

## Multi-Use Cy-Kick® CS Creates Happier Customers and Increases Efficiency for Georgia Pest Control Operator

If you could cut your mosquito re-treat rate in half, reduce odor and skin irritation, and all of this came in a broad line that cost you less than your previous product, you'd be crazy not to take it, right?

Scott Eubanks at Georgia-based Northwest Exterminating thinks so. Initially, he was drawn to Whitmire Micro-Gen's Cy-Kick CS insecticide because of its price and its broad line. But when the technicians started noticing fewer customer callbacks, reduced odor and less skin irritation when applying the product, Eubanks decided to specify Cy-Kick CS for control of a broad array of residential pests in all of the company's 10 Georgia locations.

"Cy-Kick CS became our 'go to' product for residential applications," Eubanks says. "It has great initial knockdown, which homeowners love, and the 90-day

residual effect keeps them happy because we don't have to come back to the home."

The residual benefits exist because of the SmartCap™ microencapsulation technology of Cy-Kick CS. SmartCap creates a shell around the active ingredient that increases residual control by protecting it from ultraviolet rays, weather, porous and greasy surfaces and absorption into soil or organic matter. It also acts as a barrier to diminish exposure to humans and pets while reducing plant toxicity and staining.

"We typically do quarterly treatments and we offer free callbacks if a customer has a problem. The 90-day residual of Cy-Kick CS has greatly reduced our callback rate, and that helps make our company more profitable and efficient," Eubanks says.

Cy-Kick CS works both inside and outside the home, and it comes in two forms – an easy-to-mix liquid and a convenient ready-to-use pressurized aerosol for Crack & Crevice® or void treatments. Cyfluthrin was chosen as the active ingredient in Cy-Kick CS because it controls such a broad array of insects including spiders, ants, mosquitoes, bees, cockroaches, crickets, fleas, flies, bed bugs, silverfish, ticks, wasps and wood-infesting borers. Cy-Kick CS creates a thick blanket of microcapsules, making it impos-



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sible for insects to cross without exposing themselves to a lethal dose.

For Eubanks, all the product benefits create two undeniable business-building benefits – happier customers and increased efficiency and profitability.

"We made the switch to Cy-Kick CS about a year ago. We wish we would have done it sooner," he says.

For more information on Cy-Kick CS, visit [www.cykickcs.com](http://www.cykickcs.com) or call 800-777-8570.



*Cy-Kick CS controls a broad array of insects and has a long-lasting residual*