to our new database and website projects. I am keen to drive this forward so that members can begin to benefit from all the great work done so far by Simon, Lorraine and the team in Derby."

We're sure you will join us in welcoming Maddy to BPCA.

[maddy@bpca.org.uk](mailto:maddy@bpca.org.uk) 01332 225 108



## Join the BPCA Board

Do you have a passion for our industry? Want to join a range of committed individuals with different experience and age from right across pest control? Want to have a role in leading the pest control sector? Want to gain some excellent non-exec director experience?

Then you should consider joining a BPCA Committee.

The Executive Board (EB) is the governing body of BPCA, made up of 15 people from across our industry. EB members are company directors of BPCA, and have a duty of care to both the membership and staff team. With their industry knowledge and experience, their focus is on strategy and performance so

they set targets for the BPCA team to deliver. The team does the day-to-day work, the EB ensures BPCA is being run properly.

Board vacancies are to be decided at the AGM being held at BPCA's Derby offices on 27 June. If you'd like to be nominated, look out for the forms being circulated to members in the Spring, or contact the BPCA office.

The industry needs people who can give something back – in the words of Lord Kitchener, "your association needs you!"

[www.bpca.org.uk](http://www.bpca.org.uk)



## KILLGERM BUYS TALUNEX

Certis Europe BV have sold their aluphos operation to Killgerm Group Ltd. Talunex (aluminium phosphide) and the associated Topex applicator equipment are part of the ever-expanding Killgerm brand with effect from 9 January.

This effectively means a significant reduction of Certis' activity in the public health pest management arena, an event foreshadowed by last year's decision not to exhibit at UK trade shows, and the move of Helen Ainsworth to Barretine.

Certis UK Marketing Manager Robert Lidstone said "Following a strategic review of the business, it has been decided that professional pest control products will no longer be a high priority, and given the increasing demands of stewardship for products such as Talunex, it is the

right thing to divest it to a specialist company in this sector."

Jonathan Peck, Joint Managing Director of Killgerm Group, commented; "This is an important investment for us as Talunex has been a significant part of our portfolio for a number of years, so it is a strategic acquisition for us." He added; "Stewardship requirements through the protocols agreed by RAMPS (UK) are increasing. Both Certis and Killgerm recognise that we are best placed to ensure that these are properly adhered to going forward."

Distribution arrangements will remain unaffected, with product stewardship requirements being the driver of any future changes.

## Killgerm expands bird expertise

Another significant addition to the Killgerm brand is 'Network' Nigel Batten, who joins from P+L Systems. Nigel is Killgerm's new Business & Product Development Manager, and provides a significant boost to their bird control work.

[www.killgerm.com](http://www.killgerm.com)







WE ASKED 100 PEST CONTROLLERS FOR THEIR VIEWS ON A TOPIC THAT'S ON PEOPLE'S MINDS AT THE MOMENT...

## ARE YOUR VANS SIGN-WRITTEN WITH DETAILS OF YOUR PEST CONTROL SERVICES?

The vast majority of pest controllers put some form of signage on their vans. Many mentioned that signage demonstrates professionalism, and also allows easy recognition by security on sites.

One respondent said "It is easier when arriving at clients not having to explain who we are, and we present a more professional image rather than white van man (postie by

morning, postie in the afternoon)". Several people said they have contracts which stipulate permanent signage must be used. Richard from Des Bone Ltd said "We feel the signage on vehicles is important and, of course, the BPCA logo is very important as customers always ask what it is, and we make sure they understand its importance".

Clearly, visible pride in our profession is a very thorny subject – one we will revisit in a future article.

The issue that got people most hot under the collar is whether to use the actual words 'pest control' in big, bold letters. Some PCOs prefer the term 'wildlife management', or leave the words off altogether.

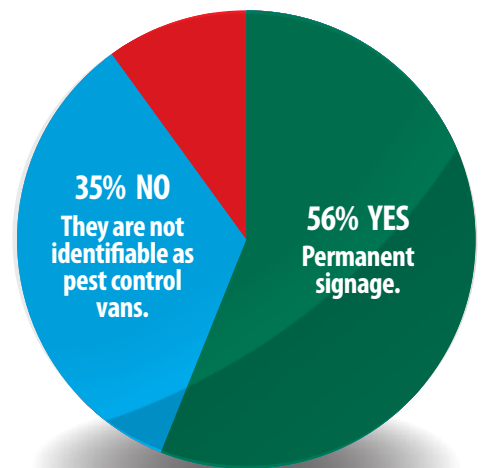
So, as an industry, are we ashamed of what we do? Sean Whelan of Whelan Pest Control believes "We should never be regarded as a sordid dirty business that people want to hide from. We should promote, promote, promote at all times."

Another respondent said "I think that it's important that people understand that pest control exists out there, we are not to be sneered at like some people do. We are a trade, just like a joiner or a gas fitter. Public attitudes to pest control are changing, and the more that people see that pest control operatives are out and about the more accepting they will become."

But the key reason for signage can be summarised as brand awareness – free advertising, if you like. One PCO said "We generate enough business from our vans to pay for the entire fleet to be sign written." Many mentioned the benefit of being noticed at traffic lights or when parked up. One respondent even had a client who was proud to have the pest control van parked outside (a rarity at present!)

Around one in ten prefer removable signage, typically magnetic boards on the van sides. Their views were summed up by one respondent who said "With magnetics I get best of both worlds: for customers who

**9% YES**  
Magnetic/temporary signage I can easily remove.



don't want any signage, I simply remove them. Also, if I'm subcontracted to other companies who dislike a conflict of interests, again I can remove the magnetics."

Of the third who have no signage a variety of reasons were given, from customer sensitivities (especially around food manufacturing, restaurants and hotels) to subcontracting for other companies, through to worries about break-ins. Dean Fowler said "My company vehicle is not signed for customer discretion. I've been in pest control for 20 years and this is a typical request." David Etherington of Pestek Pest Control echoed this point: "We advertise a discreet service and provide exactly this. Most of our work is bed bug detection in hotels. A sign-written van would not go down too well parked outside a five star hotel."

So it seems most PCOs think signage is a 'fantastic' marketing tool, with a minority who think discretion is the better part of pest control.

If you have a question to put to the industry, contact [editor@ppconline.org](mailto:editor@ppconline.org)



John Forrest offers you a professional consultancy service with over 25 years experience in the pest control industry.

As an independent, costs are very competitive and tailored to meet your requirements and budget. Contact me today for a quote.

† 0115 9663163 m 07931 699959  
e [johnforrest90@gmail.com](mailto:johnforrest90@gmail.com)



**Forrest Environmental SERVICES**

[www.forrestenvironmentalservices.com](http://www.forrestenvironmentalservices.com)

Field biologist services • pest control inspections  
consultancy • pest awareness training  
• troubleshooting...



## BELL LABS LAUNCHES NEW BAIT STATION

Bell Laboratories introduces PROTECTA EVO Express, Bell's next generation of tamper-resistant, secured bait stations. First unveiled at PestWorld 2011 in New Orleans, the station has the following key features:

- Single-locking mechanism
- Concrete block in base of station
- Made of 100 percent recycled plastic
- Sturdy, with a heavy-duty removable tray
- Tray holds a variety of trap/bait options
- Ramped entry, enticing to rodents yet secure
- Bar coded
- Service card slot
- Stackable.

Rupert Broome, Bell's Director for EMEA & Asia said "with the weighted EVO Express, technicians don't have to mess with gluing the bait station to a patio block or securing it to the ground. It's ready to go, and can easily be anchored to the ground with a duckbill, if they desire". Two holes on the side of the station also will accommodate a chain or other device for securing it to a fence or pole.

[www.belllabs.com](http://www.belllabs.com)



## Baroness Boothroyd's pest problem

Over the Christmas period, BBC Radio Four listeners heard from guest editor Baroness Betty Boothroyd, who invited BPCA board member Jenny Humphrey from DRE Pest Control to visit her Cambridge home and talk about her problems with deer, moles and rabbits.

<http://goo.gl/3Gai1>

Jenny said "I enjoyed being on the programme and it was a great lesson in how journalism works – we spent a few hours on site and they used just a couple of minutes in the piece. Baroness Boothroyd was brilliant, and I gave her some great food for thought on how to control her pest problems."

[www.drepestcontrolcambridge.co.uk](http://www.drepestcontrolcambridge.co.uk)



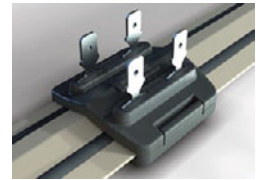
## NEW ROLE FOR ECOLAB'S FIONA

Fiona Wollaston's role as Marketing Director for Ecolab has expanded from UK and Ireland to cover all of Europe, the Middle East and Africa.

Congratulations Fiona - time to order a new passport!

[www.ecolab.com](http://www.ecolab.com)

## Network launches new Avishock™ track



Avishock™ has long proven to be a popular bird control system with professional pest controllers since its 2008 launch. The brand new track, developed and manufactured exclusively by Network, improves on the original in many key areas. For more details visit [www.networkbird.net](http://www.networkbird.net)

## PEST-VENTURES RETURNS AS ONE-DAY EVENT



Rodent control, including new research into anticoagulant resistance in mice, plus an in-depth look at block control for the 21<sup>st</sup> Century and its role in combating resurgent pests like bed bugs, dominate the Pest-Ventures 2012 programme.

Billed as more participative, but still tackling the key technical pest control issues at a strategic as well as tactical level, this popular event returns on 26 April in a new one-day format. Pest-Ventures is again being held in Kegworth, Nottinghamshire, near to East Midlands airport and six PROMPT CPD points are available.

Break-out sessions will tackle the future of permanent baiting against rodents and a fresh look at the old technique of block control. The technical core of the programme is preceded by Killgerm's Jonathan Peck, who outlines the future of pest control legislation, followed by a run-through of the latest results of the National UK Pest Management Survey (as seen at PestEx). Delegates can also meet representatives from BPCA to discuss any issues. Tickets cost £165+VAT.

To book call Moira Hart on 01664 822 678 or complete the flyer in the PPC 66 mailing. <http://goo.gl/534KW>

## PEST CONTROLLER INJURED

Rentokil technician Mark Crenell is in hospital following a fall while netting a supermarket in Lyme Regis, Dorset in late January. After the fall Mark was quickly taken by helicopter to Southampton hospital where he underwent surgery to stop cranial bleeding and relieve pressure on the brain. He remained in a coma over the weekend, but 'came round' and was able to recognise his family.

A Rentokil spokesperson said: "Following an incident at a customer's site in Lyme Regis on 24 January, Rentokil Pest Control is undertaking a full investigation.

A Rentokil pest control technician was involved in a serious accident having fallen from a ladder whilst carrying out preventative bird control services. The employee suffered

head trauma and was admitted to Southampton Hospital for treatment where he underwent emergency surgery. We are supporting his family throughout this difficult period.

The health and safety of our employees is of paramount importance. We have rigorous health and safety policies in place and each Rentokil employee undergoes full ongoing health and safety training."

We all send Mark, Natalie and all his family good wishes for a speedy recovery.

BPCA has put together an online CPD on ladder safety, which is free to use and is worth six PROMPT CPD points.

[www.rentokil-initial.com](http://www.rentokil-initial.com)

[www.bpca.org.uk/cpd](http://www.bpca.org.uk/cpd)



## SAVINGS FROM STRATEGIC BIRD CONTROL

Pest birds can cost thousands of pounds each year in clean-ups, repairs and damaged equipment so a comprehensive bird control programme yields long-term savings. Many express a preference for 'green' solutions to avoid using harmful chemical pesticides that may put workers in danger, or other methods that may harm the reputation of you or your client.

Bird-X specialises in eco-friendly solutions including bird spikes, netting, visual scares, taste aversions and sonic/ultrasonic devices that deter birds from roosting in specific areas. These are all humane, environmentally-safe, non-toxic solutions that use scientifically-researched methods to keep pest birds away. It is important to consult with a full-service bird control provider, who can help with comprehensive solutions designed to meet the specific needs of each of your clients. [www.bird-x.com](http://www.bird-x.com)

## P+L Systems buys SX Environmental

On 13 February P+L Systems announced the

acquisition of SX Environmental Supplies Ltd from its founder Richard Lunn. Founded in 1996, SX has grown rapidly to become a major player in the industry, with a strong and diverse customer base. The SX business will remain in its current facility and Richard Lunn and his staff will continue to manage the business going forward.

Commenting on the acquisition, P+L Managing Director Peter Mangion said "We are delighted to welcome the SX Environmental brand and business into the P+L Systems family. Richard Lunn and his team have built a strong business in SX and we are delighted that the team will remain with us to help with the next stage of the company's development. This is an important strategic acquisition for P+L Systems, one which broadens our offer to our increasingly wide pest control and facilities management customer base across Europe."

Richard Lunn, founder of SX, said: "Having worked hard to grow the SX

P+L Systems



business over the last fifteen years I am delighted that the SX brand will enter the next stage of its development as part of the P+L Systems Group. My expansion plans for the SX

brand to grow throughout Europe will benefit from the investment and resources which a larger organisation can bring. I am pleased to be remaining involved with the business I created and am looking forward to working with the team at P+L Systems. I would also like to thank all our customers across the UK that have helped us grow over the last 15 years and they have mine and my team's assurance we will continue to support their business with the same unrivalled support and service."

Clearly another significant consolidation in the market, hot on the heels of Killgerm's purchase of Certis' Aluminium Phosphide business. What these acquisitions will mean for end users remains to be seen.

[www.pandl.co.uk](http://www.pandl.co.uk)

# The One-Stop Shop for all your Bird Control needs!



QUALITY  
PRICE  
EXPERIENCE  
SERVICE



- Bird netting & hardware
- Stainless steel bird spikes
- Repellent liquid & gel
- Sonic/ultrasonic devices
- Full line of **GREEN** products
- Visit [www.bird-x.com](http://www.bird-x.com) for more information

Bird-X UK & Ireland:  
+44 (0) 1903 715 631  
[sales@bird-x.co.uk](mailto:sales@bird-x.co.uk)

European Office:  
+31 (0) 548 659 016  
[europe@birdx.eu](mailto:europe@birdx.eu)

US Operation: Chicago, IL USA  
(+1) 312 226 2473  
[sales@bird-x.com](mailto:sales@bird-x.com)

**BIRD-X**



# Rodenticide palatability: top priority

“The success and efficiency of modern rodent control ultimately comes down to the take up of the bait: fundamentally ‘will they eat it?’ ”



Following the launch of Bayer’s new rodenticide range, Rodilon last autumn, Head of Sales Alan Morris discusses how the challenges of bait palatability have influenced

its development and explains why he believes palatability should come top of the bait selection priority list.

The success and efficiency of modern rodent control ultimately comes down to the take up of the bait: fundamentally ‘will they eat it?’ There are a number of ways to compare and contrast rodenticides. The level of active ingredient, its activity against rodents (LD50), toxicity to non-target organisms (e.g. pets, farm animals, surrounding wildlife), and location in which it will be used (indoor or outdoor). However, until it can be established that bait uptake can be achieved, the factors such as the LD50 statistic, potency rating and speed of kill are less important.

At the level of rodenticide development, the first consideration should be the choice of bait. The key factor in bait choice is bait uptake – its attractiveness and palatability. Obviously in a control situation it’s still important to conduct a risk assessment and use rodenticides as part of a wider strategy. But, when considering the rodenticide itself, it’s absolutely essential that it will actually be eaten by the target.

## Achieving bait palatability – how is it done?

Significant investment and resources are spent on palatability studies, to enable scientific evaluation of various bait formulations during the development stages of a rodenticide. The studies determine the level of desirability and attractiveness to rodents and aid in fine tuning the finally selected bait formulations. The evaluation also allows valid comparisons to be made with existing commercially available baits.

### Laboratory trials

The first stage of palatability studies takes place in a laboratory situation, rodents are given two food sources to determine their preference. Studies are made to review feeding habits, the return of the rodent to the bait, and the rate of consumption. These tests are designed to show what the rodent prefers to eat, whether it be a food source or a rodenticide bait.

### Field trials

After laboratory trials the next step is to determine the performance of the formulations in the field. These field trials aim to provide real life experience and then data is analysed before the product is brought to market. In these situations a site is first monitored with a supply of a non toxic food source to estimate the current rodent population numbers. The food source that was used for monitoring is then replaced with the rodenticide bait formulation. The population numbers are monitored throughout the trial period and the data is gathered to show the effectiveness of the bait.

The four Rodilon formulations have been extensively tested for palatability and efficacy in laboratory and field trials and they perform extremely well. This is vital – as a more palatable and attractive bait will help speed up bait consumption, to achieve more rapid control.

### Palatability of formulations

It’s also important to choose a bait formulation suited to the infested environment and that will appeal to rodents to the same degree as the existing dominant food source. For example, the use of a loose grain based bait wouldn’t be suitable in a food production unit due to the potential for contamination. However, a paste bait with no risks of spillage would be an ideal option.



### Understanding rodent behaviour and biology

An understanding of rodent behaviour and biology is also important. There are a number of fundamental differences and similarities between rats and mice, making it essential to know your enemies individually.



### Mouse behaviour

The house mouse (*Mus musculus*), prefers to spend most of its life indoors in extended family groups of 5 to 9 mice. Typically spending 70% of its time off the ground creating nests in wall cavities, lofts and insulation means placing bait only at ground level may result in less bait uptake. Baiting points placed at height can increase the effectiveness of a treatment programme.

Unlike rats, mice will actively investigate new objects, and being erratic feeders they will take food from as many as 20 to 30 different feeding points in any one night, requiring the placement of many baiting points – the more the better.

### Rat behaviour

The behaviour of rats on the other hand is neophobic: fearful of new objects within their environment. This means they will often avoid any new bait stations until they are confident of their safety, often taking up to two weeks before entering a bait station for the first time. What's more, once a rat has had a bad experience it will communicate this to other group members by urinating on the baiting point, thereby causing a bait to be avoided entirely.

As a species rats typically do not move great distances, usually occupying a territory 100 to 250 metres in area, however, they have been

known to travel as far as two kilometres (1.25 miles) in search of food.

In contrast to mice, rats spend most of their life at ground level, feeding almost exclusively from one or two sites a night, consuming on average 10% (25-30g) of their total body weight per day and moving within an established series of definite routes and trails. By locating themselves in areas of good cover, close to buildings they can safely move between nesting, feeding and watering sites.

### Tailored bait formulations

It is clear, due to the differences in feeding habits and general behaviour of rats and mice, that tailored bait formulations were considered for the development of Rodilon. It's important to offer treatment flexibility and match the bait formulation to the type of feed sources that are dominant within the target treatment area. So it's imperative to choose a bait formulation suitable to the treatment site. For example, baiting in a grain store would be an obvious sign to use a grain based bait – a square block formulation would instantly be seen as an oddity. It is these type of considerations and needs which have influenced the development of various bait formulations available to pest controllers, and will continue to do so in future.

[www.pestcontrol-expert.com](http://www.pestcontrol-expert.com)

**RODILON FORMULATIONS** have combined the new active ingredient with the highest quality food grade materials to ensure attractiveness and effectiveness after just one feed.

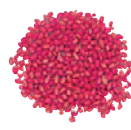


#### Rodilon Blocks

Rodilon Blocks are also ideal for locations where spillages or non target species risks are a concern.

The trials confirmed that the palatability of Rodilon Blocks is superior against other branded baits, achieving over 70% consumption in the Norway rat showing a clear preference for Rodilon Blocks.

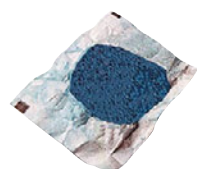
With multiple edges, the Blocks are specifically designed to encourage gnawing, which could help to prevent short circuiting or significant repair bills caused by rats gnawing on electric cables or building infrastructure.



#### Rodilon Wheat Tech

Rodilon Wheat Tech is whole wheat grain bait, containing food grade quality grain chosen to match rat baiting preferences and increase

consumption in even the most difficult indoor urban, commercial and residential environments. In palatability studies, Rodilon Wheat Tech achieved over 75% consumption rate in the Norway rat compared to 25% with untreated wheat, showing that the rat has a clear preference for Rodilon Wheat Tech.



#### Rodilon Soft Block

Rodilon Soft Block is a sachet containing a pre-measured portion of paste. With no spillage risk it is an excellent choice for both rat and mouse control where there are other

competitive food options available. Because of the high quality food grade ingredients and fine tuning of the trials, the bait is highly palatable to rats and mice from the first day of bait lay, with no bait avoidance. And being presented in pre-measured sachets, pest controllers have the added benefits of no direct contact with the paste and reduced exposure.

Palatability studies show that Rodilon Soft Block achieved an 80% consumption rate in the Norway rat compared to 20% consumption in untreated wheat.



#### Rodilon Trio

Rodilon Trio is a totally unique formulation in the UK market. It has been developed specifically to be in tune with a mouse's diet and contains a mixture of oat grains, sunflower seeds and maize – ingredients chosen for their known palatability to mice.

In palatability studies, Rodilon Trio has achieved an 87% consumption rate in the House mouse compared to 13% in untreated wheat crop, showing clear attraction and preference against competing food sources. In the Norway rat, an 83% consumption rate was achieved with Rodilon Trio compared to 17% with untreated wheat. Both Rodilon Wheat Tech and Rodilon Trio benefit from a unique 'Turbo Impregnation' manufacturing process. Because mice remove the husk from grain before consumption, Turbo Impregnation seals the active ingredient to both the outer husk and inner core of the bait, aiding delivery of the lethal dose. The process also means the pest controller has less exposure to dust when using the baits.



BPCA Technical Manager Richard Moseley summarises some key regulatory issues affecting our sector.

## REGULATION **UPDATE**

Second generation anticoagulant rodenticides (SGARs) are coming under attack from both the Health and Safety Executive (HSE) and the relevant departments of the European Commission, neither of which have allowed a thorough consultation process to take place. BPCA has responded to both issues on behalf of our membership.

Active ingredients that are passing through the Biocidal Product Regulation (BPR) registration process are subject to different label instructions than products that were registered under the Control of Pesticides Regulations. This means that pesticide users must ensure that they regularly read the labels of their products, or they could easily find that treatments processes that were perfectly legal previously are now considered illegal.

A perfect example of this is the recent instruction by HSE that where rodenticide is used in a public area, the treatment area must be marked during the treatment period with a notice explaining the risk of primary and secondary poisoning. Instruction regarding measures to be taken in case of poisoning must also be on the signage of the treatment area.

If you have not yet come across this information on a product label, I am sure the impact of it is starting to register. As the label currently stands on the actives registered through BPR in the UK, you will have to clearly signpost your treatments in public areas even if you use tamper proof rodent monitoring points! Even the guidance from the European Commission instructs that signage is only required if tamper proof monitoring point are not used <http://goo.gl/0o9Jh>. Current label changes also alter the classification of spent

rodenticide to hazardous waste instead of controlled, potentially making disposal of waste more difficult and expensive.

BPCA is obviously concerned about the new labels and the complete lack of consultation that has gone into this decision. HSE is technically under no obligation to consult with industry organisations such as BPCA, but it seems amazing that such a massive shift has occurred on the labels without research by the competent authority or flagging by the manufacturers. Clarity is being sought to resolve this issue.

Not only does the label require amending to make the instruction clear, but consideration needs to be made regarding what the likely results are of signposting of any treatment area. Attracting members of the public to treatment areas may be more likely to

**“...you will have to clearly signpost your treatments in public areas even if you use tamper proof rodent monitoring points!”**

heighten risk rather than mitigate it. Incidents of rodenticide theft, bait spillage and non-target poisoning may increase if the public are made aware of the ongoing works of pest control professionals. The number of programmes that feature pest control on television are testament to the fact that ‘pests’ is an engaging topic that attracts the interest of the general public. If we highlight our treatments, we have to accept that they are more likely to be entered by the public, well-meaning or not. This brings humans and pets in to contact with areas of infestation,

making the transmission of rodent-borne disease more likely. Professionals also know how important it is not to disturb treatment areas due to the cautious nature of brown rats. Could it be possible that treatment times are lengthened and more bait is used to control infestations that have been disturbed and spread via contact with unwitting members of the public? Who knows, but surely it must be considered. These concerns have been raised by BPCA with HSE, and we will keep the membership informed of any progress.

The Association has also felt it necessary to contact the European Commission on a similar matter that is also notable for the lack of consultation that has taken place. Members may remember a consultation that the BPCA took a very active role in during Easter 2011 which concerned risk mitigation measures regarding second generation anticoagulants and human health. A similar review process is taking place for anticoagulants but regarding risk mitigation measures for environmental concerns. However, there has been no UK consultation on this matter and various risk mitigation measures have been suggested in a document produced by the Product Authorisation & Mutual Recognition Facilitation Group (PA&MRFG) and discussed at their 2011 December meeting. The four suggestions for mitigating risk are all problematic and require further research. BPCA, CEPA and CEFIC are all concerned about the veracity of this document, and all are working to provide a unified response to the Commission.

As always, your BPCA is working hard to maintain your rights and protect the professional pest control operator. We will keep you fully informed of any developments with these matters.



# Permanent baiting: what does the future hold?

Unfortunately, we don't have a crystal ball, but it does seem possible that changes will occur regarding the permanent use of SGARs. The risk mitigation consultation document regarding human health that HSE circulated a year ago clearly drew attention to 35-day treatment periods and follow up frequencies for SGAR application. The European Commission's PA&MRFG documents regarding environmental risk mitigation could also ultimately advise more restrictive SGAR use.

Back in April, BPCA members were quick to draw attention to the fact that most professional pest controllers deal with complicated rodent infestations that invariably take more than 35 days to control, and work on complicated sites subject to continual re-infestation. These

facts were rigorously stressed by BPCA in our comments to HSE, and we look forward to their response.

And be assured, it is not just at national level that the Association is lobbying regarding issues such as treatment frequency. As we write, CEPA, the Confederation of European Pest Management Association, and CEFIC, The European Chemical Industry Council, are developing responses to the EU. The CEPA response, in which BPCA is heavily involved, clearly draws attention to permanent baiting among other issues. Similarly, BPCA is working with other industry partners like the CIEH National Pest Advisory Panel to meet with HSE in order to explain the importance of industry consultation.

BPCA will keep our membership

**“Attracting members of the public to treatment areas may be more likely to heighten risk rather than mitigate it.”**


informed of developments on the issues relating to the use of anticoagulants. We would encourage all members to abide by product labels and carefully consider where and when they are using SGARs, and ensure that environmental risk assessments are completed where rodenticide is in use on a regular basis.

BPCA members who require support with documents such as environmental risk assessments or waste licences can now access our free Business Shield support scheme, accessible via your unique log in or the 0845 number.



## YOUR BIGGEST NETWORKING AND SHARED LEARNING OPPORTUNITY OF THE YEAR

Visit the show and:

- meet with  on stand W4
- learn from 300+ hours of free education and CPD content
- talk to more than 250+ exhibitors and the pest control experts, NBC Bird & Pest, Sitex Orbis & many more

**REGISTER FOR FREE, QUOTING SPA2 AT  
[WWW.FACILITIESHOW.COM/REGISTER](http://WWW.FACILITIESHOW.COM/REGISTER)  
AND AVOID THE £30 ADMISSION FEE**

FACILITIES SHOW IS PART OF THE PROTECTION & MANAGEMENT SERIES, UNITING FACILITIES & ESTATES MANAGEMENT WITH SECURITY, FIRE AND SAFETY PROFESSIONALS

IN ASSOCIATION WITH SUPPORTERS INCLUDE



SISTER SHOW

ORGANISED BY

**15-17 MAY 2012**  
**NEC BIRMINGHAM**  
 **JOIN THE CONVERSATION**  
[TWITTER.COM/FACILITIES\\_SHOW](http://TWITTER.COM/FACILITIES_SHOW)



**THE UK'S FAVOURITE  
FACILITIES SHOW**

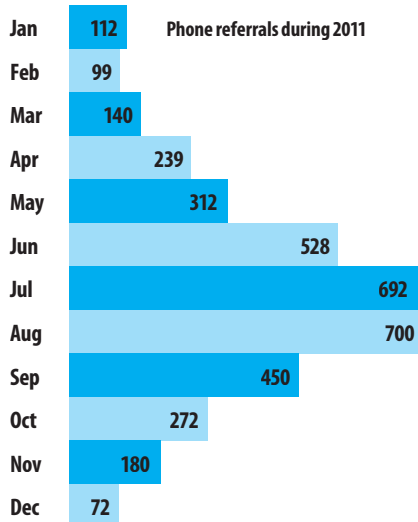
**FREE TICKETS NOW AVAILABLE**

# BPCA membership benefits update

Here's a summary of some of the benefits we've introduced over the last year, with an update on how we're doing. If your company wants to take advantage of these free-to-use benefits and discounted services, call us on 01332 294 288 or the numbers shown below.

## Referrals

One of the key ways we deliver value for money is by referring work to our member companies. Last year we took over 3,800 calls to the office requesting pest control companies. We provide each caller with the contact details of three member companies in their area. Alongside that, we have our web site search, which during 2011 received almost 7,500 searches for pest controllers, driving business to your web sites and phones. In 2012 we'll be upgrading our web site to bring in the latest developments, delivering even more lucrative work to our member companies.



## Health and safety standards - with no cost

Contractors Health & Safety Assessment Scheme (CHAS) assessments are available for free through BPCA's member assessment programme – a unique benefit. Many contracts now make safety schemes compulsory, and CHAS has mutual recognition via [www.ssip.org.uk](http://www.ssip.org.uk) so no need to spend hundreds on multiple schemes! BPCA have put over 70 servicing companies through CHAS free of charge.



“Last year we took over 3,800 calls to the office requesting pest control companies.”

## Promoting you to customers

You've heard about issue two of **alexo** magazine, which was circulated to 15,000 UK contacts. Issue three will be released in May 2012, and will be focused on the hospitality sector. So if you want to win business with hotel chains, restaurants and food service providers, you need to be in **alexo** magazine. Remember, we offer free publicity for BPCA members in any of the articles we run, and can also offer you discounted advertising rates.



Articles for issue three:

- Contract catering: the importance of co-ordination (Joint article with British Hospitality Association)
- Bed bugs: the real Olympic legacy? (sub-article on controlling infestations introduced by guests)
- History and importance of public health pest control
- Flying insects: problems and solutions

- Article with CIEH based around their publication 'pest control procedures in the food industry'.

If you or your products should be mentioned in any of these articles, get in touch with [editor@alexo.org.uk](mailto:editor@alexo.org.uk) as soon as possible.

We will also be taking **alexo** on the road, with a BPCA stand at the Facilities Show (which had 18,000 visitors last year) and holding a seminar on pest control for FMs at the event. Additionally, other recent publicity included a £10K print advertising campaign for **alexo** in FM trade magazines, and a feature in SOFHT Focus magazine (Winter edition).

## Jobs

BPCA offers a job website for those looking to recruit new staff, or fill vacancies. We get around 10 new jobs listed, and around 400 visits to the jobs page each month.

If you have a vacancy to fill within your company, members can list for free (normal charge £150) by emailing [enquiry@bpca.org.uk](mailto:enquiry@bpca.org.uk)

[www.bpca.org.uk/jobs.html](http://www.bpca.org.uk/jobs.html)



“So if you want to win business with hotel chains, restaurants and food service providers, you need to be in alexo magazine.”





**EXCLUSIVE  
BENEFITS  
PACKAGE**



## BusinessShield



BPCA BusinessShield is the newly-launched health and safety, environmental and employment law resource provided completely free of charge to BPCA members and those on our probationers scheme. We recently sent a letter and email containing information on the service.

Briefly, the service provides:

- Health and safety, environmental and employment law telephone helpline – no cost to use
- Exclusive online BPCA members area
- Online 'Ask The Expert' service
- Extensive online database of health and safety, environmental and employment law documentation
- Health and safety, environmental and employment law update seminars
- Exclusive option to upgrade to BusinessShield Plus at heavily discounted rates (details to follow in the post).

Existing BPCA members can access the online resource by selecting the 'Benefits' tab on the BPCA website, then clicking on the BusinessShield logo. Username and

password then need to be entered. The telephone helpline couldn't be easier, just dial the 0845 number and you'll be given help.

Although the service only went live a few weeks ago, we have already seen interest from many members, including one on the Transfer of Undertakings (Protection of Employment) Regulations (which lay down strict employment rules where one company takes over another). Another concerned the rights of an employee who was on temporary lay-off. Both members received instant and detailed advice, which they found invaluable. All this was provided free of charge.

Also we have received our first enquiry for BusinessShield Plus, a bespoke health and safety and/or HR service at heavily discounted rates for BPCA members. The member concerned was delighted to find an extremely cost-effective solution for a 'hands on' health and safety service.

[www.bpca.business-shield.co.uk](http://www.bpca.business-shield.co.uk)



## PayYours®

THE SMART WAY TO GET PAID

Since forming the partnership with BPCA in August 2011, PayYours has offered pest controllers the facility of taking payment by Debit and Credit Card via terminal, tablet, laptop or smartphone.

65 Members have applied for the facility so far, taking advantage of immediate payment on site as soon as the job is done. The scheme gets better the more people sign up. PayYours is pleased to announce that rates have now dropped to 1.95% for credit card transactions and 19.5p for debit cards – making it an even better deal.

Peter Stuart of Aberkil was one of the first pest controllers to sign up with PayYours. He says "PayYours is one of the best purchases I have made for my business. It has improved the cash flow and provided payment options to my customers. Whereas my domestic customers all used to pay by cheque, they now pay by card saving me the time and costs of banking cheques."

Join up now with the special BPCA promotional code ABPC615753 and the join-up fee is waived.

Call 0161 855 3979 or visit [www.payyours.co.uk](http://www.payyours.co.uk)



In the six months that answer-4u have been working with BPCA they have enjoyed many productive conversations with members, none more so than at the Headingley, Oval and Leatherhead regional meetings last year. Four BPCA members have signed up to the message-taking service, and three more to the bespoke service for diary management, call-out coordination and information about company products and services.

The main issues raised by members during conversations have been around costs and flexibility of service, eg diverting calls to mobiles or voicemail. Some key points:

- The simple message taking service starts from £8.00 per month for BPCA members

- From research, up to 80% of people will not leave a message when faced with a voicemail
- As a consumer with a pest control emergency, would you leave a message or want to speak to somebody immediately?

Jeff Nelson of Environmental & Building Services Ltd sums this up perfectly: "I have had many new customers state that they were so grateful that somebody answered their call out of office hours. These customers have gone on to recommend me, so I would say that providing this level of customer service has given me a constant stream of new customers."

[bpca@answer-4u.com](mailto:bpca@answer-4u.com)

Telephone  
08008 22 33 44



### Not a member yet?

Join now - we can save your business much more than the cost of membership. To find out more about how to access these benefits or to join BPCA contact Rachel Eyre on 01332 225 112

[rachel@bpca.org.uk](mailto:rachel@bpca.org.uk)



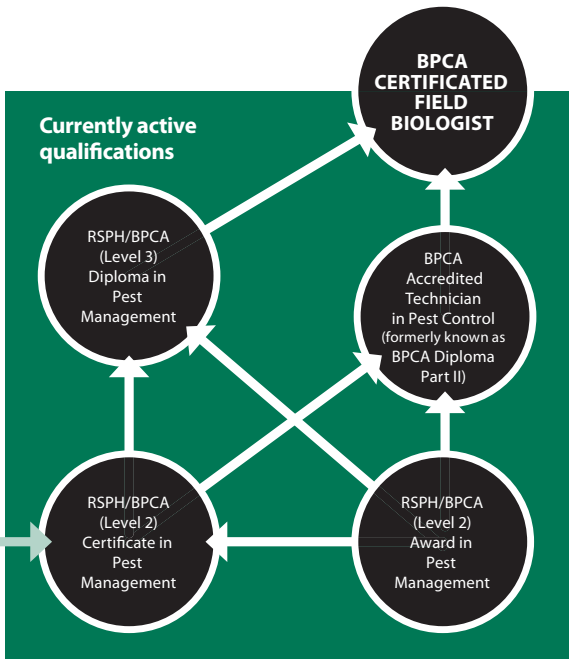
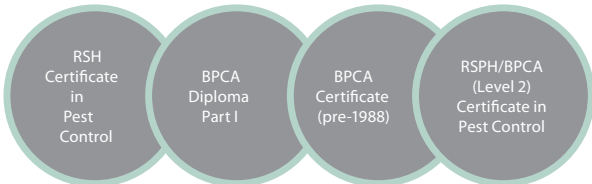
Qualifications and training should be an integral part of any company's ethos. To the customer they show your commitment to providing a good level of service from competent staff. To staff they show commitment to their development, safety and career progression. But are you aware of what's available in terms of qualifications, and what could be on the horizon? Richard Moseley investigates.

**"...a clear progression path exists for the keen pest professional."**

The first thing to realise is that qualifications bring tangible benefits for employees and employers. Research carried out by BPCA (see PPC 62) clearly showed that qualified and trained staff receive better wages, and Level 2 qualified staff on average will generate almost £260 a week more business for their employer. This shows that qualifications such as the Level 2 Award in Pest Management are not just a must for health and safety reasons, they are an investment. A typical 5-day BPCA course at Warwick University would cost just over three weeks' additional business from a trained person – a far better return than the interest on a bank account.

The current entry-level qualification in the pest control industry is the BPCA/Royal Society for Public Health (RSPH) Level 2 Award in Pest Management, called the 'Level 2'. This is the minimum qualification that all pest controllers should work towards and is part of BPCA's membership criteria, along with other equivalent qualifications. The Level 2 is a popular qualification, with hundreds of candidates sitting the exam every year.

**Legacy qualifications**





Though termed 'entry level', I am sure anybody who has sat this exam will agree it is a serious undertaking that requires thorough preparation and study. BPCA has the only online pre-course training available, which helps delegates through this demanding qualification.

As well as the Level 2 Award, the RSPH Level 2 Certificate is also available. The Level 2 Certificate consists of the Level 2 Award with the addition of two practical assessments bolted on to the qualification. The practicals are designed to test the knowledge of the candidate and are a pre-requisite of the Level 3 qualification that is now available from RSPH. Candidates can decide whether to sit the practicals at the same time or later, or even complete the practical units as part of the Level 3 Diploma in Pest Control, which is the next step on the ladder. Many years in development but only recently available, the qualification consists of an exam plus two assessments and a portfolio of evidence that is submitted to the exam centre for marking. Again, candidates will need to be aware that the Level 3 will be a considerable undertaking to which they will need to commit time and effort if they are to achieve the qualification.

But what options are there within the industry for those who feel that the Level 3 does not quite suit their requirements? For many years BPCA has run the Accredited Technician in Pest Control (ATPC) qualification, which is designed for technicians with a number of years' experience. This is a popular BPCA qualification that is currently in high demand and consists of several sections to the exam, including sample identifications, risk assessment, treatment report and oral exam; all under strict time controls. The ATPC can be sat in a single session, with the emphasis placed on studying prior to the exam, rather than submitting assessments over a period of time. Whichever is the



preferred route of the candidate, it is clear that via Level 3 or ATPC a clear progression path exists for the keen pest professional.

Those of you who have experience of qualifications in other fields may now be asking 'what next?' The introduction of the Level 3 is incredibly positive, but some career path qualifications run up to Levels 8 or 9. What is the next step for the committed pest controller? Well, again BPCA currently possesses the Certificated Field Biologist qualification that is designed for pest controllers who are at inspector level and carry out in-depth assessments on complicated sites. The requirements of this qualification would suggest that if it was formally registered on a qualifications framework, it would sit at Level 4, making it the obvious next step for those who want to continue their development within the pest management industry. BPCA is currently investigating if this is feasible, and will keep members up to date on any developments.

It is clear that for those who want to follow

a sensible qualification route within our sector, options are available, and further developments may be on the horizon. It should also be borne in mind that at the other end of the career path, apprenticeships may also be available in pest control, offering employers even more options and assistance with recruiting and training staff. BPCA recently lobbied Asset Skills to obtain funding for a pest control apprenticeship programme, which would offer employers money to help pay wages to train up new entrants to the sector. Over 20 BPCA members gave their formal support, which Asset Skills has said is vital to securing funding from Government. Progress on apprenticeships will be discussed by the Training and Education Forum meeting to take place at BPCA's Derby Offices on 2 May 2012. Companies interested in apprenticeships are welcome to contact BPCA for more information and to attend the meeting.

[www.bpca.org.uk/training.html](http://www.bpca.org.uk/training.html)



## Are you a registered BASIS PROMPT professional?

PROMPT is an independent industry-recognised register of suitably qualified people who can genuinely claim to be professionals in public health pest control and related activities.

Members make a commitment to lifelong learning Continuing Professional Development (CPD) which all professionals in leading industries are expected to make.

Show your customers that you're a true professional.

For further information, go to [www.basispestcontrol.com](http://www.basispestcontrol.com)

1272  
MEMBERS NOW  
REGISTERED



PROFESSIONAL PEST  
CONTROLLERS REGISTER

# BRC endorses BPCA guidance

If your company has any contact with sites that are subject to British Retail Consortium (BRC) food standard audits, you'll be aware that the new version of the Food Safety Standard, Issue 6, came into force in 2012. Richard Moseley sets out what it means for pest controllers.

BPCA has been contacted by a number of members who are being questioned on the pest control aspects of Issue 6, so we decided to take the direct route and contacted BRC for clarification. Readers of earlier issues of PPC may remember the lobbying work carried out by BPCA to amend the draft version of Issue 6 last year. The draft instructed that non-toxic monitoring points could only be used internally on BRC sites. It is testament to the good relationship that exists between BRC and BPCA that this was reconsidered and changed to instruct non-toxic monitoring in open product and storage areas. This was one of very few amendments to take place to the Issue 6 draft document.

To support members and sites subject to BRC assessment, the BPCA broke down the pest control section of Issue 6 and clarified any ambiguous areas of the specification. This document is now openly available for members and can be accessed via the BPCA website.

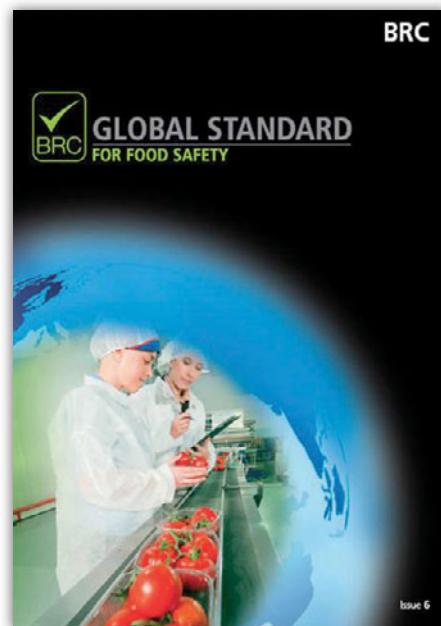
The Association is committed to working closely with specifiers to bring clarity and common sense to specifications where possible, and this guidance document is a perfect example of this work in action.

BPCA and BRC are aligned on the issue of competence to practice as a pest controller. BRC states that pest control operators should be trained and licensed to handle pest control products, and 'experts' (as defined in Issue 6) would normally be expected to be more senior in terms of experience/knowledge than the regular service personnel, as the objective is to provide a more in-depth inspection service and review the existing pest control measures.

The Association also feels that our members should look at specifications such as BRCs as an opportunity, rather than a hindrance. For example, Issue 6 advises that in-depth technical visits by 'pest control specialists' should typically take place on a quarterly basis. This is a good opportunity for members to increase their routine portfolio work on a number of BRC sites, including sites where pest control is carried out internally by site staff, as they may require the support of external professionals to audit their systems. Food manufacturing specifications can also generate revenue for pest controllers by instructing suppliers to undertake pest awareness training or to install bird proofing measures. The BPCA technical team is always available to help members with training requirements for their customers.

Executive board members Martin Harvey, from Harvey Environmental Services, was a member of the team heavily involved in the creation of the BRC Guidance Document, and he is under no doubt about how beneficial it can be for pest control companies to meet auditing standards. "Pest control

**"The Association is committed to working closely with specifiers to bring clarity and common sense to specifications where possible, and this guidance document is a perfect example of this work in action."**



professionals and organisations who can comfortably meet auditing standards such as BRC undoubtedly open up opportunities for new business and protect existing contracts. Any help that the BPCA can offer members to meet these requirements should be warmly welcomed as a positive move to help strengthen member portfolios, and we hope this guidance will be the first in a series of related documents."

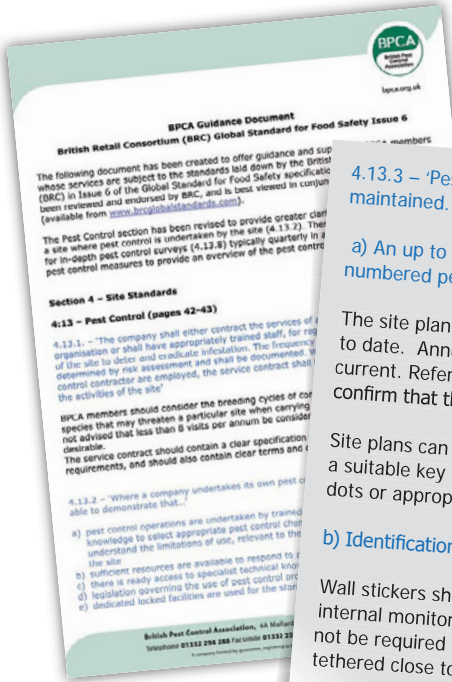
Not only pest controllers warmly welcomed the BPCA document. David Brackston, Technical Director of Food Schemes at BRC, reviewed the BPCA Guidance for BRC, and answered any concerns and clarified issues raised. David hopes that the document will prove useful for members.

If you would like a copy of the guidance document, or would like to discuss the specification further, please visit [www.bpca.org.uk/news.html](http://www.bpca.org.uk/news.html) or call Richard Moseley, BPCA Technical Manager.





## Extracts from the Guidance Document...



4.13.3 – ‘Pest control documentation and records shall be maintained. This shall include as a minimum:

a) An up to date site plan of the full site identifying numbered pest control device locations

The site plan will require input from the site to ensure it is up to date. Annual reviews will ensure site plans remain current. Reference can be made in treatment reports to confirm that the plan is current.

Site plans can be electronic or hand written, and should have a suitable key to indicate monitoring points such as coloured dots or appropriate printed symbols.

b) Identification of the baits and/or monitoring devices on site

Wall stickers should be used to indicate the location of internal monitoring points, but a corresponding number will not be required on monitors as they should be securely tethered close to the wall sticker.

c) Clearly defined responsibilities for site management and for the contractor

Policies and responsibilities should be clearly defined in the contract at the beginning of the service e.g. who has the responsibility for removing rodent droppings in treatment areas.

4.13.4 – Bait stations should be robust, of tamper resistant construction, secured in place and appropriately located to prevent contamination or risk to product. Missing bait boxes shall be recorded, reviewed and investigated. Toxic rodent baits shall not be used within production areas or storage areas where open product is present except when treating an infestation.

BCPA members must clearly record when monitoring points go missing to ensure the specification is adhered to. ‘Open product’ does not refer to BRC sites where packaging is being produced.

4.13.5 – Fly killing devices and/or pheromone traps shall be correctly sited and operational. If there is a danger of flying insects being expelled from a fly-killing extermination device and contaminating the product, alternative systems and equipment shall be used.

Glue board units should be considered by pest controllers if product contamination is a risk. Consideration must be given to the position of any electric fly killing devices. Attention must also be brought to the current location of fly control units. If units are dangerous to service or not located in a suitable area to capture target pests then relocation should be discussed with the site contact, as relocation will improve fly capture rates and increase protection of the food product.

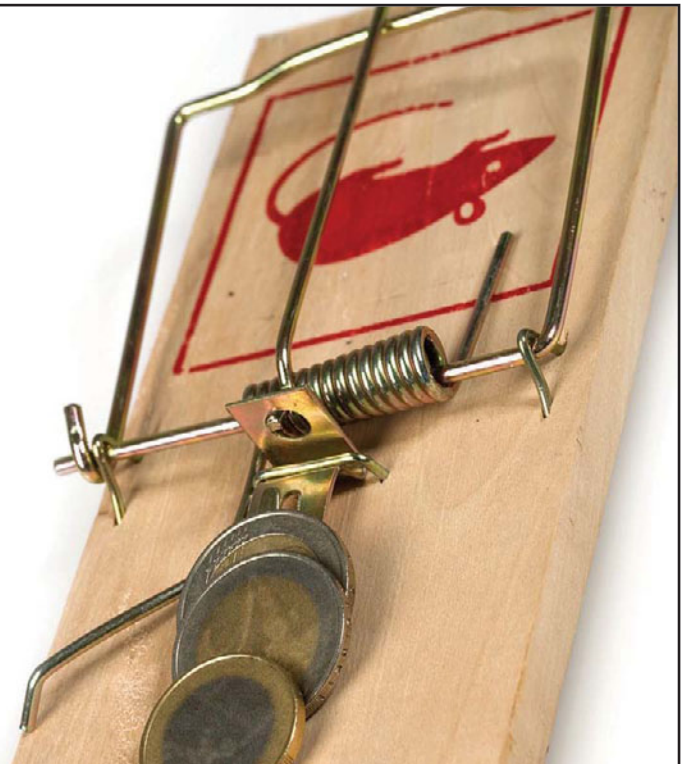


# Bradshaw Bennett Ltd

COMMERCIAL INSURANCE BROKERS

Rising insurance costs? Are you getting value for money? Bradshaw Bennett, the broker with over 30 years’ experience, offers an exclusive specialist liability scheme, approved by the British Pest Control Association. The scheme offers wide cover and high claim limits are also available.

[www.pestcontrolinsurance.co.uk](http://www.pestcontrolinsurance.co.uk)



Catherine House, Catherine Street,  
Macclesfield, Cheshire SK11 6BB  
Telephone **01625 505 870**  
Facsimile **01625 511 691**  
Email [info@bradshaw-group.co.uk](mailto:info@bradshaw-group.co.uk)

Authorised and regulated by the Financial Services Authority.

Member of the British Insurance Brokers Association.



# Eurocido 2012: green pest control



**“Every country’s pest controllers face the same issues: costs, labour, illegal operators, competition, red tape.”**



Eurocido is the German equivalent of PestEx, run by DSV, BPCA’s sister association. Held at the Westfalenhallen in Dortmund, the exhibition had around 90 exhibitors including many BPCA members.

This year’s event saw speakers on a range of key topics, including risk mitigation (safe use of biocides), pheromone monitoring, an Italian market perspective on pest control services, mosquito control using fungi, and IPM in urban pest management. Over 1,500 delegates paid €25 to visit the exhibition, and a significant number paid €150 for both exhibition and seminars.

BPCA’s Simon Forrester said “This is definitely the exhibition to beat, and I’m very pleased to learn from our German counterparts, who put on an excellent event.”

Keynote speaker Bob Rosenberg from NPMA spoke about green pest control, but started off his presentation by stating that pest control is no longer a local issue. Legislation and regulation of products is, increasingly, on a global scale (for example the Montreal Protocol ban on methyl bromide). Every country’s pest controllers

face the same issues: costs, labour, illegal operators, competition, red tape. But the next great challenge, he claimed, is the harmonisation of regulations which threatens to remove products from use, and the ability of pressure groups to mobilise across borders, sharing strategies and information. His answer is for our industry to develop a single voice not only across nations, but across the world.

Moving to the focus of the speech, Rosenberg said ‘green’ means different things to different people. While NPMA’s research shows IPM means very little to most consumers, the majority are willing to pay a premium for green pest management if it is offered, and three quarters would be more likely to hire a company that offers a green pest management solution. Though many consumers are sceptical about ‘greenwash’ and concerned that green

guarantees are less comprehensive, the main factor is efficacy, so the key to success is to educate clients about IPM. The way for a pest control company to become ‘green’ is to first change their inspection process, use fewer and less toxic materials, improve precision of application, and embrace IPM across their company. Integral to this effort are training and buy-in from the team.

Research showed that third party accreditation was sought by consumers, so NPMA created GreenPro, and took the initiative away from the pressure groups. Of the 19,000 pest control companies in the US, just 125 are GreenPro Certified, yet these account for over 50% of business by volume. While the UK is still a way behind the US, there is certainly food for thought there for any companies considering going green.

[www.npmapestworld.org](http://www.npmapestworld.org)  
[www.eurocido.de](http://www.eurocido.de)





# Considerations on the control of commensal rodents in food manufacturing sites

Michael DS Ayers BSc (Hons) PhD, Managing Director of Precision Pest Management, explores the most suitable systems to ensure maximum control with minimal risk within the scope of a routine eight-visit contract.

The existence of commensal rodent populations in food manufacturing sites is now always considered unacceptable because of the high risk of damage to stock, equipment, and the fabric of the building. In order to ensure consistent standards, the retailers' codes of practice specifically direct the manufacturers and their pest control contractors in the way rodents should be managed. These, to some extent dictate some of the methods that should be used. This is understandable and has evolved because of the poor standards delivered by some pest control contractors. Whilst there is value in dictating procedures, no set of rules is universally applicable to all situations and some of the restrictions actually make the job of the pest controller more difficult, and may in fact increase the risk of rodent damage to stock and buildings. What I have found is that although some of the principles are sound, the 'rules' imposed by these specifications sometimes now seem to produce services that are good at complying with the rules, but poor at controlling mice or other pests. Some service companies are more concerned with looking the part and ticking all the boxes rather than pest control efficacy.

Sadly they often get away with this because many of the third party auditors either do not have the time or the expertise to identify infestations that are sometimes carefully hidden prior to audits, or go unreported because of the poor quality of inspections.

The control of rodents in buildings should not be left to the pest controller alone; good pest control is primarily exercised by good proofing and exclusion. By keeping pests out they do not have to be killed and cannot cause any damage, contamination or disease. The best way to keep mice out is to maintain the integrity of the external building skin, good door management and rigorous quality control at supplier's sites. If they do get in, further control can be achieved by restricting their ability to thrive through denying them food, water, and breeding sites. Site management should have their own systems in place to identify hygiene and proofing faults. The role of the pest controller should be in support of this rather than a replacement. Lethal pest control solutions should be the last resort should these fail. Suitable 'control' techniques should be in place to remove the casual intruder that gets past these first two lines of defence.

## Monitor or control?

Using non-toxic bait is now a standard across the industry where the frequency of inspection is roughly every six weeks. This is almost pointless and mostly ineffective because it gives the mouse significant opportunities to feed, breed and become well established. When control techniques are eventually applied it is almost always too late, and there is already significant risk of damage and product contamination. The increased incidence of behaviourally resistant mice make this technique even more risky as introducing new bait or trapping boxes in replacement of these non-toxic boxes is inevitably going to generate a significant phobic response by the mouse, making control even more difficult.

Lethal control systems are clearly better as one wants to prevent them wandering around for weeks until the next inspection occurs. This might be toxic bait, dusts or gels, break back traps, electrocuting or gassing devices. The use of live traps is not suitable for a permanent system because of the legal restrictions and industry codes of practice requiring a daily inspection.

/continued over...



Most food manufacturing sites do not have mice resident populations and so any system should be designed to deal with the occasional intruder, e.g. permanently sited toxic bait boxes. Interceptor baits are best placed where they are most likely to be encountered; this is going to be where doors are most often open, where door control is most often poor and where stock is moved into or out of the building. This is almost always the warehouse and storage areas and where a lethal control system is most required. The move away from toxic bait in warehouses is unwise without replacing them with something as effective or better. Non-toxic monitoring in warehouse areas of food factories is unsafe as there are too many favourable conditions for mice to become established and avoid any subsequently located pest control techniques.

Some specifications require the use of non-toxic monitoring. The use of non-toxic monitoring alone is inappropriate for rodent control and always increases the risk of damage to stock and product contamination when compared with the use of a properly sited control system. However non-toxic need not mean non-lethal. The use of trapping boxes with lethal devices such as break back traps, CO<sub>2</sub> gas, electrocution or the more recently developed strangulation device all avoid the use of toxic bait but kill the rodent.

## **“Some service companies are more concerned with looking the part and ticking all the boxes rather than pest control efficacy.”**

I have significant experience in the use of non-toxic lethal systems and have found them to be highly effective in managing casual intruder or foraging mice. They are unsuitable for riddance programmes where sites have large scale, deep seated infestations. These can only be dealt with by careful and appropriate use of toxic bait, but often using trapping systems as adjuncts.

The trapping systems available to all pest control contractors for permanent non-toxic control programmes of casual intruder mice are break back traps, electrocuting boxes, and in England only, the Nooski strangulating trap. The CO<sub>2</sub> gassing box is currently only available to one pest control company. The most common and most cost effective lethal trapping system is the break back trap in a trapping box.

Often the first objection to using such a device is that break back traps need to be

checked every day. This is incorrect. In essence there is very little in legislation about the use of traps for rodent control. In short, break back traps do not have to be checked at all for animal welfare purposes. There is clearly a practical reason for checking at a reasonable frequency to remove any bodies and to ensure the trap remains functional. All of the above devices might be considered humane; they all have limitations but if used properly all fall within the European guidelines governing the humane trapping of mammals.

Pest control shouldn't be, but unfortunately has become, more of a commodity to be purchased at the lowest rate. Under these conditions cost to the food manufacturer becomes a governing factor and so the cost of solutions also becomes an important factor in efficacy. From a commercial perspective the break back traps, being much cheaper than any of the other units, are much more likely to be used in numbers that actually work at keeping intruder mice under control than the more expensive electrocuting or gassing boxes.

Is a trapping system for control of casual intruder mice better than one based on toxic bait? If a mouse will go into a box then a lethal trapping box is generally better than a bait box as it immediately removes the rodent from the area. It confines the body to the tunnel or box, it prevents the possibility of a rodent wandering around a factory for a week or so whilst the poison takes effect, doing whatever damage it can and leaving up to 80 droppings a day. The corpse will, in most cases, be removed by the pest controller during the next routine visit before any colonising blowflies have time to reach maturity. If the mouse is found in a box immediately next to an open door it is clear that it has wandered in. The trap's advantage is that by immediately killing it and retaining the body, numerous follow ups are unnecessary.

Conversely, reliance on a solely toxic bait system means that an intruder mouse may (or may not) eat the bait. If so it will then continue to forage for up to five days causing damage and contamination. Once it finally succumbs to the rodenticide there is no control over where it dies and where it might end up. After a couple of days the corpse is also prone to infestation by blowflies which, because most mouse corpses are never found, will escape into the factory environment. In my experience I have found the most effective preventative systems are a 'belt and braces' approach using both techniques.

Buildings with a resident population cannot be cleared quickly with traps as the rodents are most likely to be resident in wall,





floor or ceiling voids where traps are unlikely to be set in sufficient quantities to do the job quickly. It is possible with complex buildings that the rate of reproduction keeps pace with the rate of trapping, and elimination is impossible. It is important for the contractor to carry out a proper inspection and determine what the most appropriate control method is in the light of local circumstances and the risk to product.

Rodents living in pallets or stacks are impervious to almost any pest control technique except physical breakdown of each pallet, or fumigation. In such circumstances the 'divide and conquer' technique of breaking stacks down one at a time and using a product like Mobe Moat (a glue roll from Barretine) to isolate/quarantine stacks that have already been cleared is a practical alternative where modest volumes are concerned.

There are populations of mice that are behaviourally resistant to bait boxes and demonstrate strong phobic responses to traps, bait trays and glue boards. These may also show aversion or inability to digest carbohydrates, the main constituent of all commercial baits. Control of these mice is a specialised skill. Those, like us, who have developed this skill are naturally reluctant to

share this knowledge as it provides a commercial advantage over competitors.

The reduction of the service to box checking inevitably misses the key indicators of a resident population which requires time and expertise to identify and then design the most suitable control strategy. Simply adding a few extra bait boxes won't do the trick, particularly if the mice are avoiding the bait boxes or traps in the first place. Unfortunately this time and expertise comes with a price which can make the contractor seem uncompetitive, however the very real costs of a product recall make these additional costs seem miniscule and it is worth food manufacturers considering expertise and efficacy in assessing the service offering rather than the lowest price.

In conclusion, some of the restrictions on how pesticides should be used need to be challenged where there is behavioural resistance. Non-tox as a monitoring method is redundant and should now be considered an unsafe method of monitoring unless boxes are checked daily. Lethal trapping systems are a suitable replacement but should be monitored at least every six weeks, more frequently is not generally necessary if boxes are placed in sufficient quantities and suitable

locations. The withdrawal of contact preparations and concentrates is going to make pest control more difficult where mice show clear food preferences that don't involve cereal products.

Overall the reduction of pest control to a lowest price commodity is creating rodent problems as technicians are encouraged to service boxes as fast as possible rather than stop, look properly and think. The tendency seems now to be 'slaves to the specification', encouraging compliance with the rules but poor pest control. Overall, food manufacturers need more time and expertise from their contractors rather than barcodes and boxes.

[www.precisionpest.co.uk](http://www.precisionpest.co.uk)

The unabridged version of this article will appear in a future edition of International Pest Control Magazine.

**Do you agree or disagree with Mike Ayers? Do you want to have your say on a burning issue? Get in touch via [editor@ppconline.org](mailto:editor@ppconline.org)**

**REASSURANCE**  
expert advice  
**support**  
experience  
RAPID ASSISTANCE  
reputation

IT'S 4.55PM AND YOU GET A CALL FOR AN URGENT JOB TO BE DONE FIRST THING IN THE MORNING. YOU NEED THE SUPPLIER WITH THE LARGEST STOCK OF PRODUCTS WHO CAN DELIVER NEXT DAY.

Killgerm has extended their opening hours, so they can now guarantee next day delivery on all orders placed before 5pm, ensuring you have the materials you want when you need them.

IT'S 3PM SUNDAY AFTERNOON. YOU HAVE A HUGE CONTRACT TO DELIVER FIRST-THING MONDAY MORNING BUT YOU'RE MISSING A CRUCIAL PIECE OF EQUIPMENT. YOUR REPUTATION AND YOUR CUSTOMER'S SAFETY DEPENDS ON IT.

If you need rapid assistance or even just reassurance, Killgerm is there for you. We care that you do the job well.

YOU HAVE FOUND STOCKS OF A WITHDRAWN PRODUCT IN YOUR STORE AND NEED SAFE DISPOSAL.

Killgerm safely dispose of products ensuring you fulfil legal requirements whilst being environmentally responsible.

# YOUR PERFECT PARTNER

**Delivering what you want when you need it!**

**BP**CA  
British Pest Control Association  
MEMBER

**Killgerm**  
www.killgerm.com

TEL: 01924 268 400 FAX: 01924 264 757 EMAIL: sales@killgerm.com  
[www.killgerm.com](http://www.killgerm.com)

# How to make the most of your distributor

It's easy to write pest control product distributors off as an expensive go-between for product sales but, as any football fan knows, the middle-man can be crucial. Hazel Davis and Simon Forrester investigate...

Every pest control company relies on the rest of the supply chain to help them deliver a quality service to end users, but often it's difficult to see how distributors add value to the process of getting products from laboratory to store, and on to site.

Chris Parmiter is divisional director of Barrettine. He says, "Having spent nearly 10 years on the servicing side of the industry I can honestly say that distributors are a vital link to the success of the market. A distributor can act as a one-stop-shop allowing customers to buy anything from bait and insecticides to books

and torches." He adds, "They also have to be flexible enough to provide technical information across the entire range and offer delivery times which reflect the often urgent nature of pest control."

Trevor Green is national technical and sales manager for SX Environmental. He agrees the distributor is vital to the supply chain: "Without a major distributor, the pest controller would have to find products from lots of different sources. We believe we hold the widest range of stock, including bird control products."

The nature of pest control businesses has changed over the years, and distributors have altered their business model to adapt. The majority of pest control companies now operate on a 'Just-in-Time' (JIT) storage strategy by reducing inventory and associated costs for storage. Indeed, many pest controllers' supplies are limited to those in the back of their vehicles, with distributors acting as their outsourced main stores, and delivering next or same day. The price for this brand of subcontracting is the regular carriage fees and a small markup for relatively tiny sales values





– but if it's good enough for Toyota, the pioneers of JIT...

So have these swift and efficient service levels spoiled PCOs? The knowledge that a delivery can get essential products on desks within a few hours may have made some PCOs overconfident. One distributor who wouldn't be named said "I have had customers call at 6pm demanding a 'before 9am' delivery on an obscure product that neither we nor anyone else in the UK carry. The assumption is that anything is available at any time, but that's just not the case – some products have to be specially ordered, or if something is a big seller, stock may be limited – unfortunately few PCOs realise this."

Notwithstanding these occasional frustrations, an interesting side effect of the research for this article is the number of pest controllers who mentioned how a distributor had got them out of a scrape, whether by going the extra mile to offer superb service, or by helping them out of a financial fix, perhaps when first setting up. Often these 'helping hands' buy long-term loyalty, which is vital for

distributors' success.

One regular concern heard from PCOs is the issue of product stewardship. BPCA is aware of some agricultural stores who seem willing to sell professional use products to almost anyone. Of course, this isn't illegal, and the majority of distributors take their responsibilities extremely seriously. Killgerm's recent purchase of Talunex from Certis was founded on this principle. At the time, Jonathan Peck said "Stewardship requirements through the protocols agreed by RAMPS (UK) are increasing. Both Certis and Killgerm recognise that we are best placed to ensure that these are properly adhered to going forward."

Can we therefore see a future where distributors are the gatekeepers of product stewardship? Without further legislation on products this seems unlikely, as it would put the more ethical distributors at a disadvantage, were their competitors to continue selling to anyone. It seems only a concerted effort by all parties could effect any change.

The supply chain is definitely changing in

another area. We are now seeing the closer integration of manufacturing and distribution (viz the recent P+L acquisition of SX). It's still too early to tell for certain what this means to the long-term structure of the industry, but if distributors did disappear from the market, what would the new landscape look like? Well, if other national markets are anything to go by we'd likely have to book deliveries several days or weeks ahead, take a pallet of product per order, or be tied into an exclusivity deal on a specific range of products – something few would want.

Distributors also offer a vital method of getting new and innovative products to market. With EU regulation so strict, the introduction of new biocides seems limited to a few global chemical manufacturers often reluctant to invest vast sums in what is a relatively small market. The innovation seems to flow from companies who have a great idea, and then approach a distributor for their support in bringing the product to market.

/continued over...



**“...if distributors did disappear from the market ... we'd likely have to book deliveries several days or weeks ahead, take a pallet of product per order, or be tied into an exclusivity deal on a specific range of products.”**

Due to their size and focus, stand-alone manufacturing companies aren't always geared for the response and diversity of distribution and this is where the 'middle-man' comes in. Killgerm director Jonathan Peck says, "The large international manufacturers cannot and will not have four or five salespeople to cover each territory, so they aren't going to have the support in the UK that a distributor has." He adds, "Moreover, with a large manufacturer, the job of an area sales manager is probably only part of their career progression. The big companies tend to change staff very regularly so the sales force doesn't tend to stay in the industry for more than a few years and won't understand the market as much."

The relationship between the distributor and the customer can add value to a business. Some distributors, like Barrettine, regularly hold technical review meetings with their customers, where they update changes to the market, products coming and going, changes in legislation as well as discussing market trends and any specific treatment issues.

Says Parmiter, "As well as a single source for products, we like to think we've adapted to also become a one-stop shop for technical queries too." Amongst the other services Barrettine offers are a comprehensive waste scheme and a free insect identification service.

Distributors also support the work of associations, for example both Barrettine and Killgerm are represented on the BPCA Executive Board, and support industry events like PestEx and BPCA's regional forums around the UK. They also support associations in lobbying government, and some even send their own delegations to Westminster to lobby.

Many distributors, such as Killgerm provide essential resources for setting up in business. The Killgerm Working Together initiative aims to further support pest controllers by providing help and support at every angle, including a variety of benefits dedicated to raising standards (such as help with finding good insurance, pest control auditing services, expert witness and waste disposal services).

Distributors also offer loyalty schemes (see PPC63), timed offers and rebates on increased purchases to help their customers. There are networking benefits to having a good relationship with your distributor, or even staying loyal to one. Killgerm offers regular breakfast networking events around the country, designed to help customers meet, share resources and ideas on how to maximize profit.

Like Killgerm, Barrettine offers a full portfolio of training, ranging from RSPH



**"The relationship between the distributor and the customer can add value to a business. Some distributors regularly hold technical review meetings with their customers, where they update changes to the market, products coming and going, changes in legislation as well as discussing market trends and any specific treatment issues."**

training, free one-day and in-house courses through to bespoke one-day courses." Parmiter adds, "We have specialists covering all aspects of pest control, including biologists able to offer field support." SX offers training nationwide as well as being a registered RSPH training centre and offering training in many pest-related subjects. Says Green, "A good distributor offers guidance in difficult times. As all our field staff are qualified pest controllers in their own right and our sales staff are qualified to RSPH Level 2, our customers can rely on us to provide them with a first-class service. We also provide information and training on all our new products and advice on health and safety."

Some distributors also offer courses above and beyond the basic requirements. Killgerm offers specialist training in everything from pest awareness for non-PCOs, equipment courses and drainage investigation.

It's vital for distributors to be able to help

pest controllers keep up to date with new products. Says Parmiter, "As the portfolio of available products is changing all the time, it's essential that we get the information out, partly for commercial reasons but also with the Biocidal Products Directive, there can sometimes be compliance issues regarding changing products. All of the office team are trained so free advice is often just a phone call away (even if it's just for a second opinion!)."

Availability is key. Last year Barrettine launched its Mint scheme. This is a monthly electronic newsletter detailing the latest product news and offers. Says Parmiter, "In addition to other mainstream channels such as the trade press and our own website, we have also embraced new technologies and so can be followed on Twitter, befriended on Facebook or clients can view our product demonstrations on Youtube [barrettine.tv](http://barrettine.tv). It's also important that distributors interact face to face with their customers, at tradeshow, customer meetings and exhibitions."

There is a certain amount of onus on the customer to make the most of the distributor. Pick up the phone, says Parmiter: "The job can be isolating in the field and even the most experienced 'pestie' can sometimes doubt themselves. Being active members of the key industry associations (such as the BPCA, RAMPs etc) as well as the excellent relationships with all the industry's major manufacturers, we have a direct route to express concerns and raise queries from our customers back to the key influencers."

Some companies like Barrettine have a 'find-it' pledge. Says Parmiter, "We're happy to try and find products that aren't in the catalogue. Even if there's a deal elsewhere, we'll do all we can to match it or beat it."

To make the most of the distributor, Green says it's vital to seek out this information and advice. "Attend regular training and go to exhibitions," he says, "source new products." Peck adds, "Communicate with them about what's happening in the market. They need your feedback."

**In the next issue of PPC we'll be looking at how to turn your bright idea into a product sold into the industry, and examining some recent innovations and how they made it into distributors' catalogues.**



BPCA helps you plan your CPD calendar for 2012!

"...really enjoyed the day. Thank you."


Danny Beginn, Shield Pest Control

# Meet your supply chain!

BPCA regional forums provide a chance to network with likeminded professionals and get to hear from all sections of our industry.

With both BPCA and other expert speakers, they keep you up to date with industry developments, product news and what BPCA can do for you. These fantastic training and CPD opportunities are open to all in pest control. If there's something you'd like on the agenda, let us know.

First place for each company is free. To reserve your seat contact Sofi at the BPCA office [sofi@bpc.org.uk](mailto:sofi@bpc.org.uk)

	Belfast	Walsall	Tottenham	Glasgow	Chepstow	Stockport
Date	23 Feb	22 Mar	24 Apr	15 May	24 May	30 May
Time	3-7pm	1-5pm	1-5pm	5.30-8.45pm	1-5pm	1-5pm
Location	Park Avenue Hotel	Walsall FC	Tottenham Hotspur FC	Halo Crowwood Hotel	Chepstow Racecourse	Sale Sharks RFC
BPCA Roundup	✓	✓	✓	✓	✓	✓
Auditel	✓	✓	✓	✓	✓	✓
Business Shield health and safety / employment law advice	C/O BPCA	✓	✓	C/O BPCA	✓	✓
M&D spotlight	Bell Labs	Barrettine	Barrettine	TBC	Killgerm	Killgerm
Face Fit testing training	✓					
EHO best practice overview	✓					
BPCA workshop highlighting Wildlife Act, CPD	✓	✓	✓	✓	✓	✓
Controlled waste regulations	✓					
Rodent resistance / tail testing		✓	✓	✓	✓	✓

## MAKE A DIFFERENCE

The final agendas for these meetings and the dates and locations for the remainder of 2012 will be arranged in the next few months – so if you'd like to see the BPCA roadshow in your town, tell us!

[www.bpc.org.uk/news.html](http://www.bpc.org.uk/news.html)

# Barrettine

Environmental Health

2012 REBATE  
SCHEME



## WE WANT TO SUPPORT YOUR BUSINESS GROWING WITH US!

For every penny more that you choose to spend with us in 2012, we'll give you

### 5% OF IT BACK.

If you want to be eligible for the rebate, please simply email [rebate@barrettine.co.uk](mailto:rebate@barrettine.co.uk), we will then reply to confirm where the rebate figure will start.



5% will be issued against product and will be applied to the additional spend from total settled invoices in the period January to December 2012 compared with same period 2011. No cash alternative. Terms and conditions apply.



Also, have you considered becoming a MINT member?

# MINT

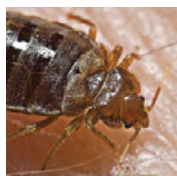
MEMBERSHIP

THIS UNIQUE MEMBERSHIP SCHEME IS ABSOLUTELY FREE, IT OFFERS GREAT PROMOTIONS ON PRODUCTS EACH MONTH, UP TO DATE NEWS ON THE INDUSTRY PLUS A FREE GIFT WHEN BECOMING A MEMBER. CONTACT BARRETTINE FOR AN APPLICATION FORM TODAY.



Barrettine Environmental Health  
T: 0117 967 2222 F: 0117 961 4122 E: [beh@barrettine.co.uk](mailto:beh@barrettine.co.uk)  
St. Ivel Way, Warmley, Bristol BS30 8TY. [www.barrettine.co.uk](http://www.barrettine.co.uk)





# Australia 4 - Europe 2 ...but it's not over yet!

Europe versus the Socceroos? Not quite. Rather, an indication that the Australian pest management industry has taken the lead by releasing version 4 of their Code of Practice for the Management of Bed Bugs.



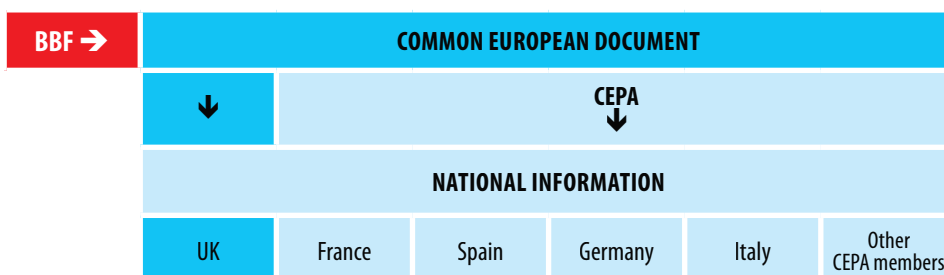
Their working party put a 'use by' date on its document and have now delivered the revision, which again demonstrates their attitudes that as technology and control options progress, so will their Code reflect these developments.

Within Europe, the same approach has been put into action with the launch of the European Code of Practice (ECoP) during 2011, and to keep up with the Australians Version 2 is set to kick off shortly.

Dr Stephen Doggett, lead author of the Australian code commented in International Pest Control Magazine last year, "I think the Bed Bug Foundation (BBF) is doing a superb job and it appears to me that little advice is required (from the Australians). Not only have they incorporated the best of our Code, their vision of what is required for the pest management industry is on par, or generally exceeds that of most leading thinkers on bed bugs. The next edition (Version 4) of the Australian Bed Bug Code of Practice will be cherry-picking from the European version!" Praise indeed.

ECoP Version 2 amendments will take the structure of the Australians' consultation methods and add to that an established revision process, commonly referred to as BS0 (see timeline) run by the BBF Technical Committee (the 'Senate'), a group of recognised, independent bed bug research fellows. This document will then be made available for public consultation, to ensure an open and transparent process with which anyone can become involved. The Foundation is pleased to confirm that bed

## European Bed Bug Code of Practice



bug expert Richard Naylor of Sheffield University has accepted the role of Chair of the Senate and will be the co-editor of version 2.

The structure of ECoP2 will change to have the common generic elements (e.g. best practice for monitoring, education and control options) in the main document, yet allow different country-specific elements (e.g. approved products/brands, actives and formulations, health and safety legislation, along with laws governing pest management operation or licensing), which in the UK will be pulled together by BPCA. CEPA will then translate the main document for other EU nation states.

While the Australians have taken the lead and demonstrated the need for consistent and established codes of practice, Europe has the perfect opportunity to join their vision and demonstrate to the rest of the world, that this industry is indeed much stronger when we all work together, for the benefit of the sector.

[bedbugfoundation.org](http://bedbugfoundation.org)

## Timeline for ECoP2

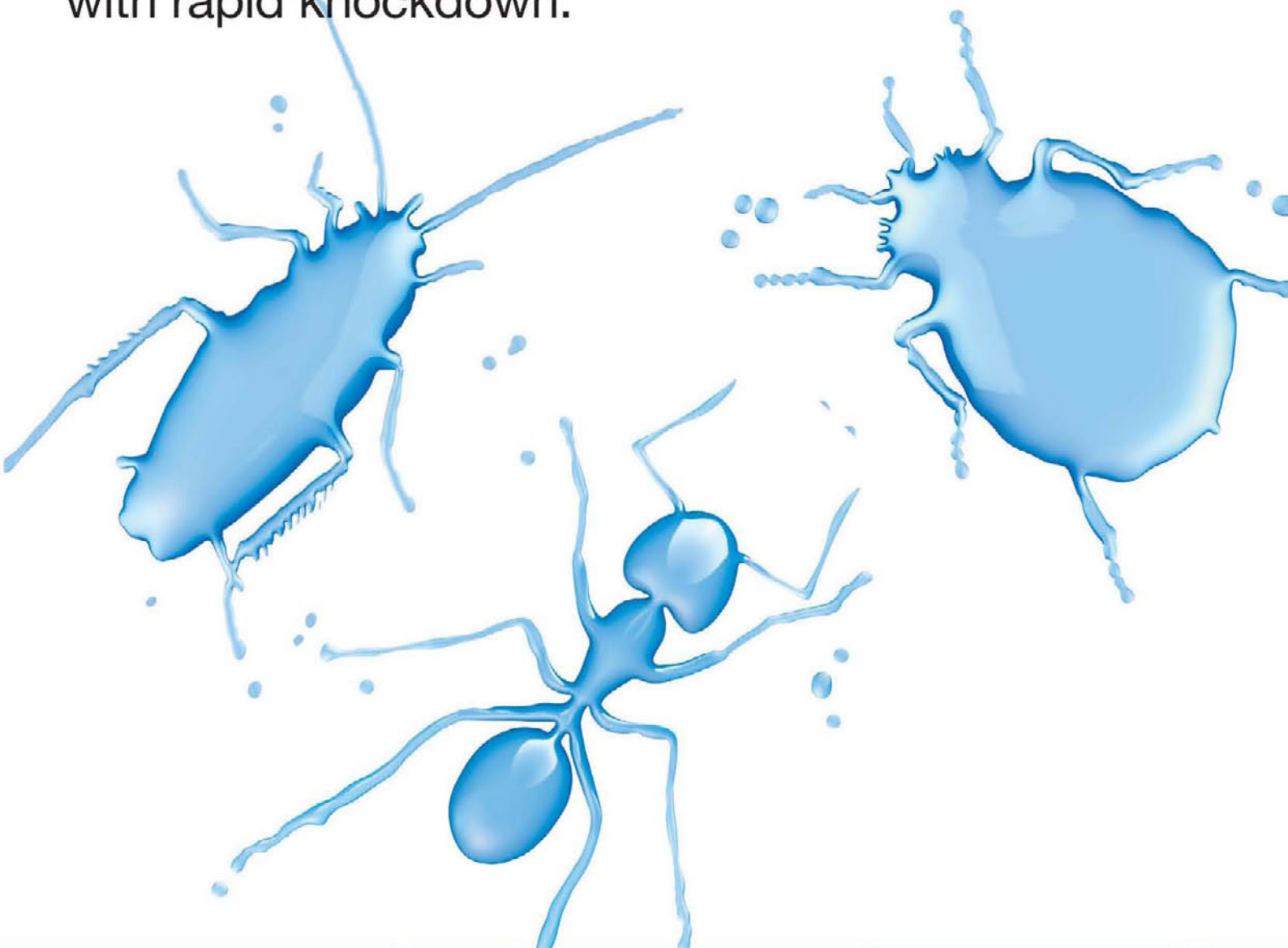




# FENDONA®



The first choice spray treatment.  
A high performance residual insecticide  
with rapid knockdown.



## BASF Pest Control Solutions



- Proven high performance, low dose formulation
- Excellent broad spectrum insect control
- Rapid knockdown and reliable residual action
- Easy, acceptable and safe in use

Enabling the most effective solutions to your pest problems.

 **BASF**  
The Chemical Company

[www.pestcontrol.basf.co.uk](http://www.pestcontrol.basf.co.uk)

BASF plc, Pest Control Solutions, PO Box 4, Earl Road, Cheadle Hulme, Cheadle, Cheshire, SK8 6QG. Tel: 0161 485 6222 Fax: 0161 485 1137 email: [pestinfo@basf.com](mailto:pestinfo@basf.com)  
Fendona® contains alpha-cypermethrin. Use insecticides safely. Always read the label and product information before use. Fendona® is a registered trademark of BASF

Protecta® EVO™

# EXPRESS™

BAIT STATION



*Secured*

*Versatile*

*Professional*

# FAST



Imagine if technicians had an extra hour of time each day. What could they do with that?

With Protecta EVO EXPRESS technicians will spend significantly less time setting up an account and servicing bait stations. The extra time can be used to better inspect and evaluate rodent activity, implement exclusionary measures or simply to enhance account profitability. Protecta EVO EXPRESS combines a single locking mechanism, an internal integrated concrete weight and a removable tray with stay put rods all in a sleek professional look to create the fastest tamper-resistant bait station available.

Try it and see how much time and money the EXPRESS can save you.



THE WORLD LEADER IN  
RODENT CONTROL TECHNOLOGY

Chaucer House, Chaucer Road, Sudbury, Suffolk CO10 1LN England  
Tel: +44 1787 379 295 • Fax: +44 1787 883 353  
www.belllabs.com • EMEA@belllabs.com  
Bell Laboratories, Inc. Madison, WI 53704 USA

Available from your Bell Distributor

