

CONNECTIVITY

A spotlight on products, promos, insights, and more

November 2020

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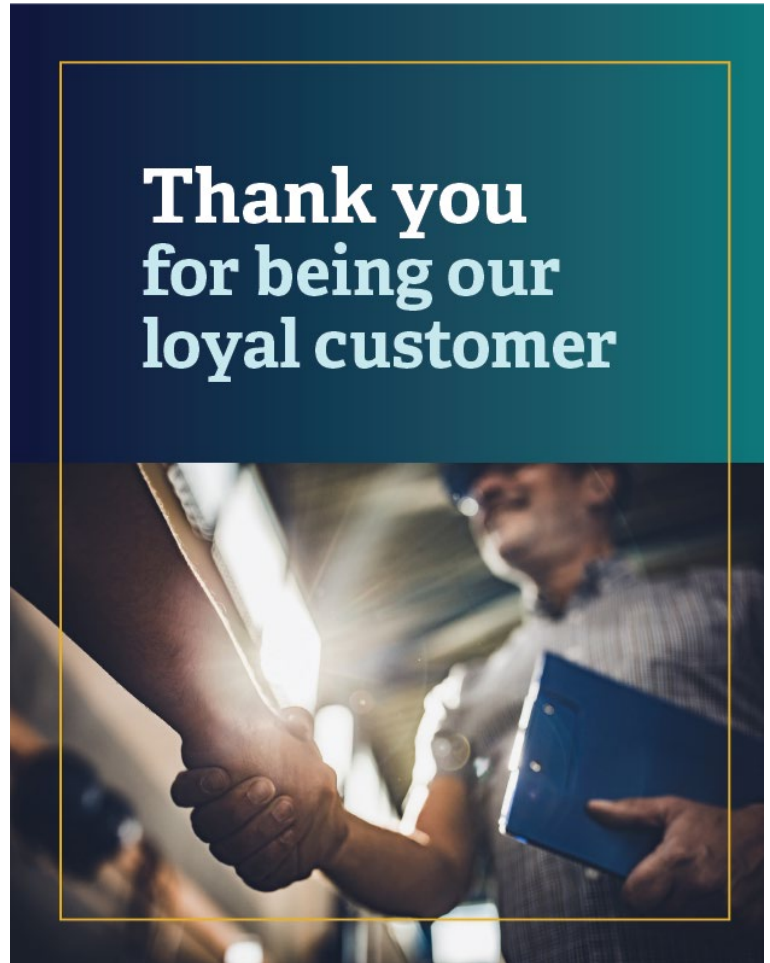
ProTraining classes are on us because we appreciate you

We appreciate your business and the privilege to serve you in what has been a pivotal year. While you've been busy taking care of your customers and making communities pest-free, we have been focused on serving you and building out our business as Vesperis.

As a loyal customer, we want to say thank you by making all ProTraining technical, supplier and ACE classes free for the month of November. Each course is self-paced with no time limits, allowing you to fully master the concepts. Take advantage of online training for CEUs! Courses can be accessed anytime, anywhere – including features that allow you to stop and return to your course without losing progress or starting over.

To take advantage of this offer you must have an active Vesperis account **and** be registered with PestWeb.

Sign up for **FREE** online courses



Thank you for being our loyal customer



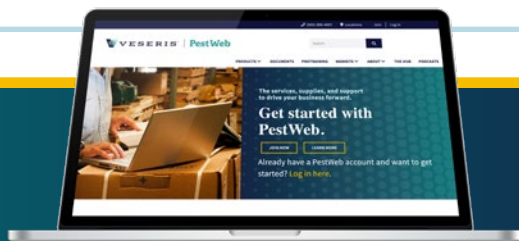
POP QUIZ!

Here's another chance to win Apple AirPods! Submit your answer before 3pm CST on November 30.

The winner will be announced after the month's end. Only correct answers will be entered to win.

[SUBMIT YOUR ANSWER](#)

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NEW Podcast!

Episode 008: Effective Ant Management

With Erin and special guest Tommy Powell, MGK

Struggling with ant infestations? In this episode, learn the tips and tricks you may have missed — plus product recommendations from an ant expert.

[Listen Now](#)

This episode is sponsored by



Promotions valid November 1-30, 2020



November's Featured Products and Promotions

Products of the Month



\$5 OFF

Cyzmic® CS \$5.00 off per 32 oz bottle
Product 838707 – Promo code 844694



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Creature Feature

House Mouse



The house mouse probably originated around northern India and stowed away in grain supplies as people migrated around the world. It is now a worldwide pest and, in most cities, it is the top rodent pest. **In addition to being transported to new areas as stowaways, house mice are able to enter smaller structural openings than rats and require very little living space.** They also require less water than rats because, if necessary, they are able to meet their body's moisture requirement by producing metabolic water from food. Once indoors and a food resource is established, they can breed throughout the year.

House mice contaminate our food and environments with their saliva, urine and feces. They may spread food-borne illnesses by leaving pathogens on food, preparation surfaces or utensils. **Allergic reactions, including asthma attacks, can occur from repeated exposure to mouse urinary proteins.** House mice are the primary carriers of a virus, lymphocytic choriomeningitis (LCM), which occurs in about 9% of wild populations and may

cause neurological disease in people. Fortunately, they do not carry hantavirus or rabies.

Mechanical traps are the ideal strategy for large house mouse infestations because they provide quick kill and a better ability to remove dead mice from an area. **The best placement for traps is along frequently used routes near rub marks and on droppings.** The further away traps are placed from mouse activity, the less likely they are to trap mice. When using rodenticide baits in a management program, the active ingredient cholecalciferol (vitamin D3) is an option for anticoagulant-resistant rodents and organic accounts. It also has a lower risk of secondary poisoning for birds and mammals than most anticoagulant baits.

Want to Learn More?

Visit our ProTraining online course:

[Rodent Biology, Behavior & Management](#)

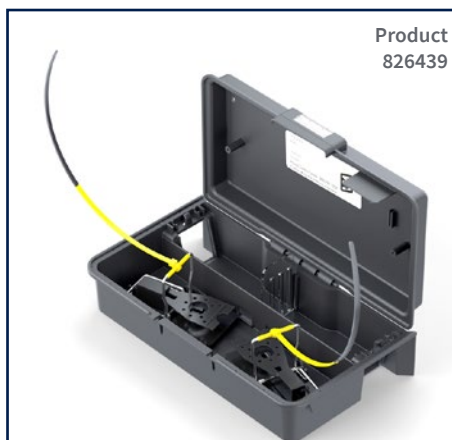
PRODUCTS TO USE



Product
833271

Selontra® Rodent Bait

- Controls infestations in seven days in U.S. field trials
- The active ingredient, cholecalciferol, kills anticoagulant-resistant rodents
- The bait's stop-feed action allows for shorter baiting programs, requiring less bait to kill rodent populations



Product
826439

EZ SNAP Mouse Station

- Uses Force Flow science to maximize speed of entry.
- Two removable, American-made snap traps are securely mounted inside with proprietary locking mechanism which reduces accidental trips. Easy cleaning or replacement.
- Equipped with two, dual-colored EZ Set indicator ties to allow user to safely set the traps externally and clearly show when traps have been tripped. Indicator tie is yellow when set and black when tripped.



Product
808896

Easy Set Snap Traps

- Fast-setting & hard-hitting
- Easy-access bait cup
- Gripping teeth for increased strength

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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Is Bio-Sanitation the Missing Link in Your Success?

Developing a bio-sanitation program can expand your service menu and build your business. So what is it, anyway?

Most commercial operations have a cleaning program, but there's "people clean" and then there's "insect clean"! Bio-sanitation goes the extra mile when a regular sanitation program is not enough. In fact, bio-sanitation is a part of an advanced IPM strategy and can work exceptionally well when combined with an integrated pesticide application protocol. Bio-sanitation products are not pesticides, but are specialized cleaners that eliminate organic debris and the slimy biofilm that forms on surfaces in wet environments that contributes to pest development and the spread of disease.

In commercial kitchens, the buildup of FOG (fats, oils and grease) is an on-going battle. Uncontrolled FOG can result in a lot of problems including foul odors, clogged floor drains, sewage backups, fire threat and even dangerous slippery floor issues. And it's not only inside the kitchen that lack of sanitation poses a problem; it's outside as well – in the dumpsters and recycling containers or areas where there could be dead animals, feces and urine, for example.

Bio-sanitation products such as Foam Fresh and Bac-Azap address such sanitation issues, both preventing and eliminating these kinds of problems with regular use.

FOAM FRESH[®]

BIO-SANITATION FOAM

How can bio-sanitation improve upon an already existing sanitation program? Regular cleaning alone is usually not enough, and it's frequently shortchanged. Bio cleaners and bio-sanitation products contain beneficial microbes that are living organisms in a dormant form. When used in an

environment such as a moist area containing organic debris, they are activated, multiply rapidly and produce protein enzymes that bind to and break down the unwanted organic matter – actually digesting and consuming it – thus eliminating the source of the problem and preventing odors. Simply mopping floors can result in build-up on the feet of stainless-steel equipment, corners and cracks in grout. Many facilities have moved to pressure washing or rinsing with a hose a targeted sprayer which can drive food particles deeper into cracks and crevices. This creates a difficult situation for effective sanitation. The microbes, however, penetrate deeply into drains, cracks and crevices – often in places where regular cleaning can't reach.

Furthermore, these microbes keep working long after the product has been applied, which protects against future sanitation issues. As long as conditions remain favorable, the microbes will continue



to reproduce and create the necessary enzymes to do the job. Once conditions change, they revert into dormant spores, but will germinate and produce new active cells to start the process again if conducive conditions return. This provides your client with a much longer-term solution which only requires follow-up treatments to spike the number of active colonies.

Bio-sanitation has other advantages, too. As a natural process, it's more environmentally responsible than traditional chemicals, reducing risk to employees. Chemical cleaners provide short-term effectiveness, whereas bio-sanitation products don't need to be applied as often, reducing the long-term cost of sanitation.

There is lots of opportunity to expand your business by adding bio-sanitation. Many kinds of businesses have commercial or semi-commercial kitchens. We typically think of restaurants and bars having kitchen facilities, but so do nursing homes, grocery stores, athletic stadiums, daycares, coffee shops, schools, shelters – basically anywhere with frequent food service and people. Remember, organic debris isn't necessarily "food" debris; it can come from any source. Certainly residential customers often have a need for bio-sanitation with slow-running drains, biofilm buildup in floor drains, smelly washing machines or dish washers, septic tank issues and so on. Consider adding bio-sanitation services to your company's line-up.



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CORPORATION

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Grow your business

How to Diversify into Wildlife



DOUG WILY is the corporate Business Development Manager at Vesperis. For any questions or comments on how to get started in Wildlife, visit PestWeb.com/grow or email Doug.

As we head into fall across the country Wildlife activity around the warmth of structures is on the rise. What a great time for wildlife to get out and forage, meet and greet, and break into a building or two if time permits! This is the perfect time of year to re-visit how you can help customers prevent those break in's by installing chimney caps. Chimney caps are the easiest way for you to dip your toe into Wildlife work to see if exclusion is a fit for your business and then determine if you want to expand to other offerings. The jobs are quick, usually not complicated, and generate nice profit.

Let's start with some reminders about the benefits of chimney caps. Every masonry chimney should be protected. Here are the top 5 points you should cover with a building owner when upselling a chimney cap on a route to help make the sale:

1. **Keeps out birds and other wildlife.** Chimneys are dark, warm, and safe from predators so many types of birds and wildlife will call it home and move in rent free.
2. **Prevents rainwater from eroding the chimney liner.** A chimney cap stops water from damaging the chimney liner or flue by directing it away from the center and off a chimney's sides.
3. **Keeps leaves, debris, floating trash out of the chimney.** If too much debris piles up the client's chimney becomes a giant trash can and a fire hazard.

4. **Keeps large sparks in the chimney where they belong.** Large sparks can land on the roof or dry debris in the yard and start a fire.
5. **Help to increase the air flow in the chimney.** Draft is critical for proper function; without it a chimney would be useless.

Always try to purchase and install professionally manufactured chimney caps made with stainless steel or copper. Galvanized caps will work as well but remember they don't provide the same pricing/profit opportunity for PMP's. Stainless steel or copper come with lifetime warranties, look a lot nicer, and make the building owner FEEL great about the overall value of the service. Customers feeling good about the value of a service is the key to getting to a yes on upsells and reducing cancels and skips!

We've already built the infrastructure to ease your business into wildlife exclusion — and wildlife management. From a full array of products and ProTraining courses to an experienced team of knowledgeable reps, we deliver the knowledge and technology for you to manage your team, your inventory, and your business's future. We have everything in place to help you strike while the iron's hot. Give us a call to get started today. Good luck and good selling!

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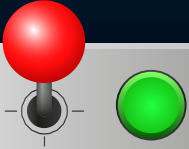
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