

CONNECTIVITY

A spotlight on products, promos, insights, and more

September 2020

Volume III • Issue 9

Make the most of the online training boom!

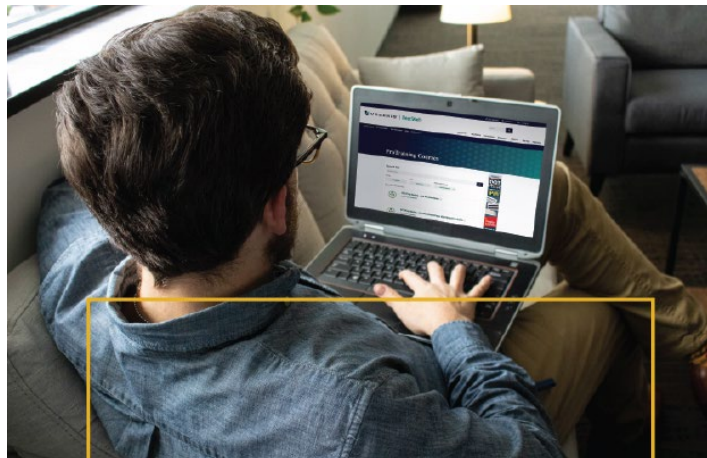
If we have learned anything during these uncertain times, it is to expect the unexpected. Companies realize that one of the best ways to do this is to make sure they have a well-trained team ready for what's next. With key industries like foodservice and hospitality crippled by the pandemic, service industry employees may be seeking new careers. The need to onboard new talent and train them up in the pest control industry also makes the need for training resources critical.

As a result, "contactless" and distance-based learning have seen a huge spike in demand. As an example, ProTraining Online has seen double-digit growth from 2019. Why is this the case? Unlike other providers who have pushed training via Zoom and WebEx, ProTraining online is available on-demand, any time without making an appointment. With ease and convenience, courses can be accessed anytime, anywhere – including features that allow you to stop and return to your course without losing progress or starting over.

With a wide array of courses to choose from, ProTraining offers a variety of technical courses, the ACE Prep Series, business courses, and PCT Label Training.

Get started today with your personalized selection of courses to fit your needs and strengthen your knowledge!

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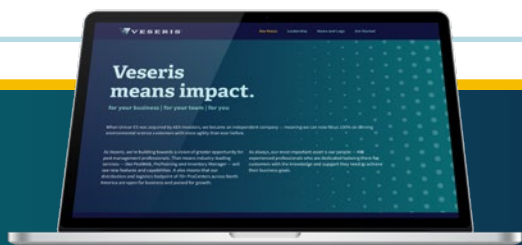
ProTraining
Distance Learning
Anytime. Anywhere.

Grow your business!

Upcoming Webinar! Reserve your seat for September 16 at 1:00 pm CST!

Disinfection and sanitation services have often been recognized as a natural extension of pest control services as PMPs look for better ways to support their customers and communities. Join the Biosecurity and Structural Pest Control webinar to learn more about sanitation services and how adding them could potentially benefit your company during the pandemic and beyond.

[Register Now!](#)



PestWeb

by **VESERIS**

NEW Podcast

Episode 007:

How to Avoid Termite Treatment Failure

Could your business be suffering from ineffective termite treatments? In this episode, discover the most common treatment mistakes — and how to fix them. This episode is brought to you by BASF.

[Listen Now](#)

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Promotions valid September 1-30, 2020



September's Featured Products and Promotions

Products of the Month



\$2 OFF

ProVerde Wasp & Hornet Killer
\$2 off per 14 oz can
Product 818451 – Promo code 844194



\$6 OFF

Gentrol IGR Concentrate
\$6 off per 16 oz bottle
Product 619907 – Promo code 844197



\$10 OFF

Victor Mini Cat Solid Trap
\$10 off per case of 12 traps
Product 840003 – Promo code 844196

Online Exclusives



\$6 OFF

EZ Snap Mouse Station

\$6 off per case of 12
Product 826439 – Promo code 844195
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

Creature Feature

Bed Bug



Andy Reago & Chrissy McClarren, Flickr

Bed bugs belong to a family of insects that are primarily human, bat and bird parasites. It is believed that **the first bed bugs parasitized bats in ancient Mediterranean caves and began parasitizing humans as they inhabited caves along with bats.** As cities were established and commerce between them followed, bed bug infestations became more permanent and spread to other areas. Now, the bed bug (often called the common bed bug) has a worldwide distribution and is the dominant bed bug in temperate climates.

Bed bugs do not live on their host like lice and adult fleas. They are nest parasites that live near their host, avoiding light and spending the majority of their lifetime hiding in protected areas. For human hosts, this translates into mostly sleeping or resting areas. **As infestations grow, bed bugs are found in less predictable locations, such as closets, hallways, bathrooms and kitchens.** The tendency to aggregate also decreases as access

to food decreases. At any given time, bed bugs actively move throughout structures, especially adult females.

Different bed bug populations can show resistance to different insecticide modes of action, depending on which products are repeatedly applied in certain cities or regions. Combination products are available that contain more than one active ingredient with different modes of action to help fight resistance. **Bed bugs usually die from direct insecticide applications but must sit on dry residues, sometimes for several days, in order to receive lethal doses.** For quicker results, insecticides should be applied directly to bed bugs and their harborages.

Want to Learn More?

Click here to visit our ProTraining Online course: [Modern Bed Bug Management](#)

PRODUCTS TO USE

Product 802221



Bedlam Plus® Insecticide

- Kills bed bugs and pyrethroid-resistant bed bugs at all life stages
- Provides quick kill, residual control and dual modes of action attack two target sites
- Foaming action optimizes surface contact for enhanced control in non-food areas of homes, hotels, apartments and other commercial sites (see label for a full list of use sites)

Product 793132



Transport Mikron

- Labeled for direct applications to both mattresses and luggage and for treatment of dressers, bed frames, box springs, closet floors and carpet edges
- Features dual active ingredients (FMC bifenthrin and acetamiprid) to help fight resistance
- Completely clear once mixed

Product 795903



PT® Alpine® Flea & Bed Bug Pressurized Insecticide

- Specially formulated to incorporate easily into your line of service.
- Kills all stages of bed bugs fast, even pyrethroid-resistant bed bugs.
- Ease of use and knockdown in as few as 30 minutes; ideal for clean outs.

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.

TO PLACE AN ORDER call 1-800-888-4897 or go to PestWeb.com

CROSSFIRE®

CrossFire® started a revolution in bed bug control and now leading PMPs rely on this patented formula to save them time and money.

The COVID-19 pandemic has changed people’s way of life, at least temporarily – from the way they shop, to how they socialize, to the way they do their jobs – just to name a few things. Despite pest control being deemed an essential service, it has been greatly impacted by the change created by the pandemic. Pest Management Professionals have had to adopt new practices and protocols that meet evolving customer attitudes and expectations and state and government guidelines.

What does this mean for bed bug treatments? In short, they have declined significantly. Most people are going fewer places, traveling less, not staying in hotels, and are often limiting who they allow into their homes. This is also true for multi-unit housing complexes, a common place for bed bug treatments. Many apartment managers are limiting interior access to contractors, often leaving infestations unreported and untreated.

Here are a few important reminders for providing bed bug control services during the pandemic:

- **You and your customer must work together as a team.** With more limited interactions, you will likely need to rely on the homeowner to do more prep work prior to the treatment. Give your customer thorough instructions on how to properly prepare for a bed bug treatment. If you do not have a preparation sheet, it would be a good idea to create one. Proper preparation is essential for ensuring the most effective treatments.
- **Personal protective equipment is more important now than ever.** In most cases, masks and respirators are required to enter customer homes. Also consider wearing gloves and Tyvek suits. They will help reduce the possibility of transporting bed bugs offsite and will provide an extra layer of protection against other environmental conditions.



- **Determining the type of infestation and right product solution is critical.** Given the current state it’s important to get the job done right the first time. Properly identifying the location and level of infestation, as well as choosing the right product, will help reduce the number of required visits. When possible, select a product with long residual and multiple active ingredients to help combat resistance.

CrossFire® started a revolution in bed bug control and now leading PMPs rely on this patented formula to save them time and money.

- ✓ Knockdown, kill and residual control
- ✓ Multi-mode action and control
- ✓ Targets and kills all bed bug life stages
- ✓ Scientifically formulated to kill pyrethroid-resistant bed bug strains
- ✓ Accepted for direct application on mattresses
- ✓ No signal word

Confidently put an end to bed bug problems. Use CrossFire to give your customers the quick and long-lasting relief they’ve been looking for. **Learn more at [MGK.com/CrossFire](https://www.MGK.com/CrossFire).**

TO PLACE AN ORDER call 1-800-888-4897 or go to [PestWeb.com](https://www.PestWeb.com)

Grow your business

How to diversify into T&O



BERT LOPEZ is a Licensed Pest Control Adviser, Board Certified Entomologist, and an ISA Certified Arborist with Veseris. For any questions or comments on how to get started in Turf & Ornamental, visit PestWeb.com/grow or email Bert.

As a professional in the Turf & Ornamental industry, I'm frequently asked how Pest Management Professionals can diversify their business. This is an important question because PMPs are always looking to increase their production and profitability. Specifically, Turf & Ornamental work has its place in the structural market. First, PMPs are already at the location where they're currently providing a valuable service for the homeowner. In reality, homeowners usually have turf, shrubs, or trees that need treatment. Secondly, PMPs are applying materials that are similar to those used in the landscape. Thirdly, certifications and equipment needed to do the work are also very similar to those used by PMPs.

Most PMPs service residential properties that have landscape that need care from insects and plant pathogens. Similarly, most homeowners encounter gophers, snails, and other pests that PMPs normally do not service or is not on the contract due to license restrictions. Therefore, PMPs can gain more business by learning about ornamental pest and the materials used to control them. PMPs are already familiar with the materials used, and the proper equipment needed to control specific types of pests. With proper training and experience, PMPs have an open opportunity to increase their productivity and their profitability.

I would highly recommend that PMPs research license restrictions and what is needed to obtain a license for ornamental pest control. Most states have a separate license for the application of weeds, insect pest, and vermin. Once a PMP has determined the level of certification needed to do the work, the PMP can familiarize themselves with basic landscape damage from pest and pathogens. This will help the PMP learn more about the pest he or she will be controlling. Again, basic knowledge of the pest and the materials is needed for long term sustainability. Recognizing and identifying damage in the landscape gives the PMP an opportunity to sell more services.

Structural Pest Control and Landscape pest management are very similar businesses. Both require weekly or monthly services in order to successfully control pests, as well as, require unique applications, such as, tree injections for wood boring beetles. Strategically, a PMP can increase revenue by adding new services to the same account by upselling turf and ornamental services. A PMP can increase their business by 30% to 40% by providing contact and preventive weed control, systemic insect control, and basic fertilization of turf and shrubs. With effort to diversify your business, PMPs can prove to be very profitable in the landscape arena.



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