

CONNECTIVITY

A spotlight on products, promos, insights, and more

July 2020

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Adjusting to the new norm in residential pest control

Despite all the uncertainty since the pandemic, PMPs continue to figure out ways to grow their business, particularly among residential customers.

Consumers staying home over the past few months has presented an opportunity for growth with increased requests for services as they experience more pests around the house. This coupled with social distancing practices driving exterior-only treatment has also led to increased productivity by route. Adversely, PMP's that do residential fumigation have experienced a drastic decline – some already making a comeback since late May and others who have postponed to later in the year.

Over recent months, many enterprising PMPs have explored adding bio-sanitation, wildlife management, mosquito control and turf and ornamental services to their offerings. All of these except bio-sanitation can all be done outside the structure. Adding these services has reportedly helped offset loss of some commercial accounts such as restaurants during their closures.

Across North America, Vesperis stands ready to support our customers as they adjust to the new norm. From our **“Grow Your Business” webinar series**, our local one-on-one support, to ProTraining distance learning, we are here to fully support pest management professionals as they seek ways to enhance their services during these extraordinary times.



Adjusting to the new norm.



Social Media **POP QUIZ!**

Correct answers will be entered to win a **\$100 Cabela's gift card**. Submit your answer before 3pm CST on July 31st, 2020. The winner will be announced after the month's end.

SUBMIT YOUR ANSWER

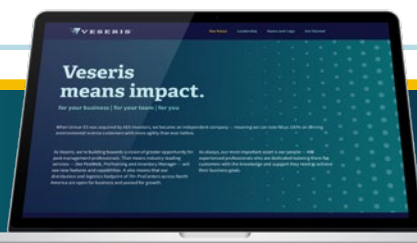
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Promotions valid July 1-31, 2020



July's Featured Products and Promotions

Products of the Month



\$2 OFF

Scion Insecticide with UVX Technology
\$2 off per 1.33 oz
Product 840244 – Promo code 843502
*Not registered in CA



\$3 OFF

Zenprox Wasp-X2
\$3 off per 13 oz can
Product 842452 – Promo code 843503



\$5 OFF

TERRO Fruit Fly Trap
\$5 off per box of 12 traps
Product 839729 – Promo code 843504

Online Exclusives



\$2 OFF

PT[®] Alpine[®] Pressurized Fly Bait
\$2 off per 16 oz can
Product 813117, 830107 (CA only) – Promo code 843505
No limit



\$4 OFF

Dominant Liquid Ant Bait
\$4 off per case
Product 819300, 817955, 817818 – Promo code 843506
No limit



\$2 OFF

FBS – Fly Bait Station
\$2 off per bag of 4
Product 815756 – Promo code 843509
*Excludes private label

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

TO PLACE AN ORDER call 1-800-888-4897 or go to pestweb.com/promotions

Univar ES is now Vesperis.

Creature Feature

Paper Wasps



Even Dankowicz, iNaturalist.org

There are just over 20 species of paper wasp in North America. Like yellowjackets and hornets, they chew wood and mix it with saliva to create the paper with which they build their nests. **Their nests consist of an open comb layer supported by a stem and often resemble an umbrella.** A mature colony may contain up to 200 to 300 wasps, but colonies are usually smaller.

Paper wasps are semi-social. **All the female “workers” have the potential to become reproductive in the absence of the queen, so they are not a true sterile worker caste.** When a queen is present, they build the nest and forage for prey to feed the larvae while she lays eggs. As a colony begins to decline in the fall, males are produced along with additional females which leave the nest to mate. Paper wasp colonies are annual colonies. The

queen, workers and males die at the end of the year and only fertilized females overwinter in protected sites. They emerge in the spring and begin building new nests.

Since caterpillars are a staple prey of paper wasps, they are beneficial as they help control plant pests. However, because they will defend their nest and sting, they must be managed around structures. **Nests are commonly built under overhangs or in hollows and can be treated from a distance with an aerosol product that has a jet spray.** More wasps will be present during early morning and evening hours when they are less active, although coating the nest with treatment during the day can be effective. Removing nests after treatment provides added value to the customer.

PRODUCTS TO USE

EcoVia WH Stinging Insect Killer

16 oz Jet Aerosol

- Botanical Formula Delivers Fast Knockdown of Wasps, Yellow Jackets and Hornets
- Foaming Jet Spray Reaches Up To 18 Feet
- Water-Based Formula: Non-Staining

Product
835177



Discussion of specific pest control methodologies may not be specific to the laws and regulations for your State, Province, Territory or Country. Product details are provided by Suppliers. Products may not be registered and/or available in all areas. Always check with your local Vesperis office for specific information to your area.

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For more information on Duplex™-G larvicide or to find a sales representative or authorized distributor, visit www.CentralMosquitoControl.com.

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