

CONNECTIVITY

A Spotlight on Products, Promos, Insights, and More



Volume I • Issue 1

YES, IT'S A NEW *CONNECTIVITY* — HERE'S WHAT YOU CAN EXPECT.

With the end of 2017, we looked at where we wanted to take *Connectivity* — and what customers wanted to receive from a distributor like Univar.

Previously we used *Connectivity* to leverage both our best-in-industry partnerships with manufacturers and our national-scale insight into the industry. But we decided we could serve up deals and information much better if we gave each their own platform.

Starting this month, there will now be two homes for the info you expect from Univar — the new *Connectivity* (which you're reading right now), and The Hub, which will live on PestWeb.com.

So, what can you expect to find in each?

Connectivity (available now)

Format: Monthly email — PDF

- Univar-exclusive promotions
- Manufacturer “hot topic” lessons
- The latest ProTraining updates
- “Univar Marketplace” featured products
- Secondary market opportunities
- Creature Feature

The Hub (coming soon)

Format: Regular content on PestWeb

- Industry Insights
- Inside Univar
- Customer Spotlights & more

In short, all your best product promotions and insights will be staying right here in *Connectivity*, in a more convenient downloadable format. And when The Hub launches later this year, it will be your best source for insight into what's going on in the industry — and what Univar is working on next.

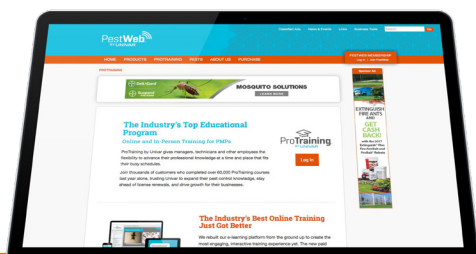


Learn to differentiate these common turf insect pests

NEW PROTRAINING COURSE covers all of the following:

- What are the most common and most harmful turf pests?
- How do you spot white grubs, weevils, and caterpillars?
- What types of damage do different turf pests cause?

<http://pestweb.com/protraining>



Expand business to Wildlife Management and see revenue grow

PMPs nationwide are seeing massive profit gains by extending their service offerings into this space.

Gain an advantage in this rapidly growing industry. Univar can arm PMPs with the knowledge, products, and business support to take advantage of this opportunity.

Learn about Univar's wildlife management offerings at <http://pestweb.com/markets/wildlife>

**PRODUCT
OF THE
MONTH**

ALPINE® COCKROACH GEL BAIT ROTATION 1 & 2 RESERVOIRS

from BASF

Product # 791899, 815667 | Promo Code #833387



\$4 OFF

per box of 4 Reservoirs

- ◆ Reduced Risk* cockroach gel bait
- ◆ Attractive. Both bait matrices appeal to gel-bait averse and non-gel-bait averse cockroaches.
- ◆ Fast Acting. These BASF products begin killing cockroaches within minutes after exposure to the bait.
- ◆ Reliable. This rotation system guarantees different food ingredients in each rotation.

* Dinotefuran, the nonrepellent active ingredient in Alpine insecticides, has been granted Reduced Risk status for public health use by the EPA.

ProCenter Deals

BY UNIVAR

Savings Available at Univar ProCenters Only



\$1 OFF

per 14 oz can
INVADER INSECTICIDE

Product # 814584 | Promo Code # 833383 | No Limit



\$2 OFF

per tube
**AVERT® DF DRY FLOWABLE
COCKROACH BAIT**

Product # 606041 | Promo Code # 833390
Limit 5 cases (60 tubes) per customer, per day

ONLINE STORE



Savings Available Only On Orders Placed Through the Univar Online Store

\$2 OFF

per 20 oz can
FUSE FOAM

Product # 826864
Promo Code # 833384
*Pending registration in CA



Please refer to pestweb.com/promotions for all promotion details and to learn about other Industry-wide promotions!
OFFERS VALID JANUARY 1 - 31, 2018

CREATURE FEATURE

Odorous House Ants



ODOROUS HOUSE ANTS

Odorous house ants (OHA) belong to a subfamily of ants that use strong odors from anal glands as a chemical defense—there is no stinger. The OHA odor isn't unique to OHAs, but comes in handy when identifying them against similar-looking pest ants. Although historically described as “rotten coconut”, pest management professionals (PMP) didn't always agree about what the odor smelled liked. **A study in 2015 clarified the source of the odor as an organic compound also associated with blue cheese and rotten coconut.** Penicillium molds that turn coconuts rotten are also used to make blue cheese, so PMPs that smell either are both correct.

Most PMPs have probably dealt with OHAs since these ants are native to the 48 contiguous United States. **Their broad native range indicates that they are adaptable to a variety of environments.** In natural habitats, OHAs form small, single-queen colonies that are subdominant to other ant species. However, in urban settings, they adapt so well to man-made environments that they can form supercolonies with multiple queens and nests that are dominant over other ant species.

Since OHAs are opportunistic nesters that can create multiple connected nests, non-repellent products are ideal for managing them. Most of the year, indoor ant complaints are often caused by outdoor colonies. It's important to inspect building exteriors for ant trails that lead to nests, both of which can be treated with non-repellent liquid residuals. Ant complaints during the winter are often caused by OHA nests in wall voids, which can be treated with a non-repellent dust or sugary ant bait.

PRODUCTS TO USE — CALL 1-800-888-4897 TO ORDER OR VISIT PESTWEB.COM



Maxforce Quantum

- Hydroscopic formula retains and absorbs moisture to keep it attractive to ants for up to 3 months.
- Can be diluted to effectively control mega-colony ants.
- Delayed-action kill eliminates the entire colony.



InVict Xpress

- Delivers lightning fast kill of large colony ant species such as odorous house ants, as well as cockroaches, crickets, silverfish and earwigs. Starts working in 1 hour!
- Proprietary bait matrix with multiple attractants including sweets, carbs, oils and proteins appeals to ants' changing food preferences.
- Flexible label allows for indoor, outdoor and turf applications.



Arilon® Insecticide

- With the active ingredient indoxacarb, this non-repellent formulation complements gel bait applications and can be used indoors and outdoors.
- Ideal for use in sensitive areas such as food-handling establishments (see product label).
- Also packaged as an 8.25 oz. bottle that is ideal for larger 25-gallon tanks at a 0.05% dilution rate.

WANT TO LEARN MORE? Check out our Ant Biology & Management class online: visit PestWeb.com/ProTraining.

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 Univar office for specific information to your area. Always read and follow label directions. • ©2018, Univar USA Inc. All rights reserved. Univar, the hexagon, and other identified trademarks are the property of Univar Inc., Univar USA Inc. or affiliated companies. All other trademarks not owned by Univar that appear are the property of their respective owners.



A NEW LEVEL OF FAST, EFFICIENT, EFFECTIVE RODENT CONTROL.

Advertorial supplied by BASF

Selontra®

Rodent Bait

As the world's leading manufacturer of Pest Management Solutions, BASF is proud to introduce Selontra® rodent bait, an innovative soft bait formulation that offers PMPs a new level of fast, efficient and effective rodent control. BASF spent the last five years researching and developing this breakthrough formulation that delivers fast colony kill, including anticoagulant-resistant rodents, with less bait than traditional rodenticides.

RODENTS CAN'T RESIST SELONTRA® RODENT BAIT.

Palatability and resistance management are two key factors in the effectiveness of **Selontra** rodent bait:

- Thanks to a patent-pending polyolefin film that envelops the bait in a protective, perforated wrapper, rats and mice easily recognize it as an appealing food source, even when human food waste, restaurant waste, pet food and grain are present. In a choice feeding test, rodents preferred **Selontra** rodent bait to a major fast food chain's all-beef hamburger.
- **Selontra** rodent bait is effective at killing anticoagulant-resistant rodents. There is no known resistance to the active ingredient, cholecalciferol, and its unique mode of action makes development of resistance among rats and mice highly unlikely.

PMPs benefit from Selontra rodent bait in 5 ways.

- 1. Fast colony kill.** In U.S. field trials, **Selontra** rodent bait has proven to control rat and mouse infestations in as few as seven days—up to three times faster than conventional anticoagulant rodenticides.
- 2. Efficient use of bait.** The stop-feed action of the active ingredient in **Selontra** rodent bait causes rodents to lose their appetite before eating too much, so a little goes a long way. Dominant rodents eat enough for a lethal dose, allowing the sub-dominant rodents to feed sooner. As a result, PMPs benefit from shortened baiting programs, less bait required to kill populations, and reduced waste.

3. Effective resistance management. As an innovative technology for combating rodent resistance, **Selontra** rodent bait controls rat and mice strains that are resistant to anticoagulants and other rodenticides.

4. Environmentally sustainable. The active ingredient is a naturally occurring substance that has lower acute toxicity to birds, resulting in a lower risk of non-target poisoning. What's more, rodents metabolize the active ingredient readily. It clears from their bodies approximately ten times faster than anticoagulants, so the likelihood of adverse exposure to non-target animals via secondary poisoning is unlikely.

5. Durable in harsh environments. **Selontra** rodent bait remains stable and intact even under extreme temperatures. It won't melt or seep in hot temperatures as high as 177 degrees Fahrenheit, and doesn't crumble or degrade in severe cold as low as 0 degrees Fahrenheit.

Good for PMP business. Bad for rats and mice.

With over 30 years of global experience in rodenticide development, BASF recognizes the seriousness of the rodent threat, and is committed to equipping Pest Management Professionals with the innovative tools to meet the challenge. **Selontra** rodent bait provides a new level of fast, efficient and effective rodent control that empowers PMPs to tackle the toughest infestations.



Always read and follow label directions.



UNIVAR MARKETPLACE

When it comes to bed bug control,
you can stock your tool box with
all kinds of tools.

Or you can just carry a really,
really big hammer.

INTRODUCING NUVAN® DIRECTED SPRAY® AEROSOL ▶

NUVAN®
DIRECTED SPRAY® AEROSOL

Product Number 112445
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AMVAC | AEP

COMBINATION® CHEMISTRY

Product # 826B64

FUSE® FOAM

CRACK & CREVICE SOLUTION



Control
Solutions Inc.
A member of the ADAMA Group

LEARN MORE

InVict Gold™ THE ULTIMATE
cockroach gel Cleanout Bait

Rockwell Labs Ltd.
creating the future of pest control

UNFAIR ADVANTAGE™

**THIS IS THE YEAR FOR
RELIABLE INSECT CONTROL.**



Get Tengard® SFR for effective,
broad spectrum, and economical
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Tengard
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SEEKER**



The EZ Snap Seeker features
an **Innovative Design** that
allows you to **Seek Out the
Source** in attics, drop down
ceilings and tight spaces.

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