

# PPC

PROFESSIONAL PEST CONTROLLER



ISSUE 55 SPRING 2009

THE JOURNAL OF THE BRITISH PEST MANAGEMENT INDUSTRY

# Contents

## SPRING 2009

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- 3 Speak Up for the Industry**
- 4 News Digest**  
Exosect funding; Keith Thomas dies; Insect-O-Cuter
- 9 PestEx 2009**  
7-page preview of this year's show from April 22-23 at ExCeL, including a focus on bed bugs
- 16 Resistance in Rats**  
Part 2 of 2 looks at how they defy anti-coagulants
- 20 Professionalism**  
How we can improve standards in pest management
- 25 Niche Markets**  
Find out how it can pay to specialise
- 28 Women on top**  
Celebrating the launch of the group Professional Women in Pest Management
- 30 New Qualification**  
Pest Control Level 3 developed by RSPH
- 32 Question of Trust**  
Find out more about the contract cooling-off period
- 34 Credit Cards**  
Useful for businesses - if you use them right
- 37 New Products**  
Round-up of the best of the latest new ideas
- 38 What's On**  
Your calendar of BPCA and other industry events
- 39 Professional Development**  
Check out the 2009 training programme





# ACTIONS SPEAK LOUDER THAN WORDS



I apologise in advance to those of you who are reading the printed matter, but Professional Pest Controller (PPC) is the first industry magazine to become vocal through its actions – literally. For those of you online, click on my photo and then stop reading this.

Marketing budgets are tighter and revenue harder to obtain – but pest numbers are not decreasing, legislation has not reduced and intolerance of pests has not dwindled away. This is a fantastic industry because pests don't care about others' point

of view – they just keep on reproducing.

In times like these we need to become more visible and utilise our limited budgets much more effectively. The next generation of decision makers and consumers are internet savvy and they are using it to their full advantage. They are short on time (aren't we all!), so information needs to be visual to grab and hold their attention, so they can make decisions in as quick a time as possible.

Facebook, YouTube and Google didn't happen by accident – they are in demand. How many of you have Google as either your home page or within your favourites? This industry needs to 'harness' technology for several reasons. Pest management is not generally spoken about in day-to-day life, but why not? We need to show people outside the industry exactly what we do, we need to make a positive social impact on why consumers should be using professional companies and we ALL have the ability to use this medium to raise brand awareness and product placement.

We can all list high street brands, but we are generally not a high street industry. If we simply stay in the same 'pond' as providers with traditional communication mediums, brands will be diluted and we will continue to fight over the same pond.

They say you are more likely to buy from someone you know and/or trust – makes sense. So why do we hide behind static information providers when looking to obtain new business? Video and the internet give you the power to persuade and reassure your customers, existing and potential, as they can see your professional appearance and livery in the field, and hear you talk passionately about why you are in this industry and why someone should buy from you.

The problem with printed leaflets is they become out of date and you end up literally throwing hard-earned money in the bin. The chance to be in front of potential customers, say how good you are and confirm your status is just a click away. If you want more information call or email [oliver@bpca.org.uk](mailto:oliver@bpca.org.uk) and we can help you.

Oliver Madge, BPCA chief executive officer

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## GOT IT?

Can you identify the picture on the cover? If so, call the BPCA on 01332 294288 or e-mail: [enquiry@bpca.org.uk](mailto:enquiry@bpca.org.uk) with your answer. All correct answers go into a draw for a prize and we'll announce the winner next issue.

Last time's winner was Martyn Belcher of Nottingham NHS Trust, who knew it was a wasp.

## Westminster pest control project

Westminster City Council has said its Pest Control Project and Awards initiative has led to a more proactive approach in tackling these issues and greater consultation with restaurants and pest control contractors.

David Hine, Environmental Health Officer, Food Team, Westminster City Council said: "The aim of the recent 'Aiming High – Working in Partnership' project was to provide consistency, education, involvement and improved partnerships to food businesses in Westminster regarding the management of pest control. "There is a need to improve food hygiene standards and awareness of how pests are controlled within certain food business, as we receive a high number of complaints (555 between 2006 and 2008) from the public."

Westminster and the BPCA jointly developed a Good Practice Agreement. Hine added: "We trialled the Aiming High initiative in three pilot areas in Westminster where all food businesses were offered free pest awareness training undertaken by Westminster City Council in partnership with the BPCA, assisted by the hard work of Karen Page."

Peter Priestley, past president of the BPCA and MD of EnviroCare GB Ltd said: "Professional levels of pest control can be achieved if both contractor and customer work closely together and this initiative very much enables that." Oliver Madge, BPCA CEO said: "This scheme has been an amazing discovery - if there's a will to improve food outlets' understanding of pest service provision, there is a way. We look forward to discussing this at one of the PestEx seminars. The top-scoring food outlets in Westminster will be presented with their awards at PestEx."



## Exosect attracts further investment funding



*Brown – investment reflects market potential*

Intelligent Pest Management solutions provider Exosect has attracted further funding from European venture capitalist investors - Oxford Capital Partners, WHEB Ventures and the Entrepreneurs Fund.

After seven years of intensive research and trial programmes in over 25 countries, Exosect says it is now in a position to bring new products into daily use and "deliver environmentally sustainable products that will support the pest management industry".

Managing director Martin Brown says: "This further investment in Exosect reflects recognition by the investment community of the market potential of sustainable approaches to pest management in the future." With this continued funding, Exosect is in a position to support PestEx on April 22-23, sponsoring the business theatre where the industry will look at how the future will unfold through working with enforcement officers and auditors on the delivery of pest services within high risk environments.

"Not only will this enthuse professional service providers, it also complements the position that we are looking to deliver in the market place," said Brown. Among the new products the company is rolling out is Entostat, a patented powder technology that has electrostatic properties that are picked up by insects and passed to others. Active ingredients in it disrupt mating.

## Scots region shows the way

BPCA's programme of regional meetings for 2009 is now already well under way, with the well-attended Scottish meeting last month proving a hit with distributors and pest control companies alike.

Mentor Kevin Higgins told them: "Regional meetings are a new direction for the BPCA, but we are finding that they complement our range of communication back to the industry about new topics that are faced, as well as a good opportunity to collect thoughts on future directions."

Among the presentations, Graham Bingham from Killgerm Chemicals talked of his company's new range of mattress covers to prevent bed bugs by trapping infestations, preventing further problems and cutting harbourage points.

Simon Pullman from Azura Group gave an overview of the system they have developed to record and manage pest control contracts.

Tim Baines from the Scottish Countryside Alliance talked about ways to develop relationships between the pest management industry and wildlife management organisations, after pressure to change legislation in Scotland and ultimately force through changes in England and Wales.

"We welcome communications with the Pest Management industry and BPCA to ensure this necessary method of pest control remains within our armoury.

"Greater links are required between our two industries and we hope that this is the first of many meetings."

The evening concluded with discussions on BPD, CPD, professional status, Roma Protocol and industry relationships.

## Rentokil reports halving of profits



Services group Rentokil has seen its full-year profit cut in half and scrapped its final dividend in order to preserve cash and to give its turnaround plan time to work. The firm, best known for pest control, said underlying pre-tax profit fell 49% to £107.9m in 2008, slightly ahead of forecasts but well down from £211.4m in 2007.

Rentokil said most of its existing lines of credit extend to 2012, but it decided not to pay a dividend to improve financial flexibility. The group said it was suffering from the poor integration of acquisitions and the cost-cutting plans of previous management.

A year ago, former ICI executives Alan Brown and John McAdam were brought into the group as chief executive and chairman respectively. The two devised a three-year turnaround plan but the group has since issued four profit warnings, with its recovery programme hamstrung by the recession.

Brown said: "Clearly a challenging year for Rentokil Initial, but we are making progress on fixing operational problems and improving predictability of profits." Shares in Rentokil, have lost 59% of their value over the last year.

Late last month they were trading at 45p, valuing the business at £817m.



*Pest control measures introduced at Surrey's county cricket ground*

## Bringing 'technology to the market'

Exosect a provider of pest management solutions, addressed a group of stakeholders in agricultural bio-technology, and spoke of its experience of bringing innovative and environmentally sustainable agricultural technology to the market.

Organised by the Royal Agricultural Society of England, the forum, held in London, was designed to demonstrate "real and exciting investment opportunities" in UK agriculture.

Exosect managing director Martin Brown, explained how his company has moved from the core R&D phase in to the key commercial phase of the business lifecycle and emphasised the importance of having involved investors with a long term view in this sector.

He added: "This was an excellent forum in which to demonstrate the enormous potential UK research based companies offer for the investment community, especially in light of the pressures that worldwide agriculture is now facing to reduce pesticide use and move towards zero residues."

## OBITUARY - KEITH THOMAS

Keith Thomas, a much loved and respected member of the UK pest control industry passed away peacefully at home after a prolonged illness aged 70.

Having started his career with Rentokil in the early 60s, Keith emigrated to Australia 40 years ago and joined Powells Pest Control, later taken over by Rentokil, and in 1970 he returned to England and joined Verminex where he found his niche as service manager of the bird control division No Perch.

Former colleague David Nubel said: "When I joined Verminex in 1978, Keith was one of the first to offer me a warm welcome and we remained good friends ever since.

"He was a kind, warm-hearted man with a passion for his work with a natural ability to encourage and motivate. He supported his church and scouting as leisure time activities, and gave rarely rewarded fanatical support for Crystal Palace Football Club.

"He remained with Verminex after the Peter Cox take-over and continued to work for the company until ill health - a combination of kidney problems, and failing eye-sight brought on by diabetes - forced him into early retirement."

He is survived by his wife Barbara who he married in 1960 and daughter Katy, their son Matthew having died as a result of complications caused by Muscular Dystrophy in 1985.

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# INSECT-O-CUTOR

## P+L Systems acquires Insect-O-Cutor

The Directors of P+L Systems have announced the acquisition of the Insect-O-Cutor trademark and the flying insect control business of RIWA Ltd.

P+L Systems based in North Yorkshire, England, manufactures and distributes electronic fly killing (EFK) machines and associated consumables to over 75 countries from its facilities in the UK and Spain.

The company also supplies washroom hygiene products such as fragrance dispensers and aerosol refills, feminine hygiene bins and automatic hand dryers, under its TimeMist brand as well as water management products with its Dart Valley Systems unit.

The Insect-O-Cutor brand has over 40 years of heritage in the EFK market and is a well recognised brand in this field. The business also comprises consumables such as UV fluorescent tubes and glueboards as well as the specialist fly screens business.

A number of sales, manufacturing and support staff will be transferring to P+L Systems and a brand new facility for screens manufacture will be established in Stockport, England.

Peter Mangion, managing director of P+L Systems said: "We are delighted to be acquiring such a recognised brand in Insect-O-Cutor along with the fly screens business, both of which strengthen our position in our core category.

"We are welcoming some excellent people to our team; people with a detailed knowledge of the brand, products and services which are so highly valued by customers around the world.

"We look forward to building on existing customer relationships, as well as expanding our customer base, with our newly strengthened brand portfolio and team of people".

## Town centres warned over gulls

Britain's town centres face being overrun by huge numbers of herring gulls in the future, according to a leading environmental writer.

Richard Girling, who writes for The Sunday Times, has spelt out the danger as gull breeding populations continue to soar in towns and cities – particularly those inland.

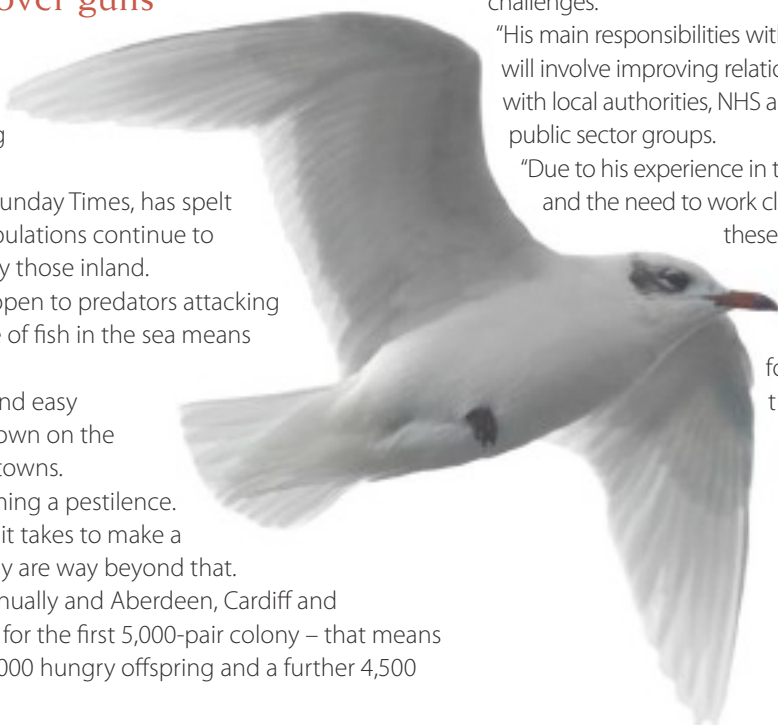
Populations on the coast are often open to predators attacking eggs and young, while the shortage of fish in the sea means great competition for food.

But inland there are few predators and easy sources of food, from takeaways thrown on the ground to vast landfill sites outside towns.

"What began as a nuisance is becoming a pestilence.

Fifty breeding pairs in a town are all it takes to make a deleterious impact and many already are way beyond that.

"Populations are growing at 25% annually and Aberdeen, Cardiff and Gloucester are all strong candidates for the first 5,000-pair colony – that means not only 10,000 adults but up to 15,000 hungry offspring and a further 4,500 immature non-breeders."



## PHPDS scheme extended

The Health & Safety Executive has provided a three month window for the implementation of the Public Health Pesticides Disposal Scheme.

It is asking pest management companies to use the opportunity to get rid of stores of pesticide products that have lapsed 'Approvals for UK' use or become out of date.

Backed by the BPCA, the advice to operators is to check through their stores and take the opportunity without fear of prosecution to dispose of any products that may be out of date or withdrawn under legislation.

For more details visit [www.phpds.org.uk](http://www.phpds.org.uk)

## Mitie's father and son link

Mitie Pest Control has welcomed Vaughan Davies to the company ranks joining his son Gareth, a regional manager.

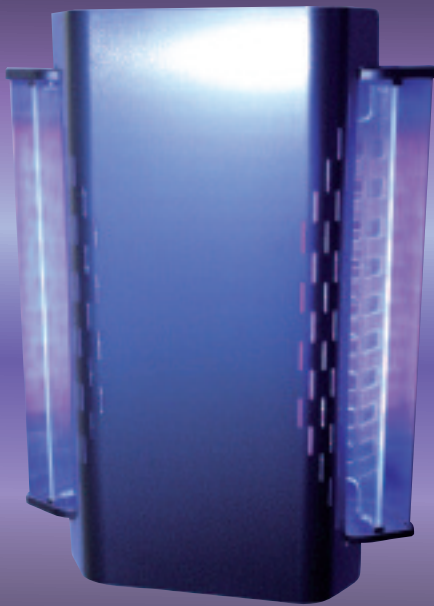
MPC says: "Vaughan has just completed 44 years with Rentokil and is looking forward to his 45th year and its new challenges.

"His main responsibilities within Mitie will involve improving relationships with local authorities, NHS and other public sector groups.

"Due to his experience in this sector and the need to work closer with these important groups, we are looking forward to the future.

# Innovation in Action

## Two exciting new units from Brandenburg



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### Out of sight. Out of mind.

It's a well known fact that nobody wants to see flies - even dead ones. That's why you really ought to check out the **Optica 180** and **Eclipse** flying insect control units from **Brandenburg**.

The **Optica 180** is the ideal combination of translucent materials technology and slim-profile unit design to provide all-round 180 degree UVa transmission and assured flying insect control.

The **Eclipse**, however, is a design-led unit for front of house and highly sensitive areas which demand discreet flying insect control. It will also complement perfectly the décor, colour and lighting of its surroundings.

The **Optica 180** and **Eclipse** are highly effective flying insect control units, and yet crucially, captured insects are never visible to your staff, customers or the public at large.



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PESTEX 2009

# COME ON DOWN

**Firmly established as the premier pest management exhibition, this year's event features a whole host of pest management solutions. See PestEx 2009 live up to its reputation from April 22-23 at ExCeL**

With all but the last few stands sold within the exhibition halls at ExCeL, this year's event boasts an impressive list of companies showing their latest products and services to enable you to find the solutions you need. Visit [www.pestex.org](http://www.pestex.org) to view the latest exhibitor list. Visitor registration has already gone live so while you are on the website, why not pre-register to attend PestEx 2009?

New features added for this year include a seminar theatre with speakers lined up to talk about the latest issues facing pest management business owners. There is also a technical area with a number of initiatives that have been developed to increase technical knowledge plus a practical demonstration area where visitors can gain Continuous Personal Development (CPD) points and certification for practical skills learnt on the day.

Details of all these innovations can be found on the website. All seminars, technical sessions and practical demonstrations are repeated on both days of PestEx so no-one has to miss out.

Admission to PestEx 2009 is free and pre-registration is vital to guarantee your attendance at one of the seminars or demonstrations as numbers to these are limited.

So visit [www.pestex.org](http://www.pestex.org) now to pre-register to attend and make your selection of seminars and demonstrations to personalise your itinerary for the day. Tickets will be sent out two weeks prior to the event.

*For further information call the Events Hotline on 0845 108 5504*



#### **PestEx 2009**

- Visitor registration open
- Dates: Wed 22nd to Thu 23rd April
- Venue: ExCeL, Docklands, London



## LET'S BE POSITIVE

### As BPCA CEO Oliver Madge looks forward to PestEx he urges a positive industry outlook

As an industry it's about time we stopped saying we can't and started actually doing, and positive thinking can really help. It's also good for those around us - look at the success of Team GB in 2008. Positivity rubs off on people, it fuels enthusiasm and it brightens even the darkest day. Positive thinking is not necessarily about money, it's not about power and it's not even about the weather - its from within us, and we all have it. Sometimes it needs a bit of a 'kick start' and support, but it is possible, especially when you think the same amount of effort is required to think about negative thoughts, but the outcomes are completely different.

This is a fantastic industry and one that should be proud of the invaluable services it delivers in public health protection through the control and management of pests. We have opportunities for significant growth: Bed bugs are on the increase; rodent populations are not decreasing and legislation, along with the public's intolerance, maintains the need for pest free environments.

We know the Biocidal Products Directive will change pest management, and with it come difficult decisions and the need to adapt. But it also brings significant opportunities to re-educate consumers, politicians, auditors and other decision makers about how pest management must be delivered in the future. How many industries are lucky enough to have legislation to support changes and demands on increasing its professional status? Not many! Which brings us to PestEx 2009, the UK's premier pest event. This year sees by far the most significant step forward in the provision and delivery of information to service providers, communication with manufacturers and distributors and the opening of the event to new audiences. We are pleased to announce that over eight brand new products will be launched at PestEx. That may not seem many, but when was the last time a truly new

product was launched in this industry?

The event has been designed to provide comprehensive information to the whole industry, including PROMPT seminars for all industry sectors.

Industry qualifications are important for any industry looking to raise its professional understanding and position. With the success of the Certificate in Pest Control (Level 2), PestEx features an update on the introduction of Level 3 (Diploma in Pest Management). The Diploma will give the industry a structure that will allow specifiers and auditors to request and deliver the correct service level. The ROMA protocol was the start and RSPH, with the industry, has been working to secure our future.

#### BUSINESS THEATRE

Within the business theatre we will have speakers from Ford Motor Company providing information on cost and tax savings on company vehicles, along with invaluable management tools for vehicle data collection. They also plan to showcase something brand new and we wait with anticipation to see how this will benefit the industry. The business theatre will discuss working with auditors and enforcement officers. This has been included in the programme to prompt discussion about how we deliver a professional service in the future, and how these groups are going to have to take more notice of this industry. The seminar sponsored by Exosect will incorporate the findings from the Westminster Aiming High Project.

#### TECHNICAL DEVELOPMENT FORUM

The technical development forum focuses on three areas: rodent resistance, bed bugs and EFK lamp technology. Adrian Meyer will chair a seminar looking at issues related to resistance in rodents. Handouts and work books for 'How to survive rodent resistance' will provide ongoing



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**RSPH**  
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support after the event. Reading University is presenting on new technology for testing rodent tails for resistance. Clive Boase will deliver a new code of practice prepared by the Greater London Pest Liaison Group. Documents have been created to provide awareness to residents, landlords, hoteliers and enforcement groups; room preparation pre and post treatment and also the legal powers of enforcement officers. This is the event chosen for the launch of these documents and we look forward to being able to use the codes to promote the difficulties we face and the benefits of using professional services. EFK lamp technology is something vastly overlooked by many. New technology will provide lamps with a longer service life and, as a consequence, a more profitable service option for routine maintenance. Annual service contracts, which include lamp replacements, do not need to alter in price, but the cost of service will be reduced. Find out how at this forum delivered by Philips in association with Barretine

### PRACTICAL WORKSHOP AREA

The practical workshop area is something completely new. For the first time technicians, the most important people in this industry, can learn new skills through hands-on seminars designed to establish understanding of a wide range of workplace issues. Attendees at these FREE sessions will leave with certificates that support company diligence and personal competence.

The practical area is sponsored by Brandon Tool Training and will look at PPE, working at height and face fit tests to satisfy CoSHH regulations and corporate liability. Practical, hands-on training sessions for fly screens will be available, which will involve delegates making a screen to take away with them. Information will also be provided on maintenance options and how to maximise opportunities for installation purposes. EFKs are an incredible source of revenue and one often overlooked by the industry. These sessions will have units for individuals to work on, fault finding sessions and catch tray analysis information. These seminars are not PowerPoint, sit and watch – they will provide real benefit to those who work in every sector. All events will run over both days, so there is every opportunity for you and your colleagues to attend. Thanks to our sponsors these events are FREE to attend, but places will, unfortunately, be limited – so register yourself and your colleagues now at [www.pestex.org](http://www.pestex.org).

**All events carry CPD points so bring registration cards.**

### BED BUG BOULEVARD

Bed Bugs remain a growing problem, so PestEx has put them all in one place – Bed Bug ‘Boulevard’. A room will be replicated within the exhibition hall to provide a practical, interactive chance for service staff and decision makers to see various treatment processes and understand how Integrated Pest Management (IPM) works in bed bug control. The need to publicise the threat of bed bugs to end users has never been greater. With cost cutting occurring in other sectors we need to ensure policy writers and decision makers are aware of the difficulties we face in actually gaining control of the bed bug.

Of course all the exhibitors you need and want to see will be at the event, and a few more. Up-to-date details of all exhibitors is available on [www.pestex.org](http://www.pestex.org).

There has been much discussion about the need for qualifications; particularly at a European level (we already have the Level 2 in the UK) but we need to continue to lead the way to ensure we make the right decisions and have a suitable model to adopt. Europe, through CEPA (the European Pest Management Association) is looking to create a CEN standard to protect the existing work force of individual countries and promote further the professional status of the European industry. More information is available on CEPA website ([www.cepa-europe.org](http://www.cepa-europe.org)).

### NETWORKING OPPORTUNITIES

In addition to the range of seminars and exhibitions there are several social and networking aspects to the event. For the first time at an exhibition, PWIPM will be holding a cheese and wine reception on the evening of the 22nd. This is open to all females and will be held in the seminar areas just before PestEx’s evening event. PWIPM will also hold a national meeting and seminar, within the PestEx facilities during the event - check their website for further information.

Talking of the evening event, yet again the Pest Management Industry Evening is going to take a new approach: no sitting around sheltered tables, this is going to be an interactive and lively evening. Within the evening programme will be the industry awards. This year, in memory of several fallen pest colleagues, we are holding additional awards for those who work in the industry. The event will also hold a casino evening to test your nerve, as well as the opportunity to mix with speakers and exhibitors, re-establish old acquaintances and relax in the company of like minded colleagues.



**PHILIPS**



**INSECT-D-CUTOR**



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# IPM APPROACH THAT WORKS

A key feature of PestEx 2009 will be 'Bed Bug Boulevard' – here we explain what it is and how it works

A truly Integrated Pest Management (IPM) approach to bed bug control will be showcased for visitors to PestEx. This initiative aims to offer a practical, interactive opportunity for service staff and decision makers to have a competent experience of the various treatment processes and so gain a comprehensive understanding of the subject.

The audience includes Service Technicians who can expect to get:

- Exposure to practical systems to inspection & survey
- Room preparation, pre treatment
- Treatment process – chemical and non-chemical
- Housekeeping and post treatment recommendations
- Ongoing monitoring and documentation to leave with the client – including follow-up periods etc

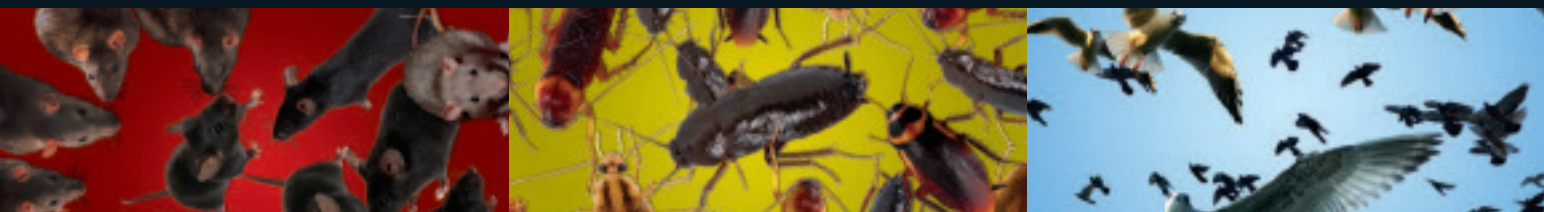
It will also appeal to decision-makers generally because it will help them to understand the options available and the benefits of integrating within contract specifications – though not educating them on how to do the job.

It also aims to identify incorrect methods of control (e.g. ULV) along with some of the impractical recommendations that have been provided by service companies.

Delegates will register and sign in for the CPD at the beginning of the day. The course will cover survey information, a chemical point, non-chemical aspects, monitoring, housekeeping (and documentation), and at the end they will collect an industry handout booklet for overview of the above areas.

Key industry supporters of this feature include Brandenburg and BASF.

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# BED BUG ALERT

**Incidents of infestation are growing in the UK and it is down to pest management professionals to alert the public and move in as soon as they are detected**

The bedbug population has exploded in recent years, particularly in developed countries. Hotels and other industries have already suffered litigation for problems that are frequently not their fault. Private homes, apartments, hotel rooms and other spaces where people live and sleep are all vulnerable to a pest that is becoming increasingly resistant to currently available residual insecticides.

The reasons for the rapid surge in population are manifold. Aside from resistance to insecticides, bed bugs flourish in more homogenous environments, from the point of view of heating and air moisture content, as we now find in indoor environments throughout the developed world. Because the problem had been almost eradicated from wealthier countries by effective pest control by the middle of the twentieth century, homeowners and professional housekeepers often miss an infestation until it has become established.

Clearly, there is an urgent need for professionals to monitor for bed bugs, before, after and during treatment of infestations, and to alert the public to the problem so that professionals can be called in as soon as an infestation has been detected.

To date, however, there has been no solution that is both cost-effective and efficient, while remaining safe, effective and inoffensive to the environment.

Hoteliers and others working in the hospitality, service or rental industries also face issues relating to image, legal issues and more. Because of a general assumption that bed bugs are associated with filth, businesses and individuals are often very reluctant to admit that there is a problem, exacerbating the situation further.

Because hotels and other premises can be held legally liable for infestations, there is an urgent need to monitor for bed bugs. This calls for a proactive approach to the problem that is not just effective and inexpensive, but also extremely discreet, while offering a 24-hour, year-round monitoring service.

Brandenburg's new BBALERT has been designed by entomologists, is light on the pocket and very easy to use. As it is small and dull grey in colour, it is easy to place discreetly in relevant areas to monitor for bed bugs.

The activator is disposable, while the BBALERT device can be used up to three times. As bed bugs feed on all warm-blooded animals, the BBALERT is designed to appear to them to be a small mammal. The activator, exposed to the air and placed inside the device, gives the device a "body temperature" and precisely mimics respiration.

The insulated top cover has a gap that permits the release of a carefully controlled flow of heat and moisture. This distinguishes it clearly, from the bed bug's viewpoint, from the rest of the indoor environment. The device also features "hairs" that appear to the bed bug to be the fur of a small animal. These conceal a strip of glue, and prevent untrapped bed bugs from detecting the presence of trapped insects and nymphs. In combination, these features have been proven to entrap bed bugs.

The BBALERT monitor is composed of materials that pose no risk to users or the environment. It makes it easy for individuals and businesses to monitor for bed bugs, and enable them to call in the professionals at the first sign of an infestation.

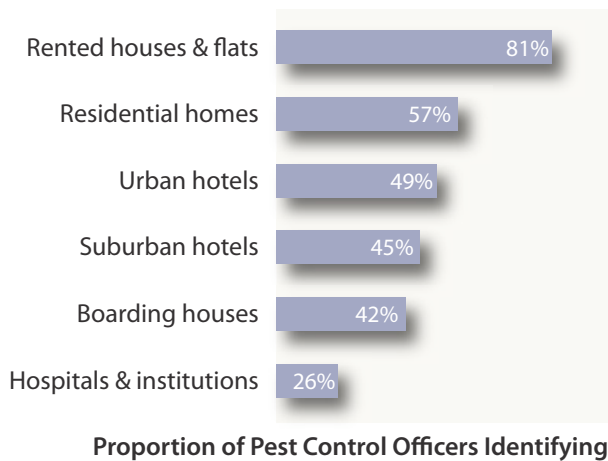
At night time, the activator is removed from its foil packet and placed under the lid of the device. The BBALERT is then placed in an area where bed bugs are likely to congregate and, in the morning, is checked for a catch. The presence or absence of bedbugs in the BBALERT is an excellent indication of whether or not there is an infestation.



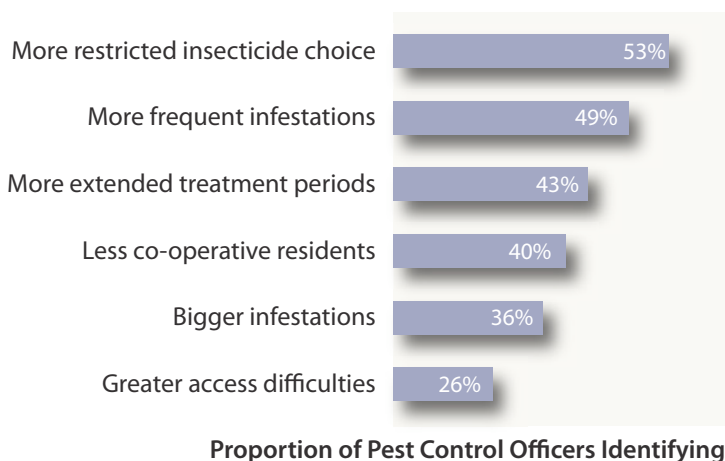
# TREATMENT CALLS INCREASE - STUDY

The growing challenge posed by bed bugs is highlighted in the results of a new national study undertaken with professional pest controllers across the country by behaviour-led control experts, Sorex

**FIGURE 1: CURRENT BED BUG PROBLEMS**



**FIGURE 2: CURRENT BED BUG CONTROL CHALLENGES**



Conducted through the specialist internet pest control resource, [www.behaviourled.com](http://www.behaviourled.com) in late 2008 and early 2009, the study involved a cross section of more than 60 private and Local Authority pest controllers from Morayshire in Scotland to Guernsey in the Channel Islands. More than 80% regard bed bug control as important in their organisations these days with well over half of these rating the pest as very important.

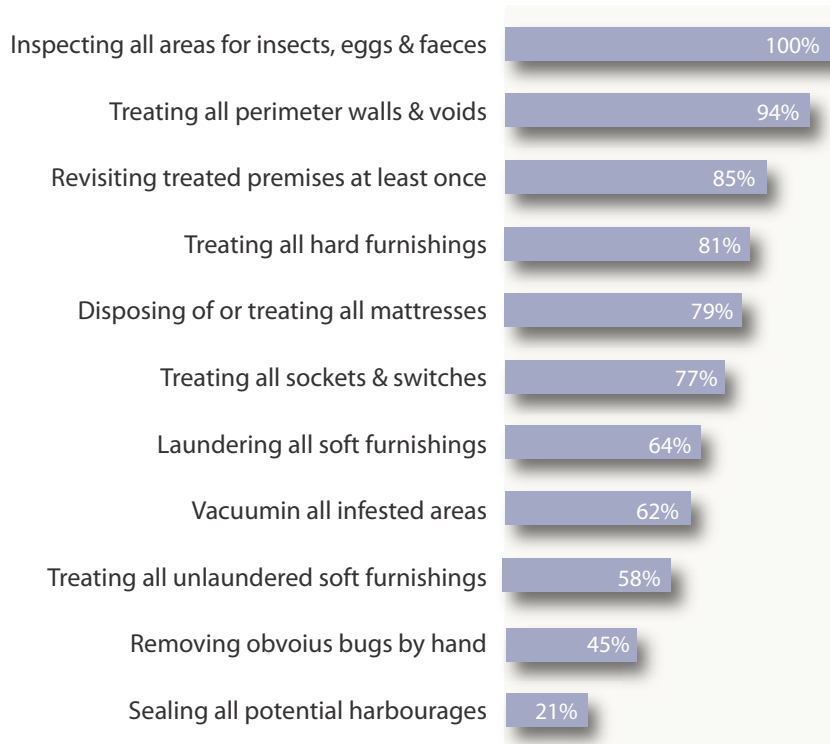
Rented houses and flats stand out as the greatest problems, ahead of residential homes, urban and suburban hotels and boarding houses. Over a quarter of pest controllers report treating bed bugs in hospitals and institutions (Figure 1).

Just under 90% of PCOs have seen an increase in bed bug treatment calls in recent years, the Sorex study reveals, with over two thirds of these regarding the increase as significant. Over 90% find bed bugs becoming more challenging to deal with, two thirds significantly so. More restricted insecticide choice is identified as the greatest current control challenge. Also mentioned by more than 40% are more frequent infestations, more extended treatment periods and less co-operative residents. Bigger infestations and greater access difficulties are reported by a significant minority (Figure 2).

“Our study clearly confirms the growing anecdotal evidence of serious increases in UK bed bug problems,” says Sorex co-ordinator, James Whittaker.

“This is hardly surprising given greater international travel, increased pressure on houses in multiple occupation, increasingly disadvantaged communities and decreased use of residual insecticides in cockroach control, amongst other factors. And, of course, to cap it all the industry has

FIGURE 3: CURRENT BED BUG CONTROL PRACTICES



Proportion of Pest Control Officers Employing

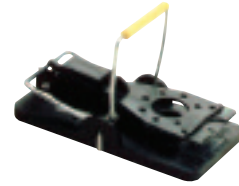
recently lost one of its most widely used weapons in the war against bed bugs – chlorpyrifos – under the EU Biocidal Products Directive. “Thankfully, insecticide resistance doesn’t appear to be nearly as widespread a problem as some may assume. Our study shows 70% of pest controllers rarely if ever encounter resistance while only 2% come across it on a regular basis.” He attributes this to a combination of the relatively large number of products and product combinations that have been employed in bed bug control and the thoroughness of the control regimes employed by the majority of PCOs. The Sorex study reveals a total of 21 different insecticides and 10 different active ingredients are now broadly in professional use. Most popular are lambda-cyhalothrin, bendiocarb and alpha-cypermethrin. Other pyrethroids including deltamethrin, permethrin and are also being used along with several insect growth regulators including flufenoxuron and pyriproxyfen. Interestingly, the proportion of controllers using lambda-cyhalothrin and alpha-cypermethrin has increased sharply in the wake of the withdrawal of chlorpyrifos while the popularity of bendiocarb has decreased. The majority use at least two actives in control programmes, and when chosen from different insecticide classes this presents a useful barrier to resistance development. “Alongside the most effective products, first class treatment practice is essential for good bed bug control,” he adds. “This has to include good preparation, treatment and follow-up. “Against this background, it’s really encouraging to see the thoroughness with which most professional pest controllers are tackling bed bugs these days. The fact that the vast majority are undertaking exhaustive inspections; treating all perimeter walls and voids, hard furnishings, sockets and switches; disposing of or treating all mattresses; and, revisiting treated premises at least once to re-treat if necessary is clearly playing a major role in keeping on top of these problem pests (Figure 3).

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# TOLERANCE OR JUST BAD LUCK?

In this second and final article on resistance in rats, Oliver Madge follows up Adrian Meyer's feature in the last issue to look at recognising resistance to anticoagulants

In the previous edition of Professional Pest Controller, Adrian Meyer looked at ways of identifying if resistance may be present in an infestation that is proving difficult to control – defining resistance as 'the ability of a rodent to withstand a dose of an anticoagulant that would normally have killed it'.

Way back in 2003, when technicians were either in other industries or still at school, the CropLife International released a technical monograph on 'Anticoagulant Resistance Management Strategy for Pest Management Professionals,' issued by Rodenticide Resistance Action Committee (RRAC).

So, this phenomenon of rodents consuming vast quantities of rodenticides and not being controlled, is not something new to the industry, in fact it's decades old. However we don't know how widespread resistant rats have become, or which geographical locations or even the size of rural and now even urban resistant rodent populations.

This is not behavioural resistance or bait shyness as it is not characterised by the reluctance of rodents to actually feed on baits. These behavioural aspects are detailed enough

in their own right and require more investigation.

Rodenticide resistance is all about the rodents eating the bait and eating the bait and eating..... and continuing to eat the bait, without dying!

The previous issue also suggested that continuous feeding from anticoagulant baits may not only be due to resistance, but may also be caused by under-baiting or even immigration. One thing is for sure, it will be the skill and commitment a service technician dedicates to a potential resistant infestation that will be able to eliminate either under-baiting or travelling rats. Without it, the

infestation will simply never be controlled.

When your worst fears come true and you are faced with a static population of rodents that are continuously feeding from your baits, what do you do?

Simply putting more of the same product in the baiting points is not, contrary to belief by some, the first and best option. At best it will simply cost you more money in product, at worst it will increase the potential for secondary poisoning due to build up of anticoagulants within the rodents.

poisoning. So with your hands tied with legislation and an inability to rotate different groups of rodenticides – how can infestations be overcome?

First things first, the effective control of rodent infestations should not be treated simply as a question of killing rodents. Agreed this is easy to say when your customer is not jumping up and down for you to gain control, but the problem must be seen more broadly, as ‘an infestation within a vulnerable environment’.

Attempts to solve rodent infestations across wider areas needs to be addressed on a ‘community’ basis and this will involve communication. You will need to talk and educate your customer as to the difficulties faced, and don’t just write them in a report, actually talk to them. It may also be necessary to talk with other contractors and site staff to gain a full understanding.

If the population is affecting several sites and these are being serviced by different companies, each adopting different baiting techniques, then control will not be gained – for any of the service providers! This will result in

higher costs for material and labour, increased call-outs for rat sightings and lead to a possible reduced goodwill between you and your specific customer. The team that work together will succeed and with it collect the benefits. The term ‘Integrated Pest Management’ has been widely misused for several years and we need to finalise the definition. It has been marketed as the environmental saviour – green pest control, if you like – its not, its not even particularly difficult, provided the commitment is there from both parties. IPM is common sense – in every meaning of the words.

IPM requires four main components: - definitions will be confirmed at PestEx

Habitat management

Control of rodent movement through proofing, hygiene and housekeeping

Control of the rodent population using appropriate physical and chemical measures

Commitment and communication

To understand rodent control or even pest management

#### MORE INFORMATION AT PESTEX

There are questions being raised at the moment that even changing active ingredients within second generation, approved for external use, anticoagulants will not solve your problem. More information will be presented at PestEx about the close relationship of these actives.

We all know that there are restrictions on the use of two other actives externally and to use them in a known situation, without permission, is illegal and with their higher toxicity again increases the risk of secondary



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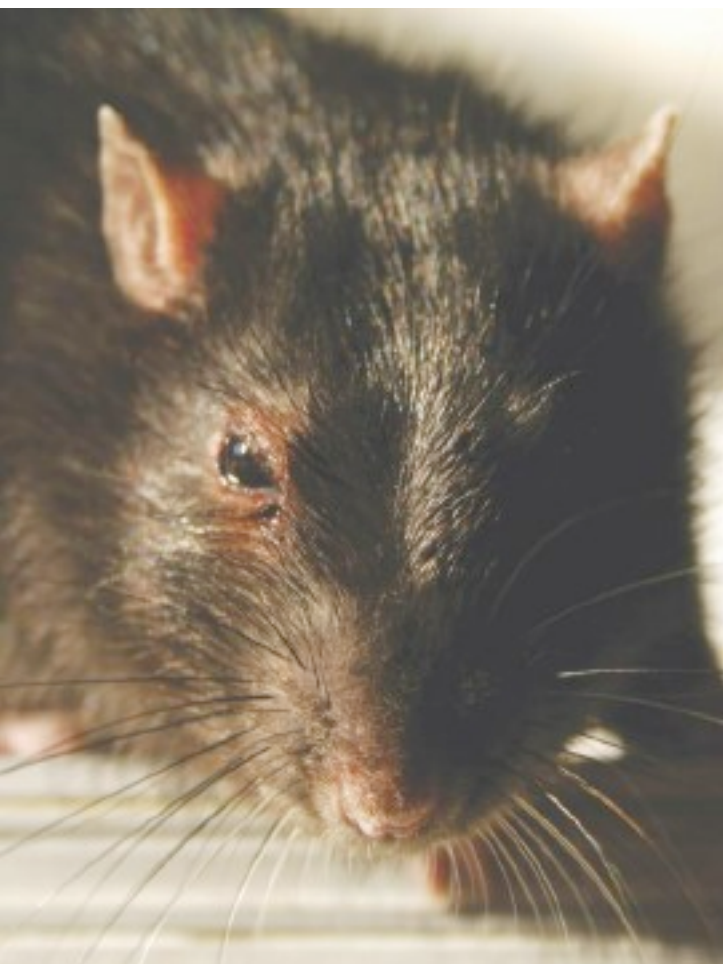
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in general, the range of formulations and techniques must be understood. How can a particular product be considered and eliminated, if the user does not know it exists. There may be situations where alternative chemicals can be used and the best advice is to go to a reputable supplier and gain their technical awareness to support the site. If nothing else you will need this information for your CoSHH assessments.

#### NON-CHEMICAL CONTROL

The industry needs to understand that non-chemical control measures may well play a large part of pest management in the future. Biocodes Directive is looking to reduce the quantity of actives on the market and certainly limit the types of formulations, we will have to wait and see how successful they will be.

However look at the opportunity to introduce (or re-introduce if you have been around for long enough) the concept of physical techniques. I don't agree that anyone can set a trap – not if they require quick and effective control. It's a professional side of the business and one we must defend as part of our armoury for future control of rodents. In a recent suspected case of resistance the new pest

contractor, new because the original contractor was removed from site for not gaining control, removed all existing baiting systems and products. External control was strategically delivered through a combination of traps and habitat management.

100 rats were removed over a 10-week period and the pest company was paid for every one of the 20 'additional' visits made. The only additional cost they had to support was 97p for a tub of attractant and they now have the ongoing prevention agreement as well.

History and documentation plays a large part in assisting to identify previous poor techniques that may have contributed to resistance. How often are previous CoSHH assessments and treatments records analysed during the survey of a new site?

How often has exactly the same product been applied, (because it's the best priced one) to existing baiting points, on a site with known activity? It is madness to even start to try to gain control in this manner, as it could potentially drain significantly higher costs than 6 weekly routines. Increased call-outs as the customer is left in bewilderment at why control is not being gained, increased use of rodenticide and rodents remaining active.

So in short if you feel you are facing rodent resistant / tolerant populations don't put your head in the sand and carry on regardless. Look at alternative methods of control and investigate the history on site.

Technology is here to help as well and the men in white laboratory coats at Reading and Huddersfield Universities have developed systems that can actually analyse the tips of rodent tails to determine if resistance is present.

This is very technical area and one that would take more space than we have here, but Adrian Meyer and Dr Alan Buckle will be at PestEx to explain further what we think the problem is, how the process works and what you will need to complete before tests are carried out and how they need to be stored.

In situations where non-chemical control techniques are being utilised, obtaining rat tail samples should be relatively simple; if you are using traps then you will have body! This truly is a wonderful development for the industry and one that will allow a greater understanding of how far resistance has spread and ultimately what can be done about it.

This is a growing problem and one we need to understand if we are ever going to achieve long term rodent control. PestEx 22-23 April will provide the very latest operational systems, provide documentation on what you can do now if you think you have activity and also have a look at the future of rodent control. To get up to date on all these issues it will be wonderful, see you at the show.

Ed: The seminars will run on both days, however places are going to be quickly taken up. To reserve your place at either seminar, go to [www.pestex.org](http://www.pestex.org).

# CUTTING OUT THE ~~ERRORS~~ ERRORS

Increasing the professionalism of the pest management industry by driving down the number of mistakes made is a main aim of the BPCA. The group's Technical Mentor Richard Moseley explains how this can be achieved

"Some people make mistakes, it's just that some make more than others." That great comment from a member of the British Pest Control Association came up in a recent discussion of this topic and sums up pretty well the situation that we face.

One of the joys, but also the biggest contentious issue, is the fact that there is no one way to control pests. One manual will proclaim their way is the best but read another which, in order to be 'different', will put a slightly different angle on exactly the same process. But which one is right? The option of different methods can be useful as this provides flexibility to manage an infestation according to the site, provided that the service boundaries are understood – rules can restrict control processes. But without fit-for-purpose operational systems, who says what is right and wrong? Let's start with legislation, which can't be argued with.

We all know the Control of Pesticides Regulations requests that all accessible rodenticides are collected at the end of a treatment. That immediately rules out single treatments for rodents, yet they still occur.

Due diligence is a wonderful expression, but unfortunately overused to the point of overkill. Everything now needs to

be 'diligent': your staff, your offices, your paperwork, your vehicles, your maintenance records and of course your service delivery.

If just one of them should be 'below par' and an incident occurs, then the rule books could be used against you as the service provider. There in lies the problem with differing rule books.

Then there is the 'no win, no fee' culture which must be considered by every organisation providing services on another's property.

**"IT ELIMINATES  
THOSE COMMONLY  
REFERRED TO AS  
COWBOYS"**



One simple 'mistake' could result in a great deal of time and effort providing additional reports and, even possibly, defending and/or meeting the claims for costs made against you as the service provider.

Consumers and auditors will unquestionably drive the standards and levels of professionalism. Diligent customers understand the need to have certificates and evidence of competency within report folders. This shouldn't be seen as negative, it eliminates those (commonly referred to as 'the cowboys') who do not regularly keep their knowledge and skills up to date – and this is beneficial to professional service providers. Exclude the non-professional and there is more work for those suitably able to confirm their competence.

#### **So how can we improve the overall level of service provision and professionalism?**

Well firstly it costs – but against general misunderstanding, this does not necessarily mean financially. There is a need for competent qualifications and awareness, but these do not all need to be achieved by training courses and outsourced consultants.

Many aspects can be taken in house during team meetings, for example, and even tool-box talks on site. Exhibitions are a fantastic source of information for all levels of staff and the internet is now being used proactively to educate, improve existing knowledge and also provide 'diligent' training records. Internal meetings, provided they are documented using agendas and minutes, all demonstrate continual knowledge.

We all know that we need to demonstrate professionalism and Continuing Professional Development (CPD) is the start of this process, but it has been misunderstood by many as a cost when in fact it is the clearest method to demonstrate that knowledge is up to date.

CPD does not confirm competence, but it is an excellent commitment and first step to demonstrating, as an industry, that we are aware of our responsibilities. When we consider the changes ahead under the Biocides Directive (BPD) and the Service Directive, we need to ensure we have standards to defend our professional status. If the example of Lindsey Oil Refinery is in any part a sign of the future, then we need to have a status the UK Government can benchmark against. We need to ensure that product stewardship has clearly defined boundaries and thus we begin with professional products for professional users

Please don't be misled. The UK Government is not going to enforce 'statutory certification' on this industry. We are not large enough and they have other priorities. So if we want to improve, we are going to have to do it ourselves. The ROMA Protocol is the first step towards this and communicates to Europe the need for professional standards. Fortunately in the UK we already have an agreed standard qualification of the RSPH/BPCA Certificate in Pest Control (Level 2) and there should be no need to change this. Codes of Practice are a must, but for the industry not just one organisation.

The Greater London Pest Liaison Group have been working on a code for Bed Bugs, and it would be wonderful if this could be extended to incorporate all industry aspects (more to be discussed at PestEx in April). Trade Associations provide codes for their members, but again they may be slightly different and thus not compatible. If we had one set of boundaries that poor service delivery and the cowboy element could be compared to, then examples could be made of poor practice without fear of any repercussions. Regardless of the colour of your logo, we would all operate under the same set of margins.

## “A ‘NAME AND SHAME’ WALL OF FAME IS NOT ACTUALLY PRODUCTIVE”

Surely one of the biggest issues we all face is other pest control companies. The BPCA receives many calls where one individual believes another individual, or company, are not servicing correctly.

We all need to take responsibility for our own actions if this industry is going to improve, and so your revenue and status also. Cutting corners may save a few pounds but in the long run it is detrimental.

The price must reflect the level of work that is required. This will ensure the best level of service can be delivered, but the customer will need to be educated, by the industry, exactly what that level of service is.

If companies are putting unqualified staff into the service field or not keeping their knowledge up to date, they risk delivering the incorrect service - but who should be informed?

At forums and regional meetings we are continually told we need to eliminate the cowboys from the industry, and that must be the role of trade associations.

A ‘name and shame’ wall of fame is not actually productive in the long run; all it does is antagonise the named and that is not productive. However we need to be able to report and investigate serious allegations and ensure that poor practice is eliminated from the industry.

Evidence is obviously required, but remember this is not an opportunity to stage-set an attack on local competition, or a competitor who may have been awarded a contract you wanted.

Documentation will either support or dispute such evidence and with it comes responsibilities.

In accordance with the HSEs ‘Order Of Collecting Evidence’, for reports to be taken seriously there needs to be three areas of information:

- Obtaining evidence from witnesses of fact
- Identifying the causes of the incident
- Speaking to those involved
- According to the HSE website: ‘Investigation is a reactive process which includes all those activities carried out in response to an incident or a complaint to gather and establish the facts identify immediate and underlying causes and the lessons to be learned prevent recurrence detect breaches of legislation’

At this point we don’t know how, but the future of pest management is going to change. Factors such as BPD, auditors, consumers, CPD, due diligence and legislation



will ensure that, so it is imperative we understand these potential changes and start to deliver pest management services in advance.

The easiest way to adapt to change is to understand it, collectively prepare and then implement.

When we all know the rules it will be much easier to identify those who make lots of mistakes, and then there is the opportunity to proactively react.

It is not for one group to say what those rules are – it’s for the industry. So have your say. Visit [www.bpca.co.uk](http://www.bpca.co.uk) to voice your concerns, contribute points of view or even make suggestions about how we can all raise standards.

All submissions will be discussed between the associations who represent the industry and we will be able to deliver collective feedback. If you are reading this in the printed matter, go online or call your association.

This is your industry and you hold the power to improve it or not. No one is going to wave a magic wand and help us, we are going to have to do that.

### FOR MORE INDUSTRY INFORMATION:

PestEx – 22,23 April 2009

PestTech – 4 November 2009

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INVESTOR IN PEOPLE

# ‘IT PAYS TO BE NICHE’

One of the quickest ways of differentiating yourself from your competitors is to become an expert in a particular niche. Joe Pelissier says that in a recession this is a good strategy to develop as all businesses should have at least one or two things they are specialists in

The key to gaining expertise in a certain niche area is finding and servicing market segments and delivering custom-made products or services for them. In an industry where there are a lot of general pest control companies, it's not very difficult for the specialist to stand out. There are a number of advantages to being a specialist:

- 1.** Clients and potential customers have more confidence in you. They recognise and respect that you have detailed task knowledge. As a result they trust you and respond much more directly to what you advise and recommend.
- 2.** You are perceived as offering a higher value service. This is because customers appreciate that you have received specialist training and have invested in job-specific equipment. Your investment in your expertise also reflects your professional commitment.
- 3.** It's easier for customers to understand how and why you are different from other pest control companies. They automatically know whether you've had similar experiences before or not.

- 4.** If you're an expert, it's far easier to market your services. It's less crowded at the top of the food chain, so it is easier to stand out and attract the right type of customers.
- 5.** Customers are prepared to pay more. Specialists can command much higher fees. And rightly so, their knowledge and know-how is limited. If you're a specialist who is not charging more then you should be.

Following an article in PestLines, we have profiled some of the specialists within the Pest Management field and here are there points of view on why it pays to be niche. Suddenstrike in Nantwich, Cheshire is a specialist company in Wildlife Management. If you want the expert removal of rabbits from a railway embankment, 12,000 Canada Geese from the lake district or urban foxes from a high profile urban museum, then Steve Wilkinson is the person to speak to.



“NO JOB IS EVER THE SAME AND WE KNOW THAT AT ANY TIME WE CAN BE CALLED TO ANY PART OF THE COUNTRY”

He has made it his business to specialise in the environmental and humane removal of wildlife. It means Suddenstrike has the competence to remove thousands of birds, assess local environments to determine a pest's sleeping and eating habits and the necessary safety qualifications to give peace of mind.

Being an expert means that you are also attractive to larger general pest control companies.

Suddenstrike handles wildlife projects for national companies who do not have the internal skill sets. This of course works for both parties as the large companies can call upon the competent skills as and when required for particular control programs, against full employment.

### SOLVING BIRD PROBLEMS

Bird Environmental Services Ltd operates exclusively in providing specialist bird control and proofing measures. It does no general 'pest control' work, which means that it's customers think of it only in connection with solving bird problems. It doesn't allow anything to detract from its core service – an example of a true specialist.

In addition to its netting, scaring and control services, the company offers consultancy on specifications. Such work can be charged at a premium in advising architects and building contractors on prevention measures that will save considerable sums in the long term.

This is how Gary Clarkson, the owner summarises it "As a specialist, it is easy for us to be honest with our advice and say what a client should realistically pay. It comes from having spent years working on all types of buildings and understanding what's involved in greater detail than most general pest controllers."

An example of a general pest controller with a specialist niche is MITIE Pest Control. The division specialises in railway pest management. Like Suddenstrike, it is 'specifically approved' which means it has the right Health & Safety qualifications to permit work on railway embankments when dealing with rabbits or other pest residents.

The qualification reflects a commitment by both companies to maintain professional safety standards and to deliver excellence. This is something that set the experts apart.

They are continually investing in their own knowledge and ability as well as the right equipment so that they can do the job properly.

Peter Trotman, Managing Director of MITIE says: "It's a serious business maintaining a team with the competence and skill-set to work on the railways.

"We always have to make sure that we're up to date with the best way of dealing with problems as well as

maintaining high standards of health and safety. The process is continuous."

For Steven Wilkinson, the benefits are about, "taking pride in the fact that we have the ability to handle situations that general pest control companies cannot. No job is ever the same and we know that at any time we can be called to any part of the country."

### MARKETING YOUR EXPERTISE

As a specialist, it's essential you are very clear about your niche and area of expertise.

Many specialists do general pest control work, which although good for cash flow may sometimes confuse the customer. This is either because they don't wish to turn the work away or because they are not proactive enough in marketing their niche. Ideally, specialists only operate in their chosen field.

MITIE Pest Control, Bird Environmental Services Ltd and Suddenstrike are examples of niche expertise in railway management, bird control and wildlife management respectively. That doesn't mean that your area cannot be more tightly defined. However, be careful you don't develop an expertise tied to just one seasonal nuisance - business will then become limited.

Pod Communications own area of expertise is marketing and copywriting for small business owners with a specific focus on the pest control industry. If you already have an expertise that you would like to market more effectively, you can contact me to discuss the ways that are open to you.



Joe Pélissier runs Pod Communications, a Marketing and Communications consultancy that specialises on advising companies and associations on how to grow their business by using marketing media. He works for the BPCA, the European Commission, the National Association of Pension Funds and a large number of owner-manager businesses.

Joe can be contacted at [joep@podcommunications.co.uk](mailto:joep@podcommunications.co.uk) and on 01242 222 455

# AMERICAN IDEA GETS BRITISH 'TOUCH'

The first meeting in the UK of PWIPM – Professional Women in Pest Management – was attended by 34 women. We take a look at what they have achieved.



INTEREST IS GROWING IN THE IDEA OF PROFESSIONAL WOMEN GETTING TOGETHER IN THE PEST MANAGEMENT WORLD

The PWIPM idea originates in the USA. It was set up by a group of pest management women attending the National Pest Management Association's (NPMA) annual conference.

The inaugural UK meeting was organised by Killgerm Group's Sabra Fearon at the CIEH building in Hatfield. "The new group is based on the US idea but its future direction will depend on what the members want from it so I'm sure we'll be giving it a British feel," she said. There was plenty of opportunity to network and it soon became clear that those attending represented a wide cross-section of the industry.

From pest controllers who spend their lives at the front line of the business via field biologists and marketing professionals to office managers, PAs, and technical specialists; all were represented.

Following lunch there were three expert speakers. Jennifer Leggett from Florida runs her own successful pest control business and is active in PWIPM USA. She explained: "Women get involved in State Pest Control Associations and serve on the National Pest Management Association board. But through PWIPM we also have our time where we can network and learn from each other." Jennifer was described at the meeting as "an inspiration to women within the industry, proving that barriers can be broken. She is an avid advocator of PWIPM and as one of the initial members in USA she explained how the organisation has grown from humble origins to now having over 200 members.

A scholarship is offered to women who work within the pest management industry in the US which helps them grow and improve their business. Members are contacted regularly by an electronic newsletter.

Jennifer believes that PWIPM provides a wonderful opportunity to help women through networking, sharing with each other and learning from one another. She is really proud to be a part of this industry and a member of this group as fundamentally it helps people and solves their problems.

Christine Petyt from Excellion, an organisation which supports women in leadership, highlighted some of the differences between the genders and, encouragingly, suggested that in the current business climate the softer skills that women naturally bring to the workplace (empathy, ability to influence, social awareness, capacity to build trust) are in great demand.

Christine illustrated that there is still a distinct lack of women in the 'top' jobs within FTSE100 companies, however, and discussed whether this was due to a perceived 'glass ceiling'. The ability to come together, mentor and share best practice through organisations such as PWIPM was seen to be very important. Christine discussed the self-limiting behaviours typical of women in business and highlighted the importance of

having a real understanding of your goals, the things that drive you and your ability to influence other people.

"You must be able to ask for what you want and know where you want to be in the business."

Christine also emphasised that it is important to promote yourself for the good work you do and to look for recognition and to build strategic alliances with others that can promote you.

A key to success in women was to know what your company is doing and to become integrated in its business plan, knowing your work and your skills and how they can benefit an organisation.

Christine discussed how emotional intelligence, an attribute common in many women, is becoming increasingly valued as businesses are dealing with the issues the current economic client brings and how these skills can be used to benefit your career and business. She believes that in order to succeed we must be supportive of other women, sharing experiences and lessons learned.

The third speaker was Susan Denmead from the charity Dress for Success, which provides appropriate clothing to disadvantaged women attending interviews. But it's more than just the clothes. "It's amazing to see our client's confidence grow when they can see themselves well-dressed and suited ready for that interview," explained Susan. The charity was founded by a law student in New York and now has branches throughout the world.

The UK branch was opened by Cherie Blair and works largely with underprivileged women such as those who are homeless, on welfare benefits or with criminal records. All clients are referred to the charity by organisations such as the job centre and they all have job interviews pre-organised.

The charity not only provides clients with an outfit for attending interviews but if they are successful in attaining a job they will receive enough outfits for a working week. The charity helps to empower women, building their confidence and treating them with respect and understanding. These vulnerable women find a place of acceptance and place where they can start to rebuild their lives at Dress for Success.

The meeting was rounded-off when Jennifer Leggett presented Sabra with a silver necklace as a thank you gift.

#### HOW TO GET IN TOUCH

Those interested in finding out more about PWIPM UK can log on to [www.pwipm.co.uk](http://www.pwipm.co.uk) or contact [info@pwipm.co.uk](mailto:info@pwipm.co.uk) or tel 01924 268431.

The next national meeting will be held during PestEx on April 22nd and 23rd while regional meetings are being organised in the Midlands, the North West and London.

# TAKING TRAINING TO A NEW LEVEL

**The RSPH is developing a new qualification - the Level 3 Diploma in Pest Management aimed at experienced pest controllers**

The new RSPH qualification is intended to include two of the units from the popular RSPH/BPCA Level 2 Certificate. There will be a compulsory unit in Principles of Pest Management and an optional unit selected from a range of specialist preferences.

The Level 2 units will be Vertebrate Pests and Invertebrate Pests. However, they will be enlarged by the addition of a log book requirement, which will prove that the candidate has successfully carried out a variety of pest control procedures that are relevant to each of the units.

Candidates who already hold the Level 2 Certificate will be exempt from taking these, but will have to provide evidence of their experience in lieu of a log book.

The Principles of Pest Management unit will cover Legislation, Safety, Customer Focus and Political & Economic Focus (this is topics such as animal welfare, environmental issues, financial impact and social & personal interaction).

Optional QCA approved units will include bird management, rodent control, non-commensal UK mammals, sales, public health invertebrates, stored product invertebrates, safe application of pesticides and supervision.

Assessment of the units will be by an examination for the Level 2 units and the Principles of Pest Management.

Assessment for the optional units will vary depending on the specialism, but may include a portfolio of evidence, completion of assignments, identification practical or a written examination.

Some of these assessment techniques will enable candidates to work towards completing their specialist unit as they go about their day to day pest control activities.

\* Visitors to PestEx will have the opportunity to discuss these developments with RSPH staff.



## FORTHCOMING CHANGES TO THE L2 CERTIFICATE

All accredited qualifications have to be reviewed and reaccredited at intervals. The L2 Certificate in Pest Control will need to be reaccredited by the end of 2009. When this occurs it is intended to incorporate the log book requirement mentioned above into the Level 2 qualification. Having a log-book requirement as part of the qualification will go a long way towards supporting the Roma protocol and ensure that a practical element is introduced to the qualification – but without the associated cost.

The Royal Society for Public Health is an independent, multi-disciplinary organisation, dedicated to the promotion and protection of collective human health and well-being.. For more information log on to [www.rsph.org.uk](http://www.rsph.org.uk)



People who visit outdoor leisure attractions that use low efficiency wasp traps are up to 100 times more likely to be stung by wasps than those visiting areas using WaspBane\*. Low efficiency wasp traps frequently look busy and frequently catch large numbers of wasps but because they also release large numbers of wasps they attract more wasps than they kill. To put this into perspective, in a large UK theme park, low efficiency wasp traps helped contribute to as many as 150 life threatening allergic reactions calculated over a 25 year period compared with just 1 life threatening allergic reaction over the same period for the same theme park when protected by WaspBane. There are some 46,000 people in the UK with a potentially fatal allergy to wasps and each year some 12 people die. Up to 300,000 people are treated for stings each year and about 1000 people are hospitalised. Don't make this list bigger than it needs to be. Make sure you only install high efficiency traps.

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\* Figures obtained from first aid records over 3 years from major theme parks, zoos and outdoor attractions

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Business name and address:

Tel:

Name of contact:

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- |   |   |
|---|---|
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| <input type="checkbox"/> Fumigation             | <input type="checkbox"/> Bird Work        |
| <input type="checkbox"/> Retail                 | <input type="checkbox"/> Timber Treatment |
| <input type="checkbox"/> Other (please specify) |   |

Are you a member of BPCA?  Yes  No

Please indicate your current turnover by ticking the relevant box:

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 £250,000 - £500,000  
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# SEVEN-DAY COOLING OFF PERIOD



The 'Cancellation of Contracts Made in a Consumer's Home or Place of Work Regulations 2008' came into force at the beginning of October 2008. We look at what it involves

The newly enforced regulations extend the existing law on cooling-off periods and cancellation rights for consumers and cover contracts made during both solicited visits made by traders – such as those made at the consumer's request - and unsolicited visits by traders.

The regulations will apply to sales of goods and services through door-to-door methods - often referred to as doorstep selling.

This includes - but is not limited to - businesses providing services such as home improvement and repair and maintenance services.

Under the new regulations, traders are now required to provide the consumer with all of the following terms and conditions:

1. a minimum cooling-off period of seven calendar days starting with the date of receipt by the consumer of a notice of the right to cancel from the trader
2. the right within the cooling-off period to cancel contracts with a total payment value of more than £35
3. cancellation rights clearly and prominently displayed in any written contract, or displayed in writing if there is no written contract (Notice of the Right to Cancel).

This means consumers have the safety net of a good cooling off period and it will also help to tackle underhand

tactics used by rogues who take advantage of loopholes in the law. However it also could expose legitimate traders to underhand tactics used by the customer.

To ensure you the tradesman are protected against non payment for goods or services provided before the end of the cooling off period, it is essential you include a statement within the 'Notice of the Right to Cancel'.

This must show that the consumer may be required to pay for the goods and services supplied, if performance of the contract has begun before the end of the cooling off period. The consumer will have also had to provide you - the trader - with a written request for performance of the contract to begin before the end of the cooling off period. If this written request from the consumer is not provided and work begins within the cooling off period, the consumer can cancel the contract and is under no obligation to pay for goods and services provided up to the point of cancellation.

To avoid any possible non-payment or contractual issues arising from the new legislations, TrustMark the Government endorsed standards agency strongly advises members to be really careful if undertaking any work within the seven-day cooling off period.

TrustMark firms should be advised that failure to provide a written 'Notice of the Right to Cancel', or to provide the information required, or failure to do so in accordance with

the Regulations, will result in the tradesman being unable to enforce the contract against a consumer. Another consequence is a possible fine of up to £5000. For further guidance, including what information is required within the 'Notice of the Right to Cancel', visit the Department for Business Enterprise & Regulatory Reform website [www.berr.org.uk](http://www.berr.org.uk) or [www.trustmark.org.uk](http://www.trustmark.org.uk)

TrustMark is a Government-backed scheme to help consumers find reliable, trustworthy tradesmen to carry out services inside and outside the home. It is also supported by the building industry and consumer protection groups. Visit [www.trustmark.org.uk](http://www.trustmark.org.uk)

#### Key Facts from the Regulations:

- Replace the 'Consumer Protection (Cancellation of Contracts Concluded away from Business Premises) Regulations 1987;
- Extend the cooling-off period and right to cancel certain contracts made during a solicited visit by a trader;
- Set the threshold at which the Regulations apply at a total payment value of £35 for contracts made as a result of either unsolicited or solicited visits by traders;
- Set the cooling off period at seven calendar days both for contracts made as a result of unsolicited visits by traders and for contracts made as a result of solicited visits by traders;
- Make clear that the cooling off period starts on the day of receipt of a notice of the right to cancel from a trader;
- Require that the notice of the right to cancel be prominently displayed in the same document, where the contract is completed wholly or partly in writing;
- Require that the consumer must record his agreement in writing to performance of certain specified contracts beginning before the end of the cooling off period if that is what the parties propose;
- Require that where a consumer has agreed to performance of a specified contract beginning before the end of the cooling off period, the trader must include in the notice of the right to cancel, a statement that payment may be required to be made if the contract is subsequently cancelled;
- Provide that failure to include such a statement (as required in the paragraph above) in the notice of the right to cancel will constitute an offence, at level 5 of the standard scale, relating to failure to provide notice of the right to cancel;
- Provide for the automatic cancellation of a related credit agreement where a cancellation notice which cancels a contract for goods or services is served on a trader.

#### Relevant or Related Legislation:

- Cancellation of Contracts Made in a Consumer's Home or Place of Work etc. Regulations 2008
- The Consumer Protection (Cancellation of Contracts Concluded away from Business Premises) Regulations 1987.
- The Consumer Protection (Cancellation of Contracts Concluded away from Business Premises) (Amendment) Regulations 1988.
- The Consumer Protection (Cancellation of Contracts Concluded away from Business Premises) (Amendment) Regulations 1998.

These are more commonly known as the 'Doorstep Selling Regulations'.

# FUTURE IS PLASTIC

In today's increasingly cashless society businesses can lose hard-won clients if they cannot offer card processing which the experts describe as 'right for your business and right for your customers'



Cash, and cheques, are no longer king. The future is plastic. In 2007 there were 165.4 million payment cards in issue, including 67.3m credit and 71.6 m debit cards.

The ability to accept payment in-store, over the phone, by post and via the internet allows your customer to choose how they purchase from you.

It enables you to accept all major credit and debit cards as well as - if your customer base requires it - the possibility of accepting American Express and Diners Club. This flexibility can expand your geographical footprint and potentially improve your cashflow.

Security can also be improved. Chip and Pin in a face-to-face environment can help reduce fraud. It also reduces the ease with which a stolen card could be copied or used. Not offering card processing is no longer an option if you wish to grow your business. The choice is who to choose as your supplier.

With flexible packages tailored to your business needs, setting up your business to accept card payments is quick and simple with HSBC Merchant Services - a joint venture between HSBC Bank and Global Payments., which has been trusted for over four decades to provide efficient and effective card processing with proven service standards and optimum customer support.

HSBC says: "You can buy or rent up-to-date terminals from us, or use your own if we support the software.

"HSBC Merchant Services also offers extra add-ons such as Gift Cards, electronic management information and high quality discounts for BPCA members - all facilities designed to boost your business yet further."

Those wanting to learn more about how the service can help their business grow should call on **0800 731 8921**.



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## DELEGATES

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### Business Seminars

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### Technical Development Forum

Discuss and advance industry standards of operational procedures. To include codes of practice for bed bug control, rodent resistance and operational documents including statutory assessments.

### Practical Workshops

In partnership with Brandon Tool Hire Training, get hands on experience with everyday skills that are beneficial in service delivery. Topics to include working at height, use of access equipment, power tools and installation equipment plus lots more.

### New for 2009

Join us at the first PestEx industry dinner. Further details can be found on our website [www.pestex.org](http://www.pestex.org)

Register now for your free place [www.pestex.org](http://www.pestex.org)

Attendance at PestEx has been allocated 2 CPD points on the BASIS register

## PRODUCT NEWS

### INNOVATION IN ACTION

Brandenburg U.K says its new Optica 180 is an example of the "thought and technical innovation which goes into the design and manufacture of a successful flying insect control unit for today's market".

It has brought together the latest developments in translucent materials technology and slim-profile unit design to give 'all-round' UVA transmission.

This minimises blind spots and creates a larger UVA footprint to increase the rate and volume of catch and increase UVA intensity levels and attraction – it is even successful with difficult to attract Fruit and Drain flies.

A necessity for today is the ability for one unit to perform in many different situations. The Optica 180 has been specifically designed for both front and back of house locations in hotels, restaurants, food retail, fast food, kitchens and bars.

Cassid design is said to complement any décor and



style when it is needed and silent, out of sight glue board control gives the totally discreet operation demanded by the customer. At the same time, for full flexibility, it needs to offer wall-mounted and suspended options and an IP65 rated version for wet-wash and damp areas. Optica 180 ticks all these boxes.

### POTENT RAT BAIT

Barrettine has launched a new 'professional-only' rat bait that, as a multi-feed bait, is as potent as 'single-feed' products such as brodifacoum, but with a significantly reduced risk of secondary poisoning.

The product has a proven record in many countries worldwide and is being launched in the UK as Romax Rat CP. Based on the special 'soft block' formulation, never seen in the UK before, this bait has proved to be particularly attractive to rats.



Tests have shown it to be preferred to cereal-based baits. As a block, however, it is 'non-spill' and can be secured in place. The active ingredient is coumatetralyl.

### FLYSHIELD IS FIRST CHOICE

All set to take Europe by storm, as has the original FlyShield, the stylish, FlyShield Solo from Insect-a-Clear is the first choice for the smarter environment where image and hygiene both matter.

Designed to sit on a table, bar or reception desk, this neat insect killing unit can be moved around easily and even wall mounted if surface space is lacking. FlyShield Solo has an easy to change good sized glue board and is available with one 20watt high attraction energy saving uv lamp.

Designed and constructed in the UK by Bower Products, the well-known manufacturer of fly killing

machines, FlyShield Solo is made of light quality silver finish aluminium (unlike many imported machines).



### FLYKILLER OF THE FUTURE



Futuristic in appearance, low in consumption, effective in performance, the innovative new slim Insect-a-Clear Vanquish insect control unit is described by makers Bower Products as one of only a few electronic fly killers available today which incorporates energy efficient lighting circuitry. Designed for large areas such as kitchens, offices and supermarkets, this energy efficient glue board machine provides 72 (two x 36) watts of UV output. Thanks to its electronic ballast, Vanquish has no need for starters and delivers a flicker-free light output. This means that it provides energy savings of around 35 percent.

# CALENDAR

To help you plan the Calendar highlights the major shows, exhibitions and meetings coming up. While the centerpiece of these arrangements is without doubt PestEx 2009 on April 22-23 at ExCeL in London, don't forget the series of regional meetings planned throughout the year.



## Business Theatre

**Public Sector Pest Management**  
**Increasing Profits, Without Cutting Corners**  
**Level 3 Diploma in Pest Management**  
**Working Auditors, Satisfying Standards**  
**Westminster – Good Practice Agreement**

## Technical Development Forums

**Responsibility of Managers and Supervisors**  
**Bed Bugs**  
**UV Lamp Technology**  
**Rodent Resistance**

## Practical Short Courses

**Topics**  
**Fly Screens**  
**EFK's**  
**Steps and Ladders**  
**Face Fit Tests – Legal/Healthcare Position**



## 2009

### 3 April Rrag

Adrian Meyer, member of Rrag, will be chairing the rodent resistance seminar at Pestex 2009 (<http://www.dewberryredpoint.co.uk/pestex-website/ex-newtraing.html>)  
Details: [contact.oliver@bpca.org.uk](mailto:contact.oliver@bpca.org.uk)

### 21 April

Running alongside PestEx - Europest 2009 Venue to be arranged. Details can be found at [www.cepa-europe.org](http://www.cepa-europe.org)

### 22 April PWIPM Professional Women in Pest

15 Hatfield, London Docklands  
National Meeting, Seminar and Cheese and Wine evening being held within the facilities of Pestex 2009  
Details: [www.pwipm.co.uk](http://www.pwipm.co.uk)

### 22-23 April PestEx 2009

ExCeL, London Details can be found at [www.bpca.org.uk](http://www.bpca.org.uk)

### 14 May BPCA South Wales Regional Meeting

5.00 - 8.00pm Venue; to be advised

### 19-21 May IHPHW (International Public Health Pesticides Workshop)

CIEH, 15 Hatfields, London  
Detail: <http://www.cieh.org/events.iphpw.html>

### 18 June BPCA Northern Ireland Regional Meeting

5.00 - 8.00pm Venue; to be advised

### 10 September BPCA South Mid Coast Regional Meeting

Venue; to be advised

### 15 October BPCA Northern England Regional Meeting

5.00 - 8.00pm Venue; to be advised

### 26-29 October PestWorld 2009

Las Vegas, USA Detail: [www.pestworld.org](http://www.pestworld.org)

### 12 November BPCA South East Regional Meeting

5 - 8.00pm Venue; to be advised

## NEW FOR 2009

### Principles of Successful Bed Bug Control

This one-day course will provide necessary skills and knowledge of bed bug biology and how to achieve successful control of bed bug infestations. It will also offer the delegate a practical look at a bedroom situation and provide understanding of how to look for and treat bed bugs.

### Stored Product Insect Inspection and Control

This one-day course is targeted at pest control operatives who have little experience of inspection and treatment of Stored Product Insects or who feel they will benefit from a refresher course on this topic. The course will provide delegates with a sound knowledge of the common SPI pests and aid them in the process of inspecting, surveying, treating and controlling the activity of insects associated with stored products.

# TRAINING... PROFESSIONALISM... CPD

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TRAINING COURSES					
Course Title	PROMPT CPD Points	2009 Dates	Venue	Cost (exc. VAT) BPCA Members	Cost (exc. VAT) Non-members
<b>GENERAL PEST CONTROL</b> * includes full-board accommodation and RSPH/BPCA (Level 2) Certificate in Pest Control exam fee					
Introduction to Pest Control	12	28 April	Derby	£155	£180
		13 October	Hilton, Newbury		
Pest Control Awareness for Administrators	8	1 April	Derby	£155	£180
		22 September	Hilton, Newbury		
General Pest Control Course	24	6-11 September 13-18 December	Warwick University, Coventry	£820*	£985*
Insect Identification	10	9 September 16 December	Warwick University, Coventry	£155	£180
<b>PEST CONTROL AND THE FOOD INDUSTRY</b>					
<b>NEW FOR 2009</b> Stored Product Insect Inspection & Control	10	6 Oct	Hilton, Newbury	£155	£180
		15 September	Hilton, Newbury	£155	£180
<b>SPECIALIST SITUATIONS &amp; APPLICATIONS</b>					
Urban Bird Control & Management	20	1-2 April	Hilton, Newbury	£290	£345
		17-18 November	Derby		
<b>NEW FOR 2009</b> Biting Fly Management	TBC	5 May	Derby	£155	£180
<b>FUMIGATION</b>					
5 Day Fumigation Course	24	11-15 May	Derby	£815	£1000

EXAMINATIONS				
Exam Title	2009 Dates	Venue	Cost (exc. VAT) BPCA Members	Cost (exc. VAT) Non-members
<b>RSPH/BPCA (LEVEL 2) CERTIFICATE IN PEST CONTROL</b>				
Exams can be arranged to suit the requirements of organisations at the discretion of the BPCA, minimum of 6 candidates, there may be an additional cost	17 April	Derby	£120	£135
	22 April	PestEx	£120	£135
	15 May	South Wales	£120	£135
	19 June	N Ireland	£120	£135
	17 July	Derby	£120	£135
	14 August	Derby	£120	£135
	11 September	Warwick University	£120	£135
	16 October	N England	£120	£135
	13 November	S E England	£120	£135
	18 December	Warwick University	£120	£135
<b>BPCA CERTIFIED FIELD BIOLOGIST</b>	10 June	Derby	£265	£365
	14 October	Derby	£265	£365
<b>CERTIFICATE IN BIRD MANAGEMENT</b>	5 June	Derby	£85	£100
	25 September	Derby	£85	£100
<b>FUMIGATION DIPLOMA</b>	5 June	Derby	£115	£130
	25 September	Derby	£115	£130
<b>FUMIGATION CERTIFICATES OF PROFICIENCY</b>	13 February	Derby	£180	£240
	5 June	Derby	£180	£240
	25 September	Derby	£180	£240

## Biting Fly Management

For further information, or to make a booking please visit our website, [www.bpct.org.uk](http://www.bpct.org.uk), or alternatively contact Tammy on 01332 225113 or [tammy@bpca.org.uk](mailto:tammy@bpca.org.uk)

**VAT will be charged on all courses and examinations.** While every effort is made to ensure all training events run as planned the BPCA reserve the right to cancel courses/exams at the discretion of the Association. A full refund will be given to all delegates booked onto a course/exam that is removed from the training program by the BPCA.



