



## Media Center

### PERMAKIL MAKES PHANTOM PART OF EVERY BED BUG JOB



Permakil Pest Control has been battling bed bugs in the Cincinnati, Ohio region since these pests began dominating headlines several years ago. In 2001, the company's Service Manager, Wayne Wickemeyer began to notice something different about the bed bugs they were treating — the pests were becoming harder to control with traditional pyrethroid chemicals. As this revelation was contrary to popular bed bug control measures of the time, Erich Hardebeck, Permakil's Vice President, reported the problems to University of Kentucky researcher, Michael Potter.

While working with Permakil on extensive bed bug research, Potter discovered that various apartment infestations in Cincinnati were especially resistant - surviving even direct spray applications with a widely used pyrethroid insecticide. It was through this research that Potter validated the presence of bed bug resistance to pyrethroid insecticides. Continuing research by Dr. Potter and his University of Kentucky colleague, Dr. Ken Haynes showed that bed bug resistance to pyrethroids is occurring in populations across the country. This notion is now widely accepted in the pest control industry.

Dealing with pyrethroid-resistant bed bugs has forced pest management professionals like Hardebeck to create effective bed bug control programs utilizing alternative products and measures. "We like to look at our bed bug control program as a toolbox," said Hardebeck. "The more tools you have in the box, the more likely you will be able to solve the problem."

In 2006, Permakil's pest control toolbox got sufficiently larger when **Phantom**<sup>®</sup> termiticide-insecticide was approved for the control of bed bugs. **Phantom**, a nonrepellent, undetectable liquid product is also approved for use on termites, ants, and cockroaches, and the product's unique mode of action and residual properties make it a valuable component of many successful treatment programs.

"As soon as **Phantom** was labeled for bed bugs, we began integrating it into every one of our bed bug jobs," said Hardebeck. "Today, having **Phantom** as part of our toolkit is a reassurance to our technicians and customers because it gives us one more class of pesticide to use against these pyrethroid-resistant pests."

Permakil continues to work with the University of Kentucky to expand the knowledge base of **Phantom's** impact on bed bug populations and its role in an integrated bed bug management program.

[pestcontrol.basf.us](http://pestcontrol.basf.us)