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The Journal of the British Pest Control Association

Issue 53: Autumn 2008

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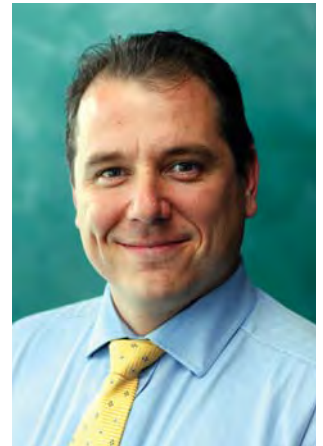


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# Change is good, but who is prepared to try?

*"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change." Charles Darwin*



If you speak to anyone directly involved with the Biocidal Products Directive (BPD) most, if not all, will tell you that pest control in the future will change. If for no other reason, we will not have the same range of products available. For example, calciferol and strychnine have already been withdrawn and these have had a significant impact on many in the industry. In the August edition of *PestLines* it was reported that difenacoum was recently voted upon and it was saved by one – yes one – vote.

There will be different instructions for use on pesticides and many theories are already circulating as to what they may be – whatever, it will be different. This means we, as an industry will have to react and work in a different way.

But this is not all bad news, in fact possibly far from it. If we accept that change is going to occur we can actually prepare for turning it to our advantage. Less products does not mean less pest control services – it could actually lead to an increase in demand. How is pest control completed without pesticides? Well by the professionals surely.

We need to demonstrate an integrated approach to pest issues and not just rely on a father to son programme of education under a 'this is how it's always been done approach'. The six weekly inspection regime is a clear example of how this industry is governed by history and poor understanding, rather than a desire to make it work for the customer.

*Buckminster Fuller, an inventor and visionary, wrote: "You never change something by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."*

In order to progress we need to develop collectively as a professional industry. Individually we need to be prepared to embrace the future and consider new ideas and how these may improve our lives. We may not have all the answers now, but that's not a problem if we are prepared to learn and develop.

Remember when the internet was first introduced to main stream business – it was revolutionary. Today if you don't have email and a website you are considered out of date. The next generation will, in fact many of them do already, only communicate through technology. They see the many benefits it brings and have accepted them as normal.

Those of you who have an intention to change, email me – every one who does will be invited to a meeting to discuss how we can improve professionalism and the arena in which we operate.

I will leave you with the thoughts of William James, an American psychologist – *"The greatest revolution of our generation is the discovery that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives."*

Oliver Madge – CEO, BPCA

Professional Pest Controller – Published four times a year in March, July, September and December by:  
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Web: www.professionalpestcontroller.org

Designed and printed by – m360°, www.m360.co.uk



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## A job for a pro

*Could the skills demanded for technically challenging control issues, like tropical ants, illustrate the direction in which the pest control industry is heading?*

According to BPCA Chief Executive Officer Oliver Madge, being highly dependent upon expert knowledge of pest biology and behaviour, as well as methods of dispatch, is a welcome step forward in raising professionalism.

He believes that a regulated and qualified industry is long overdue. "Changes are coming and they are being driven by a combination of proactive consumer demand and the Biocidal Products Directive that is increasingly limiting pesticide availability," he says. "It means that to control pests in the future, a combination of knowledge of the pest, and an understanding of what control products are available and where they can be applied will be vital. To achieve optimal control will require the range of available measures, including targeted and timely treatments, to deliver comprehensive pest control," he predicts.

"Integrated Pest Management will act to filter out the rogue elements from our industry, and where effective customer relations support good practice, then the perceived value of our work is also improved. As an industry we need to be recognised for the deserved responsibility we take on in protecting consumers and businesses against public health pest infestations. By providing an effective service that eliminates or alleviates the risks, then in turn it will mean that the consumer is prepared to pay more."

The nature of the work can demand a range of expertise. "We are one of the few industries where individual field staff potentially need to be the master of several disciplines, including legislation such as CoSHH and risk management. There is a phenomenal range of pests and, as creatures that know no boundaries, call-outs span from industrial to residential premises, blocks of flats to food handling sites, hospitals, schools, prisons and landfill sites. Few other occupations face such diversity," says Oliver, which supports his view that specialist qualifications could come about to demonstrate competence for some more technical operations.

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*"IPM will act to filter out the rogue elements from our industry."*

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Oliver Madge, BPCA



*Tropical ants, such as Pharaoh's ants, are not always recognised as a serious problem.*

## Tropical ants

Tackling tropical ant infestations is a prime example of a pest control operation that, according to BPCA regional consultant Karen Page, demands professional skills.

Pharaoh's, Argentine and Ghost ants are problems that come to light as the heating gets switched on and people spend more time inside. But, the nature of the problem means that infestations can test the skills of the most accomplished technicians, and success can be as much about communication as control.

"Part of the problem is that tropical ants are not always recognised as a serious pest control issue," notes Karen.

"Tropical ants are typically found in urban areas where communal blocks of flats have a central boiler house. The blocks are typically heated to five or six degrees higher than individual homes, providing the tropical environments sought by the ants," says Karen.

Ants can disperse through whole apartment blocks, establishing large colonies and infiltrating the fabric of buildings. Yet, with a number of families and individuals occupying a building whose priorities are more important

than tiny and apparently harmless ants, infestations go unreported.

Karen adds that even where complaints are made, some local authorities don't view the pests as a public health issue so simply recommend amateur ant control sprays – these can actually accelerate the problem. She admits that the case for tropical ants posing a public health issue is subjective, but notes that they are attracted to unsanitary conditions with habitats including bathrooms, toilets, kitchens and even places like laundry baskets, making the potential for disease transmission concerning at the very least.

"Nevertheless, for the technician faced with eradicating the problem, it is an issue that takes time, dedication and attention to detail," says Karen.

Surveying the block to assess the scale of the problem can be done by using monitoring bait, that is free of active ingredient and provides a cost effective means of firstly establishing the periphery of the infestation without excessive cost, and then detecting typically well hidden ant nest locations more precisely on a flat-by-flat and room-by-room basis.

Karen Page urges that once a treatment programme begins, getting bait into the properties quickly is crucial, making good communication with residents and persistence in obtaining access a critical issue. "The first three treatments in weeks one, three and seven to assess and replenish bait are most important," she advises, noting that with numerous flats and floors, a significant level of data can be generated. But with sustained effort it will deliver results.



Helen Ainsworth.

## Success depends upon minimal disruption

Helen Ainsworth of Certis is professional products account manager responsible for sales of Biopren BM, the leading Pharaoh's ant control treatment. She says that the success of a programme depends upon minimal disruption to the ant colony.

"Queen ants periodically gather a few workers carrying immature eggs, larvae and pupae to build a new colony. This 'budding' behaviour is most likely to happen when the parent colony is under attack. If an insecticide treatment is recognised as an attack, then colonies can bud uncontrollably, thus seriously accentuating the problem and leaving customers highly dissatisfied.

"This is why the control technique using Biopren works in the way it does, without the colony even noticing that it is under attack," says Helen. "Although this means that it does take time, because it depends on natural ant behaviour."

She explains the S-methoprene active ingredient has no fatal or repellent effect on adult ants. Instead the bait, containing animal proteins and other nutrients, attracts worker ants that carry the bait to the larvae and queen ants. This is where the

bait is active. As an insect growth regulator it prevents larvae development, interrupting the lifecycle and interfering with egg formation and metamorphosis, causing sterilisation of the queen.

"As a result complete colony destruction is labour intensive, taking between three and five months. But, whilst this could be seen as a laborious and potentially expensive exercise, such a programmed approach to control has its benefits," believes Helen.

"A quick 'in and out' solution to a pest control problem can leave a client feeling either that it is a job they could have done themselves, or that they have been charged unfairly for the level of work involved.

"It does make the case for the value of treatments that take time and skill, and this is certainly the case for eradicating tropical ants. It's also a good opportunity to engage the people affected by the issue. If residents understand that complete control will take time because of the risk of budding and the necessity for the colony to complete its lifecycle, they are more likely to accommodate repeat visits and less likely to intervene with their own 'DIY' solutions."






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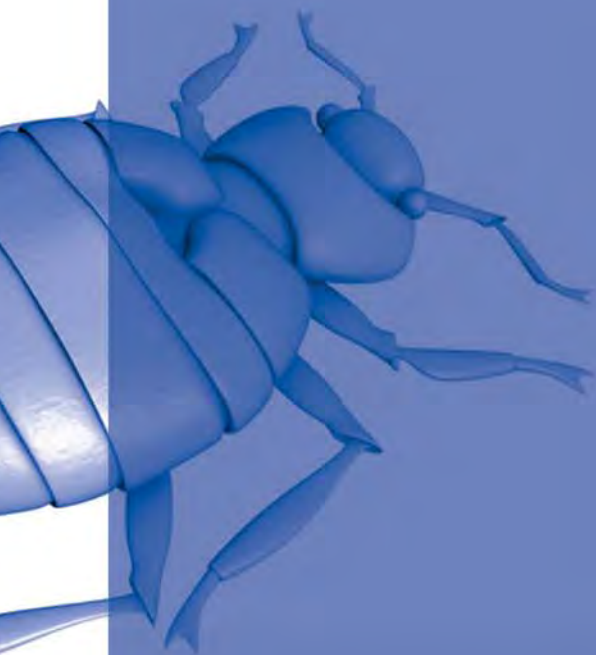


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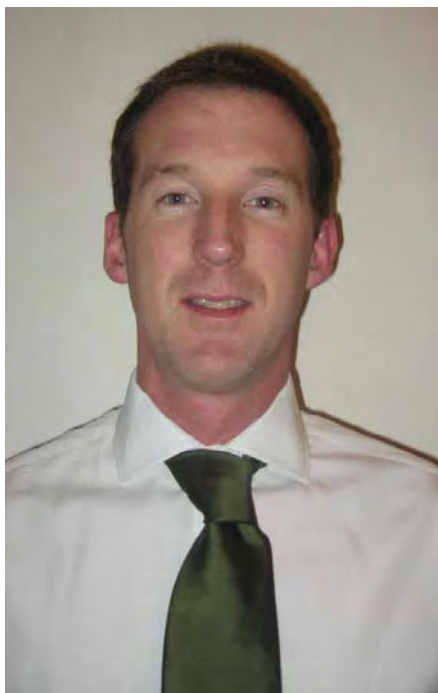
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## In a tough economic market, you need an inspired solution!



Robin Askey

*Robin Askey from Greenfutures Consulting contends that certification is a management tool which, used effectively, can help companies weather the recession.*

An effective management system improves how a company performs and provides a platform to manage and enhance the business, and management systems are not the preserve of big businesses. Any company aiming at improved business performance needs to put in place a clear strategy to identify, measure, control and improve the core business processes. Improving how the business operates will ultimately lead to that desired improved performance.

There are other misconceptions about management systems. It is not the case, as is often misquoted, that an ISO 9001:2000 quality management system simply means 'writing down what you say you do and making sure you do it'.

Part of the problem is that reference to 'quality'. 'Business management system' perhaps better describes what ISO 9001 is all about. The latest 2000 version focuses on managing business performance. It's certainly not about making 'widgets' as you might hear said in a dismissive tone. The quality in the end product is achieved because effective operational systems are put in place to rule out poor practice and to enable staff throughout the organisation to take responsibility for their role.

### A framework for the business to grow

A key aspect of ISO 9001:2000 is that it provides a framework to enable the business to grow. How much harder is it for a business to improve and grow if there is not a clear means of operating and the business aims have not been set?

Management systems are a business tool to help achieve those aims. There are other drivers, too, be it to create a platform to enable growth, to control how services are provided, to mitigate environmental or health & safety risk, to secure marketing advantages, or simply to provide assurances to clients that they are dealing with a 'responsible' supplier. Increasingly, companies cannot tender for projects without ISO 9001:2000 in place.

In the present economic environment, whether we are already in recession or simply facing a downturn, depending on which headlines you read, companies have to strive for a competitive advantage. One prominent certification body, BM TRADA Certification, report that since the credit crunch began in earnest in February of this year, they have seen an increased demand for their certification services.

Effective management systems are not therefore seen as just another overhead when times are hard. As the competition gets tough, the tough don't need to get tougher, but they do need to market themselves more strategically.

Regardless of the economic climate, the global environment is another area which companies have to address. Demand for 'green credentials' will continue to grow and it is no surprise that certification to the environmental management standard ISO 14001:2004 has become increasingly popular. Again, there is a strong element of 'must have' in this, as suppliers of products and services are increasingly asked for proof of their environmental practices.

This underpins a marked change in how businesses interact with their suppliers. Before, products and services were procured in many instances on the basis of two main criteria: the ability to supply and the cost. Often, this is no longer the case. Risk plays a greater role, the risk that the supplier's services may bring the client into disrepute, be it from generally poor distributor practices, an environmental, health & safety issue, or as recent headlines proclaimed, an information security incident.

Clients nowadays want a thorough assessment of any potential supplier's

credentials and increasingly this is not limited to supplier questionnaires. A questionnaire does not provide an accurate representation of the business, merely an indication that is subject to embellishment.

Second party audits – audits that are conducted by one business on another business or organisation – are a means to assess if the supplier presents a risk, in addition to ensuring they have the means to deliver the service expected or promised. Management systems can provide a snapshot view of a business. Certified management systems help in the decision-making process, giving potential clients the reassurance that the supplier has sound quality, environmental or other business performance controls in place.

Another distinct trend is the move towards Integrated Management Systems (IMS). This can significantly reduce the areas of potential duplication and cut the cost of implementation and maintenance, saving time and encouraging 'good practice' across the business. The most common integrated approach brings together ISO 9001:2000, ISO 14001:2004 and OHSAS 18001:2007. For most businesses, the standards will dovetail neatly, enabling companies to streamline systems, reduce paperwork and manage their business in a more focused way.

### Customer focus

All management systems, if correctly developed and implemented, will contribute to financial success in other ways as well. One of the principles of quality management is ensuring customer focus. Businesses depend on their customers, and therefore need to identify and understand their present and future needs to be able to meet their expectations, or better still of course, exceed them.

Successful companies must continually monitor if they are providing the level of service a client expects to ensure they retain that business. They need to gather information about how to improve and to stay ahead of the competition, as part of a holistic business strategy. Business management systems create an environment of continuous improvement which prevents companies from becoming stale and taking their market and their market share for granted.

As competition increases further, as the recession/downturn deepens, we will surely see greater transparency and accountability in the way companies operate. Many more businesses will target certification to help them weather the storm.

For further information on certified management systems contact the BPCA or Greenfutures Consulting [www.green-futures.co.uk](http://www.green-futures.co.uk) who can provide you with guidance.

## Pest control 'Oscars' up for grabs

*The red carpet might unfortunately be missing, but the kudos of winning an award and being recognised by colleagues within the industry remains the same. BPCA is therefore proud to announce the addition of two further awards – each dedicated to the memory of a leader in the industry.*

### Practical project or wildlife management



David Ellington.

The first new award is to be presented in memory of well-known Cambridgeshire pest controller David (Dave) Ellington who passed away in mid 2007. To be presented on an annual basis *The David Ellington Award* will be given to

the most interesting and informative practical project that involves pest control or pest wildlife management. Created by his daughter Jenny, the entries will be judged by Dave's widow, Susan, with a trophy and accompanying prize, sponsored by Bell Laboratories, awarded at PestEx 2009.

Iain Whatley, Chairman of the Servicing Committee, explained: "The award will be based around skills that forged and made the rural scene. Many people unconnected with the land take for granted that pests do not often trouble them. This award needs to recognise people who have developed practical applications and control measures, as well as those who have passed these skills on from one generation to the next. Here is a fine opportunity to preserve and develop those crafts."

In keeping with Dave's approach to a life free of red tape, there are to be no rules or regulations. Just a well composed entry document, supported by pictures and data. The award is open to all within the industry. More information, including an application form, will be available through the PestEx and BPCA websites later this year.

### Online Learning to be recognised



Malcolm Hadler.

within the pest management industry, so Sorex is looking to award a prize to the individual with the best online learning results.

For those already registered within the learning system, the award will be given to the highest overall average across all ebriefings, so aimed at the individual with the best all round knowledge of the industry. To find out more about the online development systems, please email: [oliver@bpca.org.uk](mailto:oliver@bpca.org.uk)

Martina Flynn, Deputy President of BPCA, has confirmed that a 'significant prize' will be awarded during PestEx 2009. Again, further information will be available on PestEx and BPCA websites later this year.

### Existing BPCA awards

In addition to these new awards the two already well-established BPCA prizes continue. These are the Charles Keeble Award, presented to the candidate who achieves the best results within the Accredited Technician qualification and the John Bull Award presented for the best results within the fumigation qualification.

### Pest control and food outlet recognition

As part of their *Aiming High in Pest Control* initiative the City of Westminster Environmental Health team is also using PestEx 2009 to present their awards for the best service relationship between pest control companies and food outlets within Westminster. It is hoped that this is to be the first of many schemes around the country aimed at developing relationships between these two parties for the improvement of pest control services.

All these industry 'Oscars' are to be presented during a special awards ceremony at PestEx 2009.

The second new award is to be presented by Sorex in memory of Malcolm Hadler, their late, long-time managing director who died in May this year. The award is to be known as *The Hadler Award for Personal Development*. Malcolm always had a keen interest in developing professionalism

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## All set for PestEx 2009

It's all go. Within a month of the exhibition booking forms having been sent out for PestEx 2009, nearly half of all the exhibition space is already booked.

So – make a note in your diary now – 22 and 23 April 2009. Billed as the premier exhibition of the pest management industry, PestEx 2009 looks all set to live up to this claim.

Following the success of PestEx 2007 with exhibitors and visitors alike, PestEx 2009, organised by BPCA, is returning to ExCel. Situated in the heart of the fashionable London docklands area, ExCel is to be a key location for the forthcoming 2012 Olympic Games. The purpose-built facilities, which were opened in 2000, lie in a stunning waterside location with an array of hotels, bars and restaurants either on site or close at hand. Getting to ExCel is easy – as it can be accessed by the Docklands Light Railway, by car via the nearby motorways, or for international travellers via London City airport.

The layout of the exhibition is designed to accommodate all types of exhibitor, as the stand sizes consist of a mixture of large and small units. A lounge area, which includes tables and chairs, is also featured – this provides a real focal point, it includes the BPCA stand and will be WiFi enabled so exhibitors and visitors can catch-up on their emails and hold small, informal meetings or just for talking to colleagues over a cup of coffee.

### Practical demonstration area

New for PestEx 2009 is an area of the exhibition hall to be set aside as a practical demonstration area. The message here is practicality. Practical demonstrations will be available and delegates will be invited to try for themselves some of the latest equipment. As an added benefit, proficiency certificates will be given to all those who satisfy a level of competency.

In addition, a series of topical seminars will be run throughout the event. These will

concentrate on pest control with accrediting bodies such as AIB and BRC as well as public sector bodies. Further details will be available nearer the event.

In the late afternoon of the first day – Wednesday 22 April – BPCA will hold its Annual General meeting. This is to be followed by a sociable networking event – which proved so popular in 2007 – as well as the presentation of the BPCA awards.

To be held immediately before PestEx 2009 at the Crowne Plaza hotel will be Europest 2009 organised by CEPA – the European Pest Management Industry Association. This one-day conference will attract delegates from across Europe.

Full details are available on the PestEx 2009 website at [www.pestex.org](http://www.pestex.org).





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*“Our partnership with the BPCA will help us maintain the highest standards of pest control”*

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Theodoros Sava, Louis Cruise Lines



*Louis Cruise Lines, a major provider in the European cruise market, is the latest international company to join BPCA as an Observer Member. Louis Cruise Lines is in fact the first cruise operator to become a member of the Association.*

Louis Cruise Lines started operating short cruises out of Limassol, Cyprus to the Eastern Mediterranean from the early 1970s, a programme that is still in force, but over the years the cruise programme has evolved and expanded. Today, with a fleet of 13 cruise ships, it operates cruises from the ports of Piraeus, Genoa, Marseille and Limassol. Louis Cruise Lines has departures from the ports of Genoa and Marseille to the West Mediterranean and North Africa as well as to the Eastern Mediterranean. From the port of Piraeus, Louis Hellenic Cruises sails to the Aegean islands and the Eastern Mediterranean. Louis Hellenic Cruises was founded in 2005 and led to the revival of the Greek cruising industry with its cruise ships being the only ones flying the Greek flag.

Four of the cruise ships of Louis Cruise Lines, namely M/V Thomson Destiny, M/V Thomson Spirit, M/V The Emerald and M/V The Calypso are under charters to Thomson Cruises of TUI AG.

All ships are refurbished and upgraded regularly, in order to maintain the highest standards of quality and service.

Louis Cruise Lines also provides turnkey ship management solutions such as chartering, full management of passenger ships, hotel and catering services as well as duty free and cruise value shops. Its strategic alliances with the leading tour operators have significantly strengthened the position of Louis Cruise Lines, as a leading player in European cruising.

## Public health is top priority

Louis Cruise Lines has always considered public health issues as a top priority and therefore insists that the highest standards of food and water safety and hygiene are in place to ensure that the unfortunately common phenomenon of norovirus, found onboard all cruise ships around the globe, is pro-actively dealt with and minimized. To this end, all company cruise ships operate to the highest levels of EU compliance legislation and directives and it places a team of fully-trained sanitation officers onboard each vessel. These internal procedures are headed and overlooked by Robin Smith; a UK trained Environmental Health Officer who has extensive experience on public health issues aboard cruise ships. The company has also introduced a comprehensive food safety management plan, policy and documentation system (HACCP).

Louis Cruise Lines is currently reinforcing and implementing these systems within the ISO 22000 framework, which involves detailed auditing of all cruise ships to ensure strict adherence to the requirements laid down and that the highest standards of food safety and public health are maintained, thus securing the health and wellbeing of passengers.

Highly comprehensive integrated pest control management plans also form part of the public health control systems onboard every vessel. Louis Cruise Lines firmly believes that pest control is a vital element in achieving the public health standards demanded throughout the European Union.

All seagoing vessels can become victims to infestation from cockroaches, flies and other insects and, to a lesser extent, rodent infestation as well. Because ships rarely stay in port for longer than one day, traditional contract pest control arrangements are operationally difficult. For this reason Louis Cruise Lines adopted an onboard control system using the sanitation team to undertake ongoing treatments in-house, aiming at keeping its fleet pest free.

## BPCA training

As part of these strenuous and continuous efforts, Louis Cruise Lines asked Oliver Madge, BPCA Chief Executive Officer, to attend its annual hotel operations seminar, which this year was held on M/V Thomson Spirit in Limassol in early February. The objective was to train not only the sanitation crew teams who undertake pest control on all cruise ships, but all staff captains, hotel managers, housekeepers, chefs as well as other senior onboard management.

The increased awareness created by both the training and examination that followed will enable Louis Cruise Lines to maintain high pest free standards as well as to ensure that the health and safety of passengers is not compromised by the indiscriminate use of pesticides by operatives who would not know what they are doing.

Theodoros Savva, Senior General Manager for Hotel Operations welcomed the joint initiative and newly formed partnership with BPCA and stated: "Our aim is to become an industry leader in all aspects of health and safety so as to ensure that our passengers are in top form to enjoy their cruising experience with us. Our partnership with the BPCA, and the support and information they provide, will help us maintain the highest of standards and to ensure that we are always aware of our obligations with regard to pest control. In this direction, our service provision will never be compromised by the unwelcome presence of pests onboard any of our vessels. The entire team looks forward to a long and meaningful partnership with the British Pest Control Association."

The senior sanitation crew is set to attend the BPCA five-day General Pest Control course in Warwick so as to enable them to extend the knowledge and training they will gain onboard. In this way, all crew involved with pest control will be kept fully trained and up to date with all current pest control methodology and technology.

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## By royal appointment



London-based Shield Pest Control has every reason to feel proud. The company has recently been granted a Royal Warrant and can now claim to be 'by royal appointment'.

Royal Warrants are a mark of recognition awarded to companies who have regularly supplied goods or services to certain members of the Royal family for at least five years. This means the company is now entitled to put a coveted Royal Warrant legend onto its stationery, website and vehicle fleet.

Daniel Steward, Managing Director of Shield Pest Control can hardly hide his delight but is suitably coy as to which properties the company cares for. "Winning new business always gives you a boost, but this is the icing on the cake!" explained Daniel. It is tremendous news, a privilege and an honour – all rolled into one. It is a fitting tribute to our dedicated pest control operatives who consistently carry out their work to such a high standard. I'm delighted that our long service and dedication has been rewarded. We are very proud of this achievement and look forward to continuing our long association with the Royal Households."

## Forward goes forward

Nottingham-based Forward Pest Control has taken a new approach to promoting itself. In a move believed to be unique in the pest control industry, it has struck a deal to sponsor the first team shirts of Notts County Football Club for all its home matches. Marston's Brewery is sponsoring the away match shirts.



It is a particularly proud moment for Colin Lowton – a lifelong fan and Forward Managing Director – each time Notts County takes to the field at Meadow Lane. Seen in the picture below proudly modelling his sponsored shirt, Colin explains: "Forward wanted to take a new approach to marketing. In addition to the sponsored shirts, we have also added perimeter advertising to the deal and have further plans for cricket and football sponsorship. Free signed shirts and match-day tickets will be a part of incentive packages for clients who use Forward Pest Control. This is an expensive marketing strategy but is part of Forward's ambitious growth plans."

## Three Peaks triumph

Just thinking about it makes you feel tired, but BPCA Honorary Treasurer and Managing Director of Shropshire-based Advanced Pest Management, Iain Urquhart has something to celebrate. As part of the six-man Market Drayton Rotary Club team, Iain (seen third from the right below) conquered the Three Peaks Challenge in a very respectable time of 22 hours and 16 minutes.

To complete the Three Peaks Challenge requires you to climb the three highest mountains in Scotland, England and Wales all within 24 hours. This involves a combined ascent of nearly 10,000 feet and 500 miles driving – or put another way, a lot of running up and down mountains combined with 10 hours in a car.

All this was done to raise funds for Sight Savers International. Should you wish to sponsor Iain's antics go to [www.justgiving.com/lindsaybashford](http://www.justgiving.com/lindsaybashford). Iain's team has still not reached its target, so any donations would be much appreciated.



## New moves

AIS, the specialist pesticide and pest information consultancy business, has become the third member of the PestBusiness.com alliance. AIS joins founder members Xenex Associates and Active Solutions.

Cannon Pest Control has announced the appointment of Tim Bloomer as their new regional manager for the Severn Region.

With an increase in activity, Exosect has split its product management responsibilities. Georgina Kemp will be responsible for the professional products sector, whilst newly recruited Alison Tod takes care of orchard and vine products.

# Olympic fever

During August the country was gripped by Olympic fever. We all marvelled at the spectacular ceremonies in the Birds Nest arena and the clock-work organisation throughout the event. But, as to be expected, behind this lay years of planning as London, the host for 2012, is now well aware.

Behind the scenes, Rentokil deployed 150 of its expert technicians to join a 400-strong Beijing Pest Control Emergency Support Team to help service up to 30,000 households and 7,000 restaurants in the local area during the event.

The main part of the pest control management programme involved Rentokil technicians carrying out daily pest inspections and treatments on the Olympic training and Games venues from August onwards, to keep pest infestations to a minimum. During the Games, Rentokil was on hand to attend 100 Olympic sites as part of the ongoing pest surveillance.



William Kong, Managing Director of Rentokil China, explained: "We were delighted to work in partnership with Beijing to deliver a pest free Olympic Games. There are several lessons that any city which is planning to host a major event could learn from Beijing's outstanding commitment to pest management. Long-term planning and training are essential, combined with local expertise, a flexible workforce and commitments from all parties to work in partnership with the local authorities involved in pest control."



## National rodent control study

This autumn Sorex is conducting a major national rodent control study with professional pest controllers across the country to identify current challenges, control practices and bait preferences.

Readers can make sure their experience is included in this benchmark study alongside the 200-plus professionals already involved by completing the simple survey form available at [www.behaviouried.com](http://www.behaviouried.com) before the end of November. The results will be available in early 2009.

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## Management training with a difference

*Chris Turner, General Manager for Ringwood-based Rokill Pest Control, relates his tale of management training with a difference.*

On a reasonably busy day, the phone rang – it was the Managing Director. The conversation went along the lines of: *“I’m booked on a course, but due to personal commitments*



*“I can’t go – would you like to take my place?”* I responded by asking what course it was. *“Warrior school with the Massai”* was the reply. Thinking I had not heard correctly, I asked – where? *“In Tanzania”* came the reply. Stunned silence! Then came my reply – yes please.

During my 24 years with Rokill, I have never needed to travel outside the UK. So, following a series of vaccinations against a host of diseases including yellow fever and typhoid, and armed with malaria tablets, I was soon on a night flight to Nairobi, Kenya. Accompanied by 22 people I had never met, my pulse was certainly racing. Yes – I was out of my comfort zone.

The course was organised by our accountants in conjunction with Anthony Willoughby, who specialises in experience-based learning through working with indigenous people in remote locations. Similar events have been held at locations such as the Great Wall of China.

### Are there any scorpions?

Having arrived in Kenya, we transferred to Tanzania in a tiny 12-seater plane. We stayed in a temporary tented camp in an incredibly remote location in the shadow of Mount



Kilimanjaro amidst the local wildlife. One of the highlights was seeing a group of 14 elephants wandering past as we ate our breakfast. *“Do you ever see scorpions?”* I asked our guide. He laughed, then lifted up a rock and there it was – small, yellow and very venomous. Once we started looking the place was full of them, the nearest was found four feet from the tent. Thereafter boots were shaken out vigorously every morning and toilet seats checked! As a pest controller with a fascination for insects the place was amazing, giant wasps, moths, preying mantis and giant dung beetles were abundant.

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*“This was a unique opportunity and provided me with experiences I will never forget.”*

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Chris Turner, Rokill

## Meeting the Massai

The Massai survive in an incredibly hostile environment. We were privileged to visit their villages, meet their elders and elected officials, and hear about their lives. After the meeting a goat was killed and cooked over an open fire. We enjoyed the meal but when the blood was offered as a drink, none of us were brave enough to accept.

We were set a team challenge of herding goats from a nearby hillside into the village. We felt we had performed exceptionally well and had not lost many. The young goat herder was asked by the interpreter for feedback. Smiling, he said yes, we had got the goats back, but had not allowed them to feed.



On our final evening in Africa we were invited by our Massai guide to join him and some local warriors in a spear throwing competition. These were not school javelins. The blades were razor sharp as one of the group discovered when he forgot to let go and sliced into his thumb.

Throughout the course, we worked in small teams or as a whole group, taking it in turns to give presentations on a variety of topics relating to leadership. Aside from the formal training, one of the major benefits of the course was to spend time away from our businesses and other distractions, whilst being given the opportunity to think and exchange ideas. The course worked extremely well, it was a unique opportunity and provided me with experiences I will never forget.

## Playing football at 7,000 feet

A visit was arranged to a secondary school two hours drive away. We engaged in a challenging open air debate with the school debating team in front of 470 pupils. Afterwards we played a game of football against their first team at 7,000 feet in the afternoon sun – we lost 2-0!



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## Changing the face of British urban bird management

*Minimum visibility bird protection, effective against all bird species, at all infestation pressures, in almost any location, over an extended lifetime. No, it is not a pipedream – as the soon to be launched electronic system from Sorex sets out to prove.*

In the UK it may have been impossible to achieve this pipe-dream up until now, but the arrival of the first electric system proven not to harm birds – AviShock – claimed to open up a whole world of new urban bird management options alongside traditional spikes and nets.

“Strictly speaking it is not bird proofing because it does not constitute a physical barrier,” explained national bird management specialist, Grahame Turner of, behaviour-led pest control experts, Sorex whilst at an industry training day ahead of the system’s official launch at this year’s PestTech.

“Equally, it is not a scaring device in the conventional sense of visual or audio deterrents. Instead, it modifies the behaviour of urban birds by touch, deterring them from loafing, roosting or nesting.

“Electric systems have been successfully employed in many parts of the world for a number of years,” Grahame Turner pointed out. “Here in the UK, however, their use has been seriously restricted for fear of contravening the 1981 Wildlife and Countryside Act or the more recent 2006



Representatives from the UK pest control industry gather to examine the new AviShock bird control system.

Animal Welfare Act through causing ‘bodily injury’ or ‘unnecessary suffering’ to wild birds.

“We did not believe the legislation was an insurmountable problem, though. So Sorex took-up the issue with Defra and established that if we could prove our system did not harm wild birds it would be legally acceptable. This is exactly what we have been able to do through extensive, independent trials with pigeons and sparrows. These have been conducted under carefully controlled conditions at the Government’s own Central Science Laboratory (CSL).”

### No evidence of bodily injury

Involving detailed behaviour monitoring and veterinary checks, the CSL testing concluded there is no evidence that this system will cause bodily injury to pigeons, sparrows or birds with similar characteristics. This is supported by the extensive portfolio of research data and overseas experience the development team has assembled with their US manufacturing partners.

Armed with this evidence, Sorex is confident the system complies with all the relevant

legislation, enabling it to be launched as the only electric system proven to meet UK legal requirements.

“While proving it does not harm them, the CSL trials also showed how effective AviShock can be at deterring birds,” added Grahame Turner. “Both the pigeons and sparrows were found to prefer the food source – only accessible from a perch protected by the system – over an alternative provided elsewhere in their pens. Yet, while they spent an average of 18.0 and 14.5 seconds respectively on the perch before it was turned on, this was cut to just 1.0 second when it was operational.

“Interestingly, one sparrow receiving a shock and departing rapidly from the ledge was sufficient to make the whole flock take wing. And the pigeons showed a marked reluctance to re-visit the ledge for the remaining 70 hours of the trial during which the track was left off, despite the temptation of their preferred food. This underlines the system’s value in flock deterrence, through aversion, as well as instinctive behaviour.”



The system has provided highly effective, low visibility protection for signs and other hard-to-proof features in the US for the past five years.



## Flexible and hardly noticeable

The system is based on lengths of twin, braided stainless steel conductors set in an extruded PVC base which can be glued along almost any surface and is flexible enough to accommodate undulations and curves.

Just six mm high and available in several building-toned colours, the track is hardly noticeable at close quarters and almost invisible at any distance. It is easily cut to length, and a range of purpose-built click-on connectors and jumpers allow runs to accommodate a wide variety of building features.

Operating in much the same way as livestock electric fencing, weatherproof charger units –capable of serving up to 300 metres of track – send pulses of high voltage, low current electricity down the conductors, shocking birds whenever they land on the track and complete the circuit.

"The system is particularly valuable wherever visibility is a major concern," stressed Grahame Turner. "This makes it ideal for listed buildings or other high profile sites. The fact that a single length of well-sited track can often protect the same width of ledge as multiple rows of spikes or wire makes it ideal for a wide range of parapets, roof peaks, edges and beams. And it is second-to-none in protecting signs and other awkward objects previously difficult or impossible to proof.

"Its relative expense means spikes and nets will continue to be the preferred solution for many less sensitive areas and applications, though," he added. "Unlike physical proofing measures, AviShock also requires a mains power source, should not be operated where it could cause people to fall if startled, and can profit from quarterly inspection to ensure it continues to operate at peak efficiency."

**To date, this new system has received a very positive response. This is what some members from the industry have had to say.**

*"A new non-physical bird management system which combines effectiveness with the assurance of no bodily injury. I can see lots of applications for it."*

Paul Butt, Natural England

*"Thank heavens we now have a low visibility system we can be confident of recommending to customers for high value, architecturally sensitive buildings and locations."*

Iain Turner, Barretine Environmental Health

*"It's great to see new cutting-edge technology coming into our industry allowing members to solve urban bird problems for which they previously had few acceptable answers."*

Oliver Madge, BPCA

*"AviShock is a very valuable addition to our bird proofing armoury. Particularly for buildings where spikes or nets are unacceptable on aesthetic or conservation grounds."*

Paul Hoyes, Killgerm Chemicals

*"We're already seeing keen interest in the system from clients working on a major project with Manchester City Council despite costs significantly higher than traditional spikes."*

Steve Mills, Pestproof

*"Architects will love AviShock. It meets their desire for effective and unobtrusive edge protection against all bird problems even better than bird wire in most situations."*

Ian Cain, NBC Scotland

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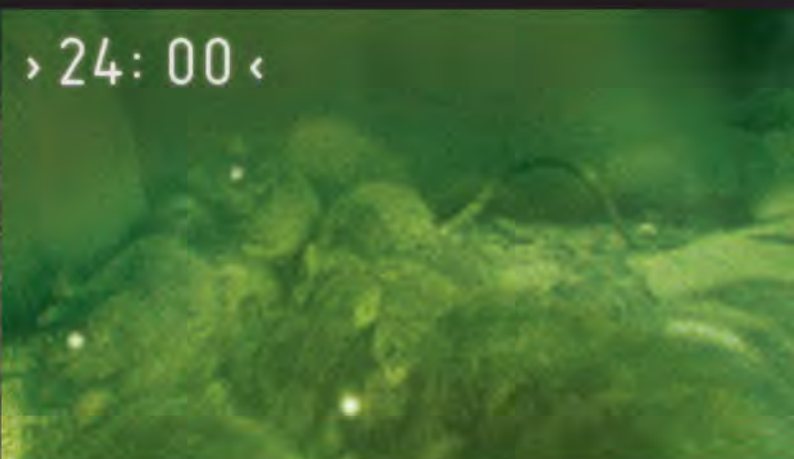
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**Behaviour led control**



## Urban pests the star attraction

Over 220 delegates representing 36 countries attended the 6th International Conference on Urban Pests (ICUP) held between 13-16 July 2008 in Budapest, Hungary. In total, delegates could attend 68 papers, 25 posters, three participative workshops and mingle with delegates, many regarded as text-book names in their field. Frances McKim reports.

The whole gamut of urban pests was discussed including rodents, cockroaches, termites and ants. However, two particular pest scenarios demanded the most attention – vector borne diseases and bed bugs.

Opening the conference, Dr Evelyn Depoortere from the recently established European Centre for Disease Prevention and Control (ECDC) (see <http://ecdc.europa.eu>) based in Stockholm, Sweden, explained that the climate



Dr Gai Murphy and Mike Kelly from the UK both presented papers.

and environmental changes being predicted by experts will alter the risk to Europe from vector-borne diseases. "We are likely to see the spread of diseases such as tick-borne encephalitis and West Nile fever in places where they have not been seen before," explained Dr Depoortere.

## Bed bugs a universal international problem

As reported in the last (No 52) issue of *Professional Pest Controller* following the discussion groups held at Pest-Ventures, the increased level of international travel was highlighted as one of the primary causes of the now world-wide problem with bed bugs. Much debate centred around what has caused this global outbreak and how control can be achieved? The UK was felt to be in a more favourable position with the range of insecticide treatments available – particularly when compared to the USA – where a loss of insecticides, due to withdrawals caused by regulatory issues, is causing a major problem.

Clive Boase of the Pest Management Consultancy, Cambridge, expressed a view echoed by several others when he said: "Recurring bed bug problems are not usually reinfestations – the problem comes as a direct result of not doing the initial treatment well enough to begin with." Dr Andy Brigham, General Technical Manager for Rentokil in the UK outlined laboratory work undertaken with seven commercially available insecticides to establish activity on bed bugs. He explained that: "In hotel situations, the overall objective for Rentokil is to prevent guests from being bitten." Rentokil is soon to roll-out across Europe a best bed bug practice campaign for the hospitality industry.



Two of the largest rat and cockroach control programmes ever undertaken took place in Budapest in the 1970s.

## A possible solution to bed bug resistance

Problems with insecticide resistance were a recurring theme. But, on a positive note, Dr Reiner Pospischil from Bayer CropScience, Monheim Germany revealed that products to which resistance exists when used separately, may nonetheless produce good efficacy when tank-mixed. Deltamethrin combined with natural pyrethrins plus the synergist piperonyl butoxide being such an example. Work at Sheffield University by Richard Naylor using the juvenile hormone analogue (S)-methoprene had produced good results. Better known for its activity with Pharaoh's ants, this IGR (Biopren) offers a way forward. Recognizing the length of time it requires to achieve control, its use combined with a residual spray, such as bendiocarb, proved a talking point, especially as the IGR may heighten bed bug susceptibility to the conventional insecticide.

Although an encouraging result, official approval for such a treatment in the UK is some way off.

## On the horizon

Most excitingly, Vaslav Rupes from the National Institute of Public Health, Prague, Czech Republic detailed trials undertaken in a block of flats with a semi-liquid ant bait matrix containing imidacloprid against Pharaoh's ants. Excellent results were recorded. Bayer Environmental Science is already marketing the active ingredient as Maxforce Quantum in several European countries – watch this space for a UK introduction!

Copies of the proceedings from this event are available in both book and CD format. Contact Dr Dániel Bajomi at email: [igazgato@babolna-bio.hu](mailto:igazgato@babolna-bio.hu) for details.



Ana Eugênia de Carvalho Campos will chair the 2011 event to be held in São Paulo, Brazil.

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# Dates for your diary

## 22-25 October 2008

### PestWorld 2008

Venue: Gaylord Convention Center,  
Washington DC, USA  
Organiser: NPMA  
Tel: +1 703 573 8330  
Web: www.pestworld.org

## 4-6 November 2008

### 20th FAOPMA Convention & Exhibition

Venue: Tokyo International Forum, Japan  
Organiser: FAOPMA  
Email: jpca@pestcontrol.or.jp  
Web: www.pestcontrol.or.jp

## 5 November 2008

### PestTech 2008



Venue: National  
Motorcycle Museum, Birmingham  
Organiser: NPTA  
Email: officenpta@aol.com  
Web: www.npta.org.uk

## 5 November 2008

### Pest Control News Dinner

Venue: Manor Hotel, Meriden  
Organiser: Pest Control News  
Email: editor@pestcontrolnews.com

## 19-21 November 2008

### Parasitec 2008

Venue: Paris, France  
Organiser: PC Media  
Email: eparasitec@aol.com  
Web: www.parasitec.org

## 20 November 2008

### National Congress for the Control of Urban Pests

Venue: World Trade Centre,  
Barcelona, Spain  
Organiser: ANECPA & ADEPAP  
Email: info@cncpu.org  
Web: www.cncpu.org

## 20 November 2008



### SOFHT Annual Lecture, Lunch & Awards

Venue: Millennium Mayfair Hotel,  
London  
Organiser: SOFHT  
Tel: 01827 872500  
Web: www.sofht.co.uk

## 27-28 November 2008

### European Pest Management Day

Venue: Brussels, Belgium  
Organiser: CEPA  
Email: robfryatt@cepa-europe.org  
Web: www.cepa-europe.org

## 21 April 2009

### Europest 2009



Venue: Crowne Plaza Hotel,  
Docklands, London  
Organiser: CEPA  
Email: robfryatt@cepa-europe.org  
Web: www.cepa-europe.org

## 22-23 April 2009



### PestEx 2009

Venue: ExCel, London  
Organiser: BPCA  
Email: enquiry@pestex.org  
Web: www.pestex.org



## CEPA targets the food industry

This year's European Pest Management Day (EPMD) is to concentrate on the European food industry. Organised by the European Pest Management Industry Association (CEPA), the event on 27-28 November 2008 is, once again, to be held at the Silken Berlaymont hotel in Brussels, Belgium.

The food industry from the auditors, through the manufacturers, to the retailers are major clients of the European pest management industry. In addition, they also have an increasing influence on the standards and techniques practiced within this rapidly expanding international industry.

Commenting on the event, Robert Stuyt, CEPA President said: "Building on the success of last year's inaugural event, this year's EPMD is to concentrate on the European food industry – a key market for our industry. We will focus on those food sectors where we work in tandem with our clients. In addition, the regulators who play an increasingly role on all our activities will be involved. With this approach we can address the ways in which the pest management industry can work in partnership with the food industry to mutual benefit."

EPMD starts on the afternoon of 27 November with an open session where CEPA will update

the industry on the progress of its many projects. This session is open to all and everyone is welcome to attend. This will be followed by a reception and gala dinner with a high level European Commission guest speaker.

The conference session on Friday 28 November will be chaired by Norman Rose from the European Business Services Round Table. Speakers will include Dr Frank Meek, International Technical Director of Orkin Pest Control, USA who will provide an American perspective. He will be joined by speakers representing the international food auditing, manufacturing and retailing companies.

The full delegate fee is €450.00 or €400.00 if booked before 1 October 2008. Special delegate rates are available at the Silken Berlaymont hotel. Details are on the CEPA website at [www.cepa-europe.org](http://www.cepa-europe.org).

## New members welcomed to BPCA

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Northumbria Pest Control, Hexham  
Railscape, Rayleigh  
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Invaders Building Services, UAE

## British Pest Control TRAINING



For further information, or to make a booking, contact BPCT in Derby Tel: 01332 294288. Fax: 01332 225101. Web: [www.bpca.org.uk](http://www.bpca.org.uk)

VAT will be charged on all courses and examinations.

### EXAMINATIONS

Course Title	Venue	Dates 2008	Cost £ plus VAT BPCA Members	Cost £ plus VAT Non-members
RSPH/BPCA (Level 2) Certificate in Pest Control	Derby	17 October 2008	£110	£125
<i>(Exam venues other than shown can be arranged at the discretion of the BPCA).</i>	Reaseheath College	14 November 2008	£110	£125
	Warwick University	12 December 2008	£110	£125
BPCA Certificated Field Biologist	Derby	16 October 2008	£250	£350

### TRAINING COURSES

Course Title	PROMPT CPD Points	Venue	Dates 2008/2009	Cost £ plus VAT BPCA Members	Cost £ plus VAT Non-members
<b>General Pest Control</b> * includes full-board and accommodation and RSPH/BPCA (Level 2) Certificate in Pest Control exam fee					
General Pest Control	24	Warwick University	7-12 December 2008 <b>15-20 March 2009</b>	£750* <b>TBA</b>	£985* <b>TBA</b>
Ten Day Modular Course	27	Reaseheath College	3-14 November 2008	£890	£995
Insect Identification	10	Warwick University	10 December 2008	£145	£170
<b>Specialist Situations and Applications</b>					
Urban Bird Control and Management Course	12	Derby	17-18 November 2008	£275	£325

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Tel: 07774 200400 or Email: [oliver@bpca.org.uk](mailto:oliver@bpca.org.uk)

Principles of Pest Control – Subjects include Health & Safety, Legislation, PPE, reports	Price on application
Rodents – Subjects topics include rats, mice, biology, behaviour, rodenticides	Price on application
Insects – Subjects include species, control, biology, insecticides	Price on application
Mammals – Subjects include pest species, non-pest species, control	Price on application
Birds – Subjects include pest species, non-pest species, legislation	Price on application



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**Mini-Rex**  
Mouse Snap Trap PATENTED



**T-Rex**  
Rat Snap Trap PATENTED

Taking full advantage of Trapper T-Rex's aggressive design, user-friendly features and proven results, NEW Trapper Mini-Rex Snap Trap is the top predator in the battle against mice. Its ideal balance of trigger sensitivity and powerful trap velocity ensure Mini-Rex delivers the same devastating results for mice that the T-Rex has continued to deliver on rats.

Upgrade your company and image with the professional quality and results only the new Trapper Mini-Rex can provide. Available from your Bell distributor.



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