

PPC

PROFESSIONAL PEST CONTROLLER



KEEPING AN EYE
ON COSTS



ISSUE 57 AUTUMN 2009

THE JOURNAL OF THE BRITISH PEST MANAGEMENT INDUSTRY

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PROFESSIONAL PEST CONTROLLER

KEEPING AN EYE ON COSTS



Unfortunately, there are many who claim to be better when it comes to products and services simply because they are cheaper - cheap rates, cheap price, cheap marketing and cheap expenditure. They all have one thing in common – CHEAP. In times of economic downturn, it is all too easy to become entwined with cheap. In reality, of course, we are a service industry with the aim of protecting public health through pest control and management. Cheap is the last thing we should be talking about. 'Value' should be the buzzword or 'cost

effectiveness', because this implies that you get exactly what you pay for.

So it was no surprise that with the current tough trading conditions, a lot of interest was generated in this year's PestEx seminar on "Controlling Costs Without Cutting Corners". Its success proved there is clearly a huge appetite in the pest control industry for business ideas, advice and guidance aimed at helping your business improve efficiency, while at the same time controlling or understanding costs.

Over the next few issues, PPC is going to look at the true cost of business – the lowest price is not the best price for long-term productivity and profitability. This is a time to review your services or the products you buy and ensure you are getting the best value for money for the whole of your business.

The message seems clear: Long-term value is likely to be worth more to your bottom line, your clients and your business reputation than a short-term cost saving. Some economic observers claim to begin to see the "green shoots" of recovery, but even if they are right we need to be at our very best in order to maximise the opportunities that come our way – and we don't have to wait until next year.

Quality and experts are not 'cheap' items, but with them comes professionalism and with that comes revenue and customers. You decide.

Oliver Madge, BPCA Chief Executive Officer
oliver@bpca.org.uk



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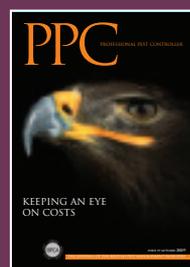
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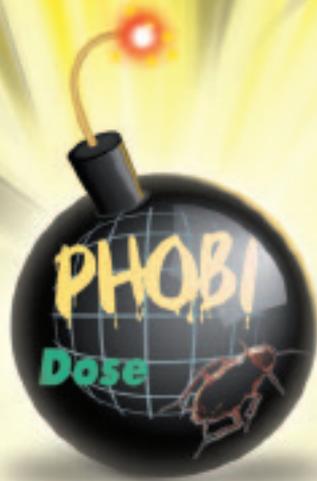
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GOT IT?

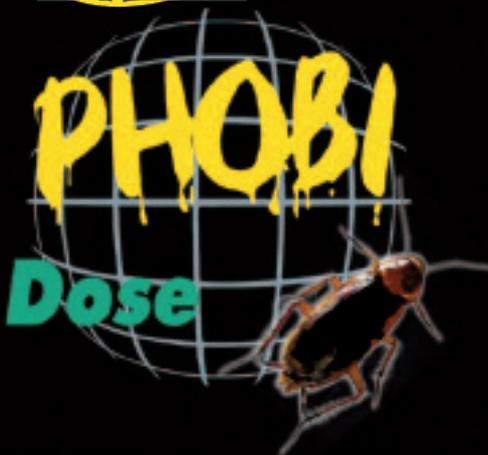
Yes, it's a bird of prey on the cover. But which species precisely? If you know, call the BPCA on 01332 294288 or email: enquiry@bpca.org.uk. All correct answers go into a draw for a prize and we'll announce the winner next issue. Winner of the Issue 56 cover quiz was Steve Bennett of Bennett Pest Control Services, who rightly said ExCeL stands for Exhibition Centre London.

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Agrow award nominee

Exosect has been nominated as a finalist in the Best Innovation in Non-Crop category at the Agrow Awards for its Exosex SPTab solution.

SPTab is a tablet offering an environmentally friendly method of pest control in food processing and storage environments.

The tablet is made with Exosect's Entostat powder formulated with minute quantities of the female pheromone common to five of the major moths of food processing: *Plodia interpunctella*; *Ephestia elutella*; *Ephestia kuehniella*; *Ephestia figuililella*; and *Cadra cautella*.

Exosect's tablets attract male moths to the powder, overloading their receptors with pheromone and rendering them unable to locate females, leading to mating disruption. The awards ceremony will be held at the Renaissance Chancery Court Hotel, London, on 11th November.



Rodenticide resistance project

The British Pest Control Association has joined forces with BASF, Bayer, Bell, Killgerm, PelGar and Syngenta to fund a project in rodenticide resistance.

Launched in July, the project will survey the frequency and distribution of anticoagulant resistance mutations of the VKORC1 gene in Norwegian rats found in the UK.

Managed by Professor Robert Smith, supported by Alan Buckle, Adrian Meyer and John Charlton, it will take 12-15 months to complete and will be carried out at Huddersfield University.

HSE has also agreed to participate in the project to ensure it is carried out in a manner that would enable the scientific evidence produced to be used by the Chemical Regulation Directorate at Bootle. Samples of genetic material will be obtained by contacting pest control professionals in the private sector and local Government in selected areas of the UK.

Scores on the Doors help

Rentokil is now offering a service to help restaurants increase their Scores on the Doors rating at a cost of around £1 a day.

Effective pest control is a core part of the rating as establishments cannot achieve four or five stars without having a suitable pest control regime in place. The service includes up to eight technician site visits a year plus access to the latest prevention technologies.

Its aim is to help restaurant owners achieve a higher rating by ensuring they are Environmental Health Office (EHO) compliant.

Rentokil can offer proprietors pest prevention service record books tailored to match EHO audit criteria. Visit www.rentokil.co.uk for more information.

Swine 'flu protection

As the number of people affected by swine flu increases, it is becoming more important for businesses to protect their premises and staff.

BPCA member SitexOrbis offers a service to get offices, warehouses and vehicles disinfected in, it says, a matter of hours, eliminating 99.99% of viruses and bacteria.

Infection control is powered by Activ8, an antibacterial agent, through regular visits or as a daily disease control service for infection outbreaks.

Workers in public transport, airports, offices, universities, colleges, schools, nurseries, hospitals and hotels could all stand to benefit from such a service as news reports indicate figures of cases are set to rise during the autumn months, coinciding with the normal 'flu season. The disinfection process involves use of a vapour that is harmless humans. For details visit www.sitexorbis.com/biotech/.



Smart expands rental fleet



Smart Platform Rental continues to grow its fleet of self-drive truck mounted platforms with the addition of the Z19 truck mounted cherry picker. Commercial director Guy Willett says: "We're committed to ongoing fleet expansion and

replenishment. In the last 12 months we've spent £1m on fleet development. This commitment means that we also sell ex-rental platforms, with prices starting from £16,995. "We're responsive to customer insights and certain sectors, particularly pest control contractors, said they would be interested in the trade-off between a slightly reduced platform height and outreach if they could have an increased basket load.

"With daily hire rates starting from £99 per day, no down time waiting on site for a machine to arrive and the ability to control when the machine is collected and returned, more pest control businesses are seeing a positive impact on their margins by adopting the self-drive model."

For more information visit www.smartplatforms.co.uk

Insect-O-Cutor part of P+L portfolio

P+L is integrating its fly screen sales and service portfolio with recently acquired Insect-O-Cutor's. The company is now able to provide a variety of screening options along with tailor-made products to suit individual doors and windows, compliant with Food Safety Regulations.

Factory-trained installation engineers will provide free site surveys. An optional maintenance contract guarantees a screen for the lifetime of the policy. P+L's service offers the removal, cleaning and re-fitting of the screen with any repairs needed carried out simultaneously.

The company also offers chain doors as an alternative prevention method, enabling hands free entry through doors. These are suitable for internal doors.

To find out more about P+L's larger portfolio, call 0800 988 5359.



Charles Keeble dies aged 86

Charles Keeble, director of the British Pest Control Association (BPCA) for 20 years from 1968 to 1988 has died. Aged 86, he had been unwell in recent years, though he had continued to be actively involved in the industry even after stepping down from the BPCA in 1988 at the age of 65. He stayed on until 1993 as director of the Confederation of European Pest Control Associations, an organisation he had helped set up in 1974.

BPCA chief executive officer Oliver Madge said: "This industry collectively owes a debt to the vision and passion that Charles Keeble dedicated to pest control."

Richard Strand of CEPA described the news of Charles Keeble's passing as "sad", adding that he had been a key person in setting up CEPA.

He was named in the 2001 New Year's Honour List and visited Buckingham Palace in March of that year to receive an MBE from the Queen for services to the pest control industry.

Asked at the time why he thought he had been nominated

for an MBE, he said: "The introduction in 1988 of the highly successful BPCA Training & Certification Scheme for pest control and fumigation operators was more than likely one."

He modestly added that he had no doubt in his mind that the Scheme would never have come to fruition without the invaluable help and support of Professor Gordon Onions and the late David Jenkins.

He said another factor was likely to be his involvement in the launch of CEPA in London in 1974. Initially it had a membership of just five national associations, today it has become a major organisation with no fewer than 19 members. After the ceremony he said: "The investiture by the Queen was undoubtedly the highlight of my career and the greatest day in all my working life - one which I will never forget"

As a tribute to his work in the industry and, in particular, his championing of training the BPCA presents the Charles Keeble Award each year to the candidate who obtains the best result in the BPC Diploma Part II examination.

Exosect appoints new sales manager

Exosect has appointed Garry Thompson as sales manager for its Professional Products division. With more than 15 years of experience in the UK professional pest control sector, Thompson has worked for several leading operators in sales and operations.

In his new role, he will be responsible for the management of the Professional Product range on a global scale, which covers the Exoroach, Exosex CLTab and the Exosex SPTab for the control of stored product moths. Thompson has held key sales and operational positions within various companies including Ecolab, Terminix and Peter Cox Limited where he has had responsibility for the sales function and operations teams. He previously worked for Envirocare where part of his remit was growing the new grounds maintenance division.



RoSPA gold medal for Igrox

Pest management and fumigation company Igrox has been awarded a Royal Society for the Prevention of Accidents (RoSPA) gold medal after winning eight consecutive gold awards between 2002 and 2009. The medal is given to companies that not only reduce the number of accidents and cases of ill health in the workplace, but also have good health and safety management systems in place.



Igrox – based in Suffolk – became a member of RoSPA in 2001. The award has underlined Igrox's structured and proactive approach to maintaining high levels of Occupational Health and Safety within all areas of its business. The company says it continues to commit to significant resources in this aspect of the business ensuring a positive culture exists throughout the organisation.

Correction

In the last issue of PPC magazine, Hockley International was featured in the News section for winning the International Trade award at the Chemical Northwest Awards in Manchester. The picture's caption indicated Mike Murphy collected the award. The correct name is Mark Murphy, sales manager and the person in fact collecting the award was Hockley's managing director Frank Howard.

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CUT COSTS, NOT CORNERS

What are the true costs of pest management? The canny operator needs to look beyond the price to find out. This includes selecting the right product and not necessarily the cheapest, using the approved dose to maximise effectiveness and reduce the chances of a call-back you can't charge for, and reading labels to ensure products are used correctly. All simple measures, none of it rocket science, but it could help you run your business more effectively without compromising on quality of service.





WHY 'CHEAPEST' CAN COST MORE

From application equipment to residual life, formulation and active ingredient, there's a lot more to selecting the right product than looking at the price label. David Foad talks to Bayer's Alan Morris to find out more

Pest controllers faced with a premium product from a major manufacturer and a much cheaper 'me-too' copy will always be tempted to ask themselves: Why pay more? The answer, paradoxically, is because it's cheaper in the long-term. And if you stop and think for a moment, that makes sense.

The price you pay for the products you use is not a simple one-off transaction. If the surface spray doesn't work or needs two applications instead of one then that initial saving is wiped out by the need to make a call-back that hits your profitability and your business's reputation.

Alan Morris of Bayer understands the attractions of buying cheap, especially in a tough economic marketplace, but warns operators against the quick-fix inexpensive alternative if they really care about their bottom line.

"Your initial gut reaction when looking at a pack is the price label you see, but cheapest is not always cheapest in application or performance."

He says technicians have to check the application rate and calculate the volume or area to be covered.

He offers as a simple example two of his own company's space spray products. One costs about £66 for one litre, the second only £45 for 5 litres and although they offer the same active ingredients they have different application rates. So which works out the best deal?

Comparing the labels identifies that the application rate of the first one is so much lower it actually covers the same volume for half the cost of the sister product.

Or, to take another example, what about the case where

two products retail at the same price? Here, again, the importance of your staff doing their sums right is crucial. Morris cites two different surface sprays that cost the same and appear, at first glance, to offer similar performance – one application only required. However, a close look at the details reveals that one provides 2.5gm of product that added to 5 litres of water covers 100 square metres, while the other uses 15gm in 5 litres of water and covers 125 square metres – a saving of 25%.

The importance of checking the small print is a theme Morris warms to his theme: "Generally as an industry we've used a product for years and no longer check that we are using it correctly in accordance with the existing label text recommendations. Technology and control techniques are constantly progressing.

"Part of that attitude is caused because too many people don't understand the level of research that goes into developing sophisticated products with finely tuned tolerances. They can be tempted to take 10% out to save a bit of money, for instance, but using too little or too much can lessen its effectiveness."

And effectiveness can be dramatically influenced by our choice of application equipment; the question to ask is:

Can it apply the product at the correct or approved rate?

"Take cockroach gel guns. You can buy a cheap one for about £10 or pay up to £70. The more expensive ones are likely to give a precise drop each time – for example 0.1gm on a particular setting – while the cheaper ones may well have no setting and dispense more than 1.0gm.

“AS AN INDUSTRY
WE’VE USED A
PRODUCT FOR YEARS
AND NO LONGER
CHECK THAT WE’RE
USING IT CORRECTLY”

"Apart from throwing money away, you are using more than needed to control the problem and that can have an environmental impact and can build the possibility of an insect or rodent become resistant in the future." Residual life is another term that all technicians should take a close look at.

"The residue life of Product A, for instance, may last for only four weeks but it is a 'good deal'. Product B lasts for 8 weeks but is 10% more expensive. If the technician returns on a six weekly cycle, is Product A really such a 'good deal'?"

"If pest activity is not suitably controlled in between treatments this may result in your customer demanding additional (usually not chargeable) call-outs and possibly losing faith in your services. We have even heard of cases where rival pest control companies have been called out in between 'routine' visits by the usual contractor.

"Specifications and products must go hand in hand."

Another pitfall awaiting the unwary pest controller is to look at the labels of two rival products, see they each contain the same active ingredient (AI) in the same concentrations and assume it must be the same product in the bottles.

"This is a total myth in many cases. The active ingredient will control the insect but a large proportion of the product research and development money is spent on the formulation – that is the blend of the other components like talc, carrier, food base or a gel bait matrix that are added to the AI.

"If the insect or rodent does not eat or is not attracted to the product then they will not come into contact with the AI to be controlled, so formulation is very important."

* PPC will be following up all these topics in subsequent issues, but if you need information sooner then please contact the manufacturer or the BPCA (call 01332 294288 or visit www.bpca.org.uk).

"TOO MANY PEOPLE
DON'T UNDERSTAND
THE LEVEL OF
RESEARCH THAT
GOES INTO
DEVELOPING
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Alan Morris is head of Professional Pest Control UK & Ireland for Bayer Environmental Science in Cambridge. For more information visit: www.pestcontrol-expert.com

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VALUE FOR MONEY



Getting a good deal isn't just about getting a knockdown price, it's about getting value for your spending. Paul Hoyes, Killgerm, writes with comments from Chris Parmiter, Barrettine

With the new registrations just launched, imagine you are going to buy a new car. Like everyone, you want the best possible deal, the newest possible car for the lowest possible cost. You see what looks like a good deal in a showroom, complete with a year's basic insurance - perfect.

Upon driving home you pass another dealer and you find an almost identical car, but with better fuel efficiency and with a slightly more expensive offer. However, it also comes with roadside assistance, inclusive servicing, comprehensive insurance and window replacement. It's clear which one you'd go for.

Anyone running their own business wants to keep costs down but at what price? One of the most important investments you can make in your pest control business is the research and decision you take in choosing the distributor you intend to use.

Buying products from a good supplier can bring hidden benefits, which go above and beyond just the initial cost. Tony Baker runs Alphakill Environmental Services in Surrey. He says, "There is no such thing as a free lunch. Price is not my first consideration. Those who make price the main priority, I believe, are doing themselves and the industry a disservice."

Chris Parmiter comments "It's easy to take a deep breath, tighten our belts and simply cut-back when times get tough. It certainly makes sense to ensure that your business is getting best value for all of its costs - whether the expenditure is materials, vehicles, staff etc. However when reviewing your business, it's important to assess all the factors which make your company successful and how they're interlinked."

Baker uses two main suppliers and says that he has stayed fantastically loyal for a number of reasons. "Firstly there is always someone at the end of the telephone," he says. "I want a distributor to take my business seriously." Secondly," he says, "as an industry we cannot afford to use the 'stack 'em high and sell 'em cheap' suppliers. Good distributors understand that pest controllers aren't just rat-catchers or bait-box checkers, but that they need training, advice and job-specific or even possibly species-specific support."

Of course, it is best to always invest in training of your staff. Not only are laws and product usage changing, but the fact remains that those employers who invest in their staff are likely to have much greater staff retention, and achieve significant cost savings even in time of recession. As a business, training ensures you are less exposed to costly mistakes and are familiar with new, often more efficient control methods.

When dealing with a distributor it's also important to ensure that it has product development and technical support teams. It's worth checking whether the sales people giving advice over the phone have suitable experience. Then, says Baker, "You know that the person

"PEST CONTROLLERS AREN'T JUST RAT-CATCHERS .. THEY NEED TRAINING, ADVICE AND SPECIES-SPECIFIC COURSES"

you're calling isn't just an agency worker but is someone who knows what they're talking about."

Parmiter further adds that "Discussion with your distributor on exactly what other ways they can help your business could have a significant benefit. Many distributors offer more than just 'shops'."

In addition, make use of the network of available help, which comes in many forms from trade associations to internet forums.

"There really is a lot of information freely available and most of it beneficial for our businesses. In addition, much of it also carries CPD points, a further demonstration to our customers of our professionalism" Baker is keen to emphasise.

Some but not all distributors operate a voluntary product stewardship scheme under which purchasers of 'professional use only' products must show they are qualified to use them. This protects professionals from the problems posed by amateur misuse and maintains the professional level of the industry.

Jay Leigh runs his own pest control company and he says he wouldn't be without the aftercare he gets from his supplier. As well as feeling the products he buys are good value, Leigh also feels it's important a distributor is on top of new products and product development.

"When I want something, the distributor I use sends me the product information in an email almost by return. All issues are dealt with immediately and it's really good to know that they're only a phone call away if I need them.

"My distributor's attitude is exactly the same as mine. I don't want to sell on price, I want to sell best value."

OK with the picture, but reduce in size if necessary.

Comment on page 15 "good distributors understand that pest controllers aren't just rat-catchers or bait-box checkers"

ON CALL FOR 24 HOURS



Public perceptions of the traditional working week have evolved, and small businesses now have to learn to embrace the 24-hour culture

Customers like to talk to people, particularly in situations where they need a reassuring response to a particular problem. Anyone who has discovered a wasp nest in the attic over the weekend will want to talk to someone straight away.

Once it was considered the height of technology to install an answering machine, that would greet the caller with a badly recorded greeting asking them to leave a message after the beep.

Today, anybody with a pest emergency would hang up on the answering machine and go straight to another pest controller, until they managed to talk to a human being. The cost of employing round-the-clock staff to provide a 24-hour service would be prohibitive to most small businesses.

To make sure they don't miss any potential customers, many owner-operators are left with the option of keeping a mobile phone handy at all times, only to receive non-urgent enquiries or worse, late night wrong numbers. This

is assuming that the 'work mobile' hasn't been left at home, in the car or at the supermarket.

Fortunately, there are now cost-effective solutions that enable businesses to offer a complete 24-hour service to potential customers.

Contact centres, such as **Answer-4U**, are able to offer a telephone answering service where highly trained, native English speaking staff answer calls in the style of your business.

Some users just employ an answer and message taking service, essentially a human powered answering machine. Other users employ carefully written scripts that enable Answer-4U staff to separate emergency calls that need an immediate response, from marketing calls, wrong numbers and non-urgent enquiries.

Virtual reception services, such as those offered by companies like Answer-4U are an affordable, cost-effective way of doing business 24-hours a day.

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WHY BUY WHEN YOU CAN HIRE?

For tools and equipment your business uses only occasionally, hiring rather than buying outright can be the most effective option

In the current economic climate, buying tools can have a huge impact on your bottom line. Essential, but rarely used pest control equipment lying dormant in your van or warehouse is an expense that you can do without. So what's the solution?

If you're currently working to control bird population in particular, you'll be looking to block off sites where the birds perch or roost.

“YOU CAN GET THE HIGHEST QUALITY EQUIPMENT AVAILABLE IN THE MARKETPLACE PLUS PRACTICAL ADVICE ON TO HOW USE IT”

Items you need to fix wires and spikes such as ladders, mobile elevated working platforms and SDS hammer drills can be hired when you need them to save buying them. When you bear in mind the cost of damage and wear and tear on items you use every day, hiring can be a far more cost-effective option.

Brandon Hire supplies the highest quality equipment available in the marketplace plus they can offer practical advice on how to use it.

All tools adhere to the strictest standards in health and safety, are exceptionally well maintained and vigorously

tested on a regular basis. Better still, for added convenience they will deliver and pick up the equipment.

Brandon Hire invests in innovative new equipment and only supplies kit from some of the world's most trusted brands and manufacturers so you know you can rely on them 100% for safety and reliability.

In-branch, members of the company's specially trained and knowledgeable staff are on hand to assist you through the hiring process and to offer you the benefit of their expertise.

They offer a choice of ways to pay to increase your financial flexibility and help your budget. You can either pay cash, set up an account or use a Brandon Hire Trade Card. The trade card gives you 65 days interest free credit enabling you to get paid by your customer before you have to pay for your equipment hire – this can really help control your cashflow.

The company also has a specialist training division, Brandon Training, which is working with the BPCA to deliver approved courses in specific areas essential to the pest control industry such as health and safety, working at heights and managing hazardous substances.

Courses also ensure that you and your staff are up-to-date with all the latest equipment and safety precautions.

Access and drilling kit and personal protective equipment can be sourced online or through one of 200 branches throughout the UK.

For more information about the money-saving benefits of Brandon Hire or specialist courses from Brandon Training call or go online:

Brandon Hire 0870 514 3391 www.brandonhire.co.uk

Brandon Training 0117 971 5555 www.brandontraining.co.uk



WHY TOTAL TREATMENT COUNTS

Minimising total treatment rather than product cost is the best way for pest controllers to improve sales and profitability in a price-conscious and competitive market

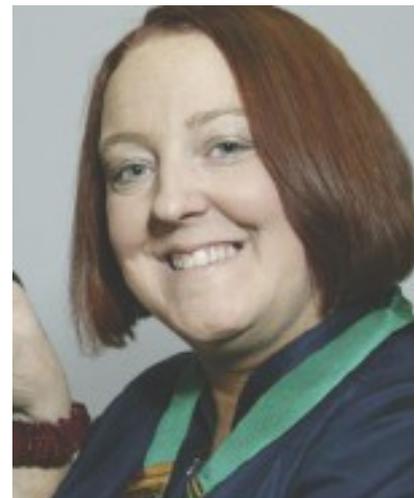
Minimising total treatment is the objective of BASF Pest Control Solutions, making it central to its commitment to customer success at the core of the new professional pest control business created by its acquisition of Sorex.

“We have combined the resources of BASF and Sorex to provide pest controllers with far more than just the sum of the two parts in the business we’re rolling out across Europe from this autumn,” insists head of sales, Siôn Price. “Our name underlines the clear problem-solving focus of our innovative new business, dedicated to supporting the practical needs of pest controllers by developing and applying the most effective solutions to their problems. “They can rely on us for the best pest control science that extends well beyond the most effective products and the best ways of applying them to recognise the over-riding imperative for modern pest control solutions to deliver the

greatest value in use at all times. That’s why we have defined minimising total treatment cost as such a priority.” In assessing ways to ensure the minimum overall cost of treatment, head of marketing, Martina Flynn stresses that the single most important consideration has to be the time taken to do the job, pointing out that labour invariably comprises the majority of treatment costs. “A typical two visit domestic cockroach treatment costing £75, for instance, is likely to involve a good £60 of labour, around £12 for transport and £3 for the product,” she notes. “So cutting the labour requirement by just 2.5% will save the same amount as halving the product price. Clearly, therefore, reducing the average treatment time has a far greater effect than anything else in increasing profitability or in enabling very much more competitive pricing at the same overall profit level. Particularly so if



Siôn Price: Problem-solving focus



Martina Flynn: Time rather than cost

improving the effectiveness of treatment at the same time reduces the number of visits required or costly call-backs." BASF work with UK pest control businesses suggests most should be able to reduce their labour input per job by at least 10% by improving treatment efficiency and reliability. That's an immediate saving of £6 per typical domestic cockroach treatment and considerably more for most rodent jobs. Which adds up to a lot of extra commercial value each year.

"As well as using products proven to offer the greatest reliability of control under the widest range of environmental conditions, pest controllers can markedly cut the time taken to do the most effective job by choosing those that require lower dose rates and fewer bait points," explains Martina Flynn.

"Goliath (fipronil) is a prime example in cockroach control. Compared to other actives, its far greater potency means faster, more complete control with very much less product than ordinary cockroach baits, no greater cost and, in some cases, half the number of bait points to put down.

"Similar benefits are offered by the single feed rodenticide, Storm (flocoumafen) or advanced foraging technology difenacoum formulations like Neosorex Pro Gold compared to other multi-feed bromadiolone or ordinary difenacoum-based rat and mouse baits.

"The greatest time – and cost – saving, though, undoubtedly comes from a combination of such products

"WE HAVE DEFINED MINIMISING TOTAL TREATMENT COST AS A PRIORITY"

with the equipment and programmes that make them easier to apply at the correct doses in the right places. Employed, of course, by technicians with the greatest possible expertise in using them.

"Just as getting the right bait point size is important with cockroach gels, the correct amounts and placement of bait and programmes of baiting are vital in rodent control," Martina Flynn adds. "Recognising this, our service stands out for the package of tools we are providing to help pest controllers use our products as effectively as they can with the minimum of time and effort."

Aiming to make its pest control technician support package the best in the business, BASF Pest Control Solutions is planning a series of handy checklists on the best bait point location and treatment programmes for a range of specific insect and rodent control situations.

At the same time, it is publishing enhanced Think Pest guides to help PCOs employ the latest understanding of pest behaviour in more effective control; providing immediate visual bait point size guides on all application equipment; and offering an extended programme of on-the-job training and support.

"We have a whole host of other innovative developments in the pipeline to help pest controllers improve their businesses by minimising total treatment costs at every opportunity," concludes Siôn Price. "These include new actives, formulations and systems. Value in use will be our watchword in everything we do. This means our pest control solutions are always firmly focused on delivering the greatest possible commercial value to pest controllers."



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GET BUSINESS PEACE OF MIND

How can operators maximise the back up support offered in the market today? Richard Coates managing director of Brandenburg Direct supplies his answers

It's a simple reflection of the economic downturn, buying in lower cost equipment and products which have the same specification on paper may look like an attractive proposition initially.

However the satisfaction of buying cheap is often short lived against the long-term annoyance of irate customers or the pain of losing customers altogether.

It is important to check and establish exactly what guarantee or warranty policies exist before you purchase equipment or stock materials. If the price is low, then usually there is little margin for the manufacturer or distributor to adequately support you if things should not work out as planned.

The research and development into chemical preparations, usually ensure 100% efficiency, but how the product is applied through application equipment is something different altogether. Non-chemical control measures such as EFks have a very important role to play in the Integrated Approach to Pest Management, but who pays if they should falter?

A 10 year guarantee for a Cobra Translucent machine costing £100 seems easy to say; looking at it another way the relative cost of the unit, per year of guarantee, is £10. A 'cheaper' machine costing £60 with a two year guarantee has an annual relative cost of £30 per year. A 40% saving, but with **triple** the risk of replacement.

Without a unit that is effective and sited in the correct place, if your client does experience a heavy, unexpected, infestation how quickly is the unit going to clear up the problem? If the machine doesn't have a highly effective rate of catch, the probability of the pest controller being called out to address the infestation is much higher. The 'perceived' original

cost saving is quickly evaporating.

On top of the cost issue, your client is going to have a much lower opinion of you and your choice of equipment that you installed into his precious establishment. Manufacturers need to invest in research into these areas of control. In the world of EFks, Brandenburg's extensive research shows that factors such as shape and colour as well as light output, influences the number of insects attracted. In addition to these features, the light reflecting louvre panel in the unit further enhances the light output as well as hiding the catch from public view.

New technology is becoming available to extend the life of lamps and this has a significance with servicing profitability. While the newer lamps are more expensive, if they last twice as long, the cost is actually less than you may have been paying to date.

The key things you should look for, as a professional pest controller, when selecting application or even access equipment are:

- *How effectively will the item do its job?*
- *How long is the guarantee period offered?*
- *How long will it take you to maintain the item?*
- *Are spare parts readily available?*

So as you can see, sometimes the lower price of an item can cost you a lot more in the long run and damage your business' reputation.

Can you afford for that to happen?

For more details call 01384 472 907 or email RichardCoates@b-one.com

SCHOOLS IN FOR SUMMER

Training is becoming increasingly important for businesses and pest control is no exception. Sarah Allen looks at one of the basic training courses available to the industry



The original beehive; before it became a coiffure option

It is misleading to assume that once finally beyond the school gates means the importance of learning is over. Far from it in fact as the team at Killgerm will tell any business owner. Based in Osset, near Wakefield, Killgerm has been around since 1893. The fact that it is still going strong speaks volumes to its expertise and status as an established industry leader.

Knowledge is power, and businesses need all the power they can get at the moment. Training is a large part of this, an asset to any business. Not only does it show customers that a company is skilled in its field, it also reflects a company's dedication to its trade.

Fortunately, this belief is not falling on deaf ears as Killgerm's extensive training courses persist with increased interest. The demand has been such that the company has added new courses for its north and south divisions.

Killgerm offers a selection of foundation and specialist, professional and practical courses as well as practical workshops and a business development course.

It also offers modules one to four of RSPH/BPCA Level 2 in pest control with the RSPH exam as well as a bacon sandwich on arrival plus lunch and refreshments.

New courses for both divisions include a one-day course on pest control in the retail sector and practical risk management as well as a two-day insect foundation course. PPC was invited to the Barnham Broom hotel in Norwich to check out one of Killgerm's longstanding training days – pest awareness for non-professional control officers – led by technical manager Duncan Bosomworth with area sales manager David Lovell.

In just one day, visitors receive an in-depth insight into the basic essentials of pest control.

Although a beginner's course, this day is regularly attended by a wide spectrum of professionals, from environmental health officers wanting to understand things they need to look out for to seasoned pest controllers simply wanting a refresher session to brush up on any new legislations, which are updated regularly.

"You usually get a mixture of EHOs and private companies wanting to know sufficiently enough about pests to make sure they know what their pest controller is doing and what to tell the pest controller," says Bosomworth, with more than 16 years experience in the field.

The course runs on the following principles: detection, eradication and prevention. It looks at the most common pests – from rodents to roaches – going through the



Maggots found inside a retail establishment in Liverpool



An array of products available from Killgerm for PCOs

method of establishing the source of individual infestations. A selection of stories from PCOs reveal how much of a problem pest infestation is and the long-term implications, establishments having to close down being an all too common occurrence.

Bosomworth says: "The pest awareness course should be three days rather than one," to accommodate the high volume of species in the UK alone.

The next stage up from pest awareness is a foundation course, aimed at pest controllers.

"There are three foundation courses: insects, which is essentially a pest awareness course but a more in depth version looking at how insecticides work which is vital; next is rodents, which is for PCOs either starting out or looking for revisionary training, biology training, rats and mice and discussing how rodenticides work; and the safe use of pesticides, because in order for someone to use professional pesticides, they have to be competent. Suppliers usually only sell to people who have been trained."

This latter one-day course includes a series of tests set by Bosomworth looking at how to use and mix pesticides.

The advanced courses look at bed bugs, fleas and flies as well as bird control, specialising in specific pests. The bird control course includes a shooting test.

During the pest awareness course, trainees are given tips to permanently eradicate a problem.

Bosomworth then introduces attendees to an array of pesticides on the market, explaining their uses and risks, with some products being more harmful to humans than others. After a well-earned lunch, included in the fee, the course takes a closer look at various methods of eradication and prevention, from smoke bombs, which are ideal for getting rid of fleas, to sprays.

All visitors take home a Killgerm training manual on pest awareness with detailed facts about common pests.



Mice are a common problem in the UK

Finally, there is a quick questionnaire for visitors to offer feedback and make suggestions to enhance the course. The training days are held in various locations, usually determined nearer the date and often in hotels.

They vary in price, starting from £100 depending on the level of training and whether it runs for one day or two; two-day courses start from £175.

Some courses are free for existing customers subject to account status and a small fee of £10 per day is invoiced to the account to cover lunch and refreshment costs.

At the end of each course, everyone receives a certificate recognised within the industry.

In addition to Killgerm there are other avenues for training. Within the British Pest Control Association (BPCA) is British Pest Control Training, an organisation that relies on the extensive experience of pest control experts.

The industry standard training and certification programme has been running for more than 20 years by the BPCA and has been extended and enhanced by the addition of the independent technical expertise of Acheta, a pest control consultancy. The programme yields various qualifications.

DEAR DIARY

Killgerm says its 'pest awareness course' is ideal for pest control beginners or as a refresher. Reporter and industry newcomer Sarah Allen recalls her experience



The things we do in the name of research! I am not a pest controller, nor do I have any desire to be one, especially after attending Killgerm's course on pest awareness for non-PCOs. This is compounded by the fact that I have one of the weakest stomachs on Earth and the constitution of a big baby!

But to give PPC readers a newcomer's insight into a training day, I braced myself to take on any creepy crawl that came my way. New to the industry I jumped at the chance to attend, hoping it would give me an edge as a pest control reporter.

It certainly did that – and a lot more, besides.

Greeted at the Barnham Broom hotel, Norwich, by environmental health officers, local authority members, call centre operators and pest controllers one warm summer's day in July, I took my front seat at the table with all the eagerness of a pupil in her first unfamiliar lesson. Duncan Bosomworth's stories were fascinating, at times disturbingly so, and he had high-resolution images. "Oh look: A nice big rat dining outside a restaurant," I commented once. "How lovely."

To all pest controllers out there I ask: How on Earth do you do it? It's certainly beyond me.

The training day definitely opened my eyes to things I wouldn't even have thought possible at a restaurant before. Not only did I learn what the job entails, I also learned how these little critters could affect and perhaps have affected me personally.

For me, Killgerm took the saying 'You learn something new everyday' to a whole new level.

For instance, I had no idea that bed bugs can live absolutely anywhere, thinking their tastes were confined to the most obvious piece of domestic furniture; the bed. Suffice it to say, I look at my beloved shoes in a whole new light.

This wasn't the only interesting fact I picked up from Mr Bosomworth.

Often when a restaurant is closed down and has a sign on the door claiming to be closed 'for refurbishments', it has quite possibly been rumbled by EHOs for accommodating a cosy family of rodents beneath the kitchen sink.

After lunch – which I was in no rush to eat what with images of mice and cockroaches jumping around in my

**“TO ALL PEST
CONTROLLERS OUT
THERE I ASK: HOW
ON EARTH DO YOU
DO IT? IT'S CERTAINLY
BEYOND ME”**

mind – I got to meet some of the smaller pests for myself. I took some comfort in knowing they were at least dead. I wasn't very subtle in swiftly passing the tupperware containing bed bugs in various sizes to my neighbour, noticing they were much larger than I had imagined. With Duncan discussing the bugs with words like "jumping", "breeding", "infesting", "blood-sucking" and "crawling", psychosomatic itching quickly ensued. Then came the ultimate pass-around-the-group opportunity; we were introduced to German gold cockroaches. Again, dead – not that it made much difference where my big baby constitution was concerned. Pass it on? Yes please! Immediately, if not sooner. The day wasn't dedicated solely to creepy bugs and rats as bees got a mention, and an unusually friendly one at that. While a nuisance, they are apparently relatively harmless. Contrary to my uninformed belief confusing them with wasps, I learned that they do not sting people, nor are they aggressive. They are in fact on the decline and akin to butterflies in this respect.

Aww, bless their cotton socks! I will certainly try not to swat when they interrupt a barbecue in future. Bad jokes aside, the day was of course enlightening for people at any level of knowledge in pest control. While I'm in no rush to give up my day job, it certainly gave me an insight into the world of people who have to face some of the most unpleasant creatures and deal with them; like true heroes.

*** The British Pest Control Association (BPCA) champions industry training and itself offers a full range of courses. PPC magazine will be returning to this topic in future issues, so let us know about your courses or your training experiences.**

You can contact the BPCA on 01332 294288 or visit www.bpca.org.uk OR contact editor David Foad on 020 8269 7914 or e-mail davidf@dewberryredpoint.co.uk.



Gotcha! German gold cockroaches ensnared in a trap

KILLGERM'S TECHNICAL MANAGER DUNCAN BOSOMWORTH

Based in the south of England, Duncan Bosomworth has been with Killgerm since 2007. He began his pest management journey in 1991 as a technician for Standby Pest Control. Duncan has worked his way up the career ladder, becoming training and quality control manager and later working for ASDA's facilities company, City Holding in its pest control division.



"I was a service manager, then supervisor, then a technician, which meant I trained everyone that joined the company," he says.

He is now responsible for Killgerm's training strategies, heading up the company's various courses across the UK. His experience in the industry has shown him, however, that when it comes to training, it's not just the courses' content that must be considered.

"Many people are reluctant to go to London so we like to take it to them," he says, "or the alternative is for them to travel to Leeds."

The courses also rely heavily on feedback, informing the shape of future courses.

"Every course I do, I get wind of something we're not doing," adds Duncan. "I pay attention to when people aren't focussing so I'll know next time to scrap that part of the course or expand on it if it gets a good response."

Visitors are invited to fill out a questionnaire at the end of the course, offering opinions and suggestions.

"It's mostly people wanting to be included in the next training day because they didn't know anything about it before or they want to look at something covered in their course in more depth."

Duncan usually runs the training days with at least one other colleague.

Killgerm's entomologist Murray Anderson sometimes accompanies Duncan as he'll have more in-depth knowledge in certain areas of pest control management. Duncan believes Killgerm is in a unique position in the industry: "Killgerm has support that not a lot of other companies have," he says.

"The training is all subsidised, so there's no money made from it."

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OPERATORS URGED TO ‘THINK WILDLIFE’

The Campaign for Responsible Rodenticide Use (CRRU) has a seven-point code that promotes best practice in rodent control. Campaign chairman Dr Alan Buckle makes his case



Campaign chairman Dr Alan Buckle

The Campaign for Responsible Rodenticide Use (CRRU) has established a supporters' club for individuals and companies working in pest control who want to make a public commitment to applying the seven point code of the CRRU.

Supporters' club members are entitled to use CRRU's 'Think Wildlife' logo on business materials and vehicle livery, and to have their name and company logo featured on the supporters club webpage (www.thinkwildlife.org.uk/supporters.php).

The club has 15 inaugural members located from Manchester to Malta, and Norfolk to Northern Ireland. Membership is free of charge and applicants are required to sign a declaration and commitment to applying the CRRU code consistently, accurately and comprehensively in their rodent control work.

According to the CRRU code, an effective rat control initiative has three parts:

- Baiting and killing to eliminate target rat colonies
- Rodent proofing sensitive areas for prevent access
- Cleaning and tidying to deny food and shelter and make the site as unsuitable as possible for a new colony

And the seven specific points it includes are:

1. A planned approach. Study the location of the infestation carefully and identify the colony's home range. However, don't tidy up or move things yet because disturbance may deter rats from taking bait or even



displace them to another location. Draw a plan of the target area.

2. Use enough baiting points at locations all over the target home range. Mark each location on the site plan. Remember, half measures are pointless. Using enough baiting points from the outset will minimise the time taken for control to be achieved and also reduce exposure time for non-target species.

3. Record quantity of bait at each location, then note signs of rat activity at each point as the treatment period progresses. Follow the rodenticide label instructions accurately.

4. Collect and dispose of rodent bodies regularly both during and after the treatment period. This is one of the most important points on the CRRU code. The carcasses may contain rodenticide and, if eaten by predators or scavengers, could be a source of wildlife exposure. Dead rats may be found for several days after eating bait and they may die 100 metres or more away from the baited site. Dispose of rodent bodies as recommended on the product label.

5. Never allow bait to be exposed to non-target species. Where possible, use materials already in the target home range (e.g. concrete blocks, slates, bricks, corrugated sheets, etc) to protect bait from rain, dust and access by non-target species.

Tamper-resistant bait stations are available and offer the highest level of protection of bait from non-target animals and human contact. Use these where covers made from other materials may not be secure enough.

6. Inspect every bait location regularly, as recommended on the product label, and replenish accordingly. Keep a record of each inspection, what you found and any action taken; this is important if you are subsequently required to demonstrate good practice. Also be alert for signs of



Training Modules from Sparsholt College and the Campaign for Responsible Rodenticide Use (CRRU)

disturbance by non-target animals.

7. Remove all bait from every location at the end of the treatment period and make a record on the site plan that you have done so. As soon as the treatment period is over, it is also essential to make sensitive areas rodent-proof, and generally clean and tidy the entire site to minimise its suitability to re-colonisation.

If this isn't done, a new colony will be established and you'll be back to square one.

In addition to fleas and mites, rats carry multiple disease organisms including *Cryptosporidium*, *Campylobacter*, *Listeria*, *Toxoplasma*, *Salmonella* and *Leptospira*. The Health Protection Agency reports 76 confirmed cases of leptospirosis in humans during 2006, the last year for which data is available.

CRRU

Web www.thinkwildlife.org.uk/supporters.php

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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
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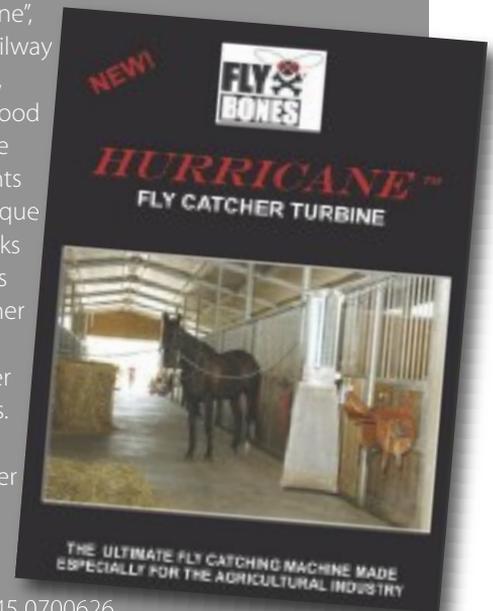
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KILLING FLIES BY THE KILO

A new Fly Catching machine that is described as "great for stables and farms", has the capacity to catch up to 16kg of flies per week! Kingfisher sales and marketing says: "There is nothing like this on the market and the farmers love it because it greatly reduces the risk of blue tongue disease and helps give greater yield in terms of meat or milk because the animals don't get so stressed!" Kingfisher has also launched the Rodent Repeller, an "excellent machine", used by many railway stations, airports, power stations, food factories etc. "The device has patents ensuring it is unique and actually works for up to 20 years compared to other cheaper devices that pack up after only a few weeks. Our device has a solid brass emitter backed by a three-year guarantee."

For more call 0845 0700626.

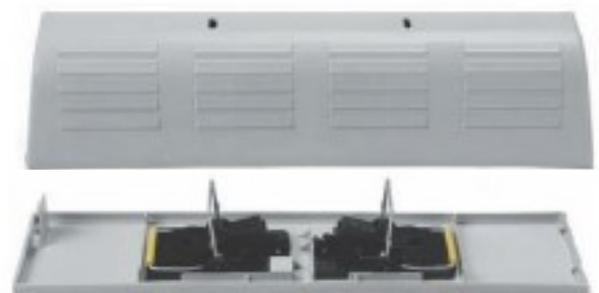


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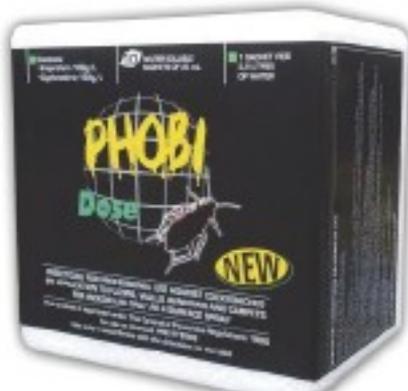
Lodi UK has launched a liquid product it says will offer the pest controller a highly effective form of pest control. Phobi Dose contains Imiprothrin and Cyphenothrin, active ingredients in the soluble sachets which the company says have not been used in the UK, ensuring less chance of resistance.

The combination of the two ingredients make for a fast 'knock-down' effect with residual of up to three months on non-porous surfaces.

Trials conducted with the product in a lab prove it has 100% success rate with cockroaches within 2.5 minutes.

The current UK registration is for cockroaches but other insects including bedbugs will be added to the label once the data is presented to HSE.

For details call 01384 404242 or visit www.lodi-uk.com



LOAD-N-LOCK CUTS MESS

Bell Laboratories has introduced its new Protecta Load-N-Lock anchoring system that secures Protecta LP and Sidekick Bait Stations.

The system eliminates the added expense, mess and time associated with traditional anchoring methods, says Rupert Broome, Bell's business manager for Europe, the Middle East, Africa and Asia.

"There's been a need in the industry to anchor bait stations, but gluing them to patio blocks or staking them was messy, time-consuming and not the ideal situation. With Load-N-Lock, pest management professionals get around that extra step."



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To help you plan your diary for the months ahead, our Calendar highlights the major shows, exhibitions, workshops and meetings coming up:

2009

15 OCTOBER

BPCA Northern England Regional Meeting
5.00 - 8.00pm Venue to be advised
Check www.bpca.org.uk for further details

26-29 OCTOBER

PestWorld 2009
Las Vegas, United States
www.pestworld.org

4 NOVEMBER

NPTA: PestTech Exhibition
National Motor Cycle Museum, Birmingham
www.npta.org.uk/assets/pages/pesttech.html

6 NOVEMBER

SOFHT: Annual Luncheon & Awards 2009
The Landmark Hotel, 222 Marylebone Road, London
www.sofht.co.uk/events/viewevent.asp

12 NOVEMBER

BPCA South East Regional Meeting
5.00 - 8.00pm Venue to be advised
Check www.bpca.org.uk for further details

14-16 NOVEMBER

Parasitec 2009
Maghreb, Algeria
www.parasitec.org

25-27 NOVEMBER

FAOPMA 2009 Convention/Exhibition
Beijing, China
www.faopma.com and www.cpcn.cn

2010

3-4 FEBRUARY

National Pest Management Association,
Southern Conference 2010
Hilton, Memphis, United States
Check www.eventsinamerica.com for more details

Come and see PestTech 2009

It's that time of year again as PestTech 2009 returns to The National Motorcycle Museum, Solihull on Wednesday, November 4th. We're not able to give away too many details, but we hope to be making quite a splash with the activities planned this year.

Organised by the National Pest Technicians' Association

(NPTA), PestTech has been a major event in the UK pest controller calendar since its inception in 1993. It is guaranteed to provide the opportunity for people from different sides of the industry to network. Distributors including Brandenburg and Killgerm are on hand to showcase their latest product innovations. Meanwhile visitors can also take a look at the range training available, including features like the NPTA-certificated course in night shooting. New to this year's event is the Product Launch Room and a series of practical demonstrations that will be hosted by leading experts in various fields of the sector. Plus the show will host a dedicated workshop in the morning which aims to give pest controllers the chance to voice concerns about the issues affecting the industry.

There is no pre-registration required.

For more information visit: www.pesttech.org.uk
email pesttech@npta.org.uk or call 01949 81133.



TRAINING COURSES					
Course Title	PROMPT CPD Points	2009/10 Dates	Venue	Cost (exc. VAT) BPCA Members	Cost (exc. VAT) Non-Members
GENERAL PEST CONTROL					
General Pest Control Course	24	13-18 December	Warwick University, Coventry	£820*	£985*
		21-26 March	Warwick University, Coventry	£840*	£995*
Insect Identification	10	16 December	Warwick University, Coventry	£155	£180
		24 March		£160	£185
PEST CONTROL AND THE FOOD INDUSTRY					
Stored Product Insect Inspection & Control	10	6 October	Hilton, Newbury North	£155	£180
So you want to be a Field Biologist?	8	11 March	BPCA Offices, Derby	£160	£185
SPECIALIST SITUATIONS AND APPLICATIONS					
Urban Bird Control & Management	20	17-18 November	BPCA Offices, Derby	£290	£345
FUMIGATION					
5 Day Fumigation Course	30	17-21 May	BPCA Offices, Derby	£830	£1,020

EXAMINATIONS					
Exam Title		2009/10 Dates	Venue	Cost (exc. VAT) BPCA Members	Cost (exc. VAT) Non-Members
RSPH/BPCA (Level 2) Certificate in Pest Control <small>(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)</small>		16 October	Bradford	£120	£135
		13 November	S E England, Venue TBC	£120	£135
		18 December	Warwick University, Coventry	£120	£135
BPCA Accredited Technician in Pest Control		21 October	BPCA Offices, Derby	£210	£285
		28 January		£215	£290
BPCA Certificated Field Biologist		14 October	BPCA Offices, Derby	£265	£365
		3 March		£270	£370
BPCA Certificate in Bird Management		19 February	BPCA Offices, Derby	£85	£100
BPCA Fumigation Diploma		19 February	BPCA Offices, Derby	£120	£125
BPCA Fumigation Certificate of Proficiency		19 February	BPCA Offices, Derby	£200	£250

*includes full-board accommodation and RSPH/BPCA (Level 2) Certificate in Pest Control exam fee

For further information, or to make a booking please visit our website,

www.bpct.org.uk, or alternatively contact **Tammy on 01332 225113** or 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.

