

WHITMIRE MICRO-GEN
PRESCRIPTION TREATMENT[®]

PMT Quarterly
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COMING TOGETHER

**Whitmire Micro-Gen and
Sorex Group join forces to create
the world's largest independent
pest management manufacturer.**



WHITMIRE MICRO-GEN
Prescription Treatment

Making pest management more profitable.

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www.advancetermitecontrol.com



Visit Whitmire Micro-Gen's NEW Advance Termite Bait System's consumer website and find information on the following topics:

- Termite I.D.
- Termite damage
- Facts on the Advance Termite Bait System
- Hiring a professional
- Treatment choices
- Frequently asked questions

**Win a \$250 American Express
Gift Certificate**

Go to www.wmmg.com/PTQsurvey/ and answer a few questions about Whitmire Micro-Gen's PT Quarterly and you may be the lucky winner.

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Whitmire Micro-Gen is one of the leading manufacturers and suppliers of general insect and termite control products to the professional pest management industry in the U.S. Whitmire Micro-Gen specializes in the manufacture of aerosols and baits for insect control and develops unique and environmentally friendly fly control equipment.

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For PT Quarterly
on-line, check out
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features on various topics.

WMG Joins Forces With The Sorex Group

**This merger brings together two companies
with complementary values and product lines.**

Whitmire Micro-Gen, a leading manufacturer and supplier of insecticides and equipment to the professional pest management industry in the U.S., recently joined forces with the Sorex Group, one of Europe's most respected pest control manufacturing companies. Sorex acquired Whitmire Micro-Gen from JohnsonDiversey with the intent of creating the world's largest independent manufacturer committed to delivering innovative and profitable pest management solutions.

The merger brings together two companies with complementary values and product lines. Whitmire Micro-Gen is a leader in general insect and termite control products and equipment, while Sorex focuses on innovative technologies and solutions to control mice, rats and birds, primarily within the European market.

"We are both manufacturing and marketing specialists that emphasize formulation expertise, quality, customer service, R&D investment, education and training," says

Dr. Roger Johnson, Sorex's managing director. "Through our two-year alliance, we recognized that a formal merger offered many potential benefits without many of the negatives often associated with these types of transactions, such as disruptions to either company's operations, customers or employees."

For example, Johnson notes that there will be no change in customer contacts at either company, ensuring a "business as usual" atmosphere. Likewise, there will be no changes to either company's management team, or to the location of facilities or sales offices.

"Initially, the companies will operate separately and, despite the anticipated future strategic gains, customers are not anticipated to see any changes," says Johnson.

The two companies have minimal overlap in their respective product lines. In Europe, Sorex will continue to market the Whitmire Micro-Gen product range with a number of exciting new registrations anticipated over the



Dr. Roger Johnson, Managing Director, Sorex.



Andy Symons, President, Whitmire Micro-Gen

next few years. Within North America, the group is evaluating all potential expansion opportunities.

"We are in the process of conducting further analysis of the market and determining how we best bring additional value to our customers and distribution partners," adds Johnson.

More specifically, Whitmire Micro-Gen plans to continue ongoing investment in its traditional general insect control markets, as well as making a significant investment in the termite category and the promotion of its Advance™ Termite Bait System – a high performance, easy-to-use system designed to create profit opportunities for pest management professionals. Likewise, the Sorex Group will continue to develop and supply innovative technologies and solutions to control mice, rats, birds and insects within the European market. Both companies have been investing in expansion into Asian, Australian and Latin American markets.

"We want the joining together of the two companies

to be only a positive experience for both our customers and our employees. We will achieve that by prioritizing our customer needs ahead of any other business opportunity," says Andy Symons, president of Whitmire Micro-Gen. "As always, our goal is to make pest management more profitable for our customers. We envision this merger as another impactful way to do just that."

The acquisition was originally set in motion by the major shareholders of the Sorex Group. Since the divestment by Shell Chemicals in 1996, the company's shareholders, who are primarily North Americans residing in the UK, have sought to acquire a complementary company in the US. Sorex's shareholders, as well as the owners and management of Whitmire Micro-Gen, felt strongly that the two companies would work well together.

For North Americans unfamiliar with Sorex, the company actually consists of two companies: Sorex Ltd. and Network Pest Control Services Ltd. Sorex is based in Widnes, Cheshire, UK, while Network Pest Control

Services is nearby in Warrington.

Sorex is known worldwide as a company that specializes in rodent control. The company gained its leadership position approximately 50 years ago by being the first company to commercialize warfarin. It followed that success with the invention of brodifacoum and difenacoum.

"As always, our goal is to make pest management more profitable for our customers. We envision this merger as another impactful way to do just that."

— Andy Symons

In 1998, Sorex acquired Network Pest Control Services to complement its chemical products with non-chemical devices. Network was an original supplier within the bird control market and has maintained its leadership within the field by developing and licensing novel technologies. To broaden its range in the growing non-chemical markets, Network also developed a range of rat and mouse boxes and insect monitors under the Roguard® brand. These products have become market leaders in many countries including the UK.

Sorex and Network operate independently in the UK, but combine their strengths outside the UK into a single international business division called Sorex International. This presents to the global market the broadest range of specialized products covering rodent, bird and insect control. As Sorex International, the company now markets products to over 40 countries worldwide with sales on all continents.

Sorex International's rodent control products are based on Sorex® rodent baits and Roguard bait boxes. In bird control, Sorex International's products are marketed under the Network brand with over 400 products to cover the main markets of spike, wire and net systems as well as other specialized products. The company is currently developing insect control products based on its patented 'Dry Gel' and 'Aqueous Powder' technology under the Sorsec® brand.

"Right now, most pest management professionals in the U.S. aren't very familiar with Sorex and Europeans aren't that familiar with Whitmire Micro-Gen," says Symons. "But within our own markets, we both are well respected and leaders in our field. We believe that customers on both sides of the Atlantic will come to appreciate what each company has to offer." ❧

PT-U® Learning At Your Fingertips

Enhancements offer educational opportunities including two new courses and CEU credits. By Jodi Wiener

Whitmire Micro-Gen has been the leader in technical education in the pest management industry for more than 20 years. To continue our dedication towards exceptional education, we are proud to introduce several new additions to Prescription Treatment University® (PT-U). Along with two new courses, PT-U now offers Continuing Education Units (CEUs) in more than 23 states.

New Courses

In order to provide PMPs the training and education they need to succeed in the future, we are continuously adding new courses to PT-U. The latest additions to the PT-U curriculum are:

Course #110

Biology and Control of the German Cockroach covers the basic history and biological characteristics of cockroaches. More specifically, this course discusses the living environment, reproduction and feeding habits of German cockroaches. It also conveys the importance of control and teaches detection and control techniques.

Course #230

This course covers the basic biology of termites, including their history, feeding habits and colonization activity. It also explains the features and benefits of the Advance Termite Bait System (TBS) components and provides in-depth instructions on how to install and service this termite bait system.

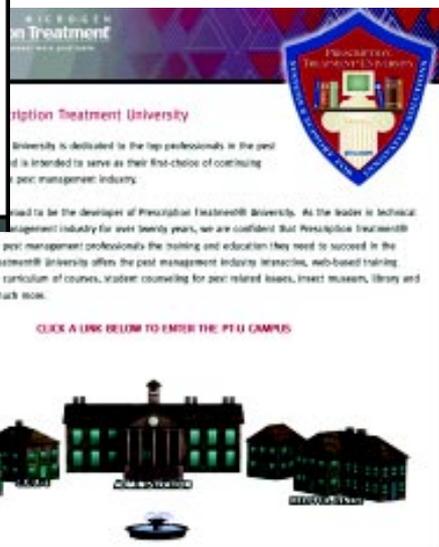
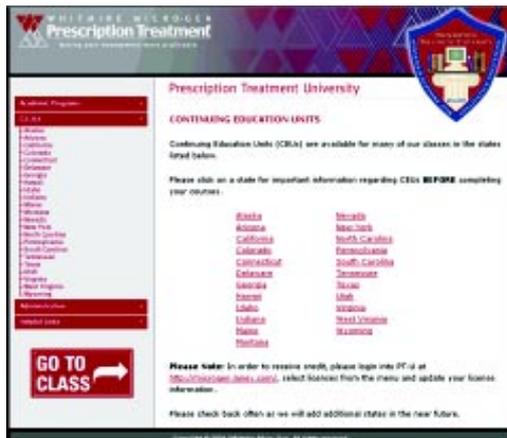
Both programs are taught by Jeff Tucker, president of Entomology Associates and consultant for Whitmire Micro-Gen.

CEU Credits

As part of Whitmire Micro-Gen's commitment to providing the best education and training to top professionals, PT-U is now a certified provider of CEU credits in many states. PT-U offers an easy and convenient way for PMPs to earn points towards their license renewals in states such as Arizona, Georgia, New York, South Carolina and Texas to name a few. Simply log-on to the PT-U website, take a course and pass the final exam. It's that easy. For a complete list of eligible states and in-depth instructions, go to www.pt-u.com/ceu/home.asp.

PT-U offers the pest management industry interactive, web-based education and training featuring an extensive curriculum of course topics including ants, cockroaches, flying insects and termites. To learn more about PT-U visit www.pt-u.com or contact Jodi Wiener at 800-777-8570 ext. 4262.

Jodi Wiener is communication project coordinator for Whitmire Micro-Gen.



A Proven Line Of Fly Control Products

The Vector®Fly System is the solution for all your fly control problems. By Dave Poling

Whitmire Micro-Gen is the pioneer and leading innovator of fly control technology. Our Vector Fly Control System takes an IPM approach to flying insect control and includes:

- Vector Classic®
- Vector Plasma™
- Vector Discreet®
- Vector Fruit Fly Trap
- Vector Bio-5®

Vector Classic

A true pioneer in the industry, the Vector Classic is one of the most proven insect light traps available. This trap provides monitoring by capturing flying insects with low-voltage J-Tronics*, which stuns the insects and sends them onto a hidden glueboard. The Vector Classic is easy to service, requires little maintenance and offers spectacular perfor-



mance. It is ideal for food prep areas, food storage areas, restaurants, bars, commercial kitchens, hospitals, nursing homes, schools, office buildings and other sensitive accounts.

Key benefits:

- J-Tronics*/enhanced catch
- Hidden glueboard
- Easy to service
- Low maintenance cost
- Table top or wall mounted
- Sanitary solution

Vector Plasma

The latest generation of Vector, the Plasma, is the brightest trap in the Vector family. Designed for zero-tolerance food service environments, the unit features a thin, sleek design – just 2-½” wide – that is easy to install vertically, horizontally or



in corners. The Vector Plasma provides quick catch for rapid results. It is ideal for “back of house” operations in food-processing and food-service accounts, warehouses, food storage areas, and other areas with heavy fly pressure.

Key benefits:

- Maximum attraction
- High catch rate
- Easy to service
- Flicker-free, silent UV output
- Durable aluminum construction
- Sanitary solution

Vector Discreet

The Vector Discreet is an effective solution to difficult flying insect problems in sensitive or public areas. The reflector plate maximizes output of the 26-watt bulb while the translucent lens creates a subtle glow, sending UV light in all directions effectively attracting flying insects. It is ideal for dining rooms,



Features and Benefits Chart

	Vector Classic	Vector Plasma	Vector Discreet
Discrete appearance	*		*
Highest UV output		*	
Flies not visible	*		*
Highest catch rate	*	*	
J-Tronics*	*		
Largest catch area		*	
Suitable for "front of house"	*		*

public areas, offices, lunchrooms, bars and other "front of house" operations where effective, discreet fly control is needed.

Key benefits:

- Out-of-sight glueboard
- Maximum attraction
- Maximum refraction
- Discreet appearance
- Low maintenance cost

Vector Fruit Fly Trap

An enticing trap fruit flies can't resist, the Vector Fruit Fly Trap** features a patented attractant that mimics fermented fruit and quickly draws in fruit flies. Once entering the trap, fruit flies quickly



get caught in the attractant and can later be identified and properly disposed. It is ideal for restaurants, bars, commercial food preparation and food storage areas and other accounts with persistent fruit fly problems.

Key benefits:

- High catch rate
- Irresistible attractant
- Insecticide-free
- IPM tool
- Low-profile

Vector Bio-5

A natural, insecticide-free drain cleaner, Vector Bio-5 is engineered



with five strains of bacteria that work quickly to eliminate insect harborage, breeding areas and insect-attracting odors. Vector Bio-5 is a component of an integrated approach to pest manage-



To order the Vector fan deck visit www.vectorflysystem.com

ment, which includes inspection and sanitation. It is ideal for drains, dumpsters, floors, showers, urinals, sinks or other areas where sanitation is an on-going challenge.

Key benefits:

- Clears drains fast
- Multi-use label
- Eliminates drain odors
- Eliminates pest harborages
- Superior enzymatic activity
- IPM tool

For more information on the Vector Fly System visit our website at www.vectorflysystem.com.

Dave Poling is director of residential marketing for Whitmire Micro-Gen.

* U.S. Pat. 4,959,923, Whitmire Micro-Gen Research Laboratories, Inc.

** U.S. Pat. 6,543,181, B1 Iowa State University Research Foundation, Inc.

Facility Inspections: Who's Responsible For Failures?

When an inspector identifies a pest control issue, why should the PMP be held responsible for the facility's failure? By Al St. Cyr

Imagine this scenario: You're an employee of a pest management company in a meeting and everything is going smoothly. Then, the phone rings. The caller on the other end is one of your major customers. At first, you presume it's a social call, however you soon realize otherwise. In an extremely anxious tone, the caller says, "We have an inspector in the plant and need you here, NOW!" There goes your day.

These situations happen more often than they should. Usually, these calls are made because an inspector/auditor has identified an issue and addressed it as a pest control concern. Though it may be related to a failed pest management program, it's usually a failure on the part of the facility. Why does this happen and why should the contractor be held responsible for the facility's failures? Let's examine some of the reasons and how they can be avoided.

Oversold Services

The first, and perhaps most important, reason for failure is that the contracted pest management company oversold its services. Often customers are under the impression that the contractor is solely responsible for any and all pest activity in their facility. Overzealous sales personnel may imply this during their sales pitch. Once this false impression has been given, conflict usually follows.

Facility Responsibilities

A second reason failures may be found is because the facility does not live up to its responsibilities as part of the pest management program. During initial discussions, facilities may commit to undertake several of the repairs or performance changes outlined by the pest management company. They may have great intentions of actually following through on their obligation, but too often it doesn't happen. Therefore, you get called when trouble is presented.

The increase in the number of firms inspecting food plants and the variety of criteria being used has created a considerable problem. It would seem that, regardless of how well-established and maintained your program is, you are always facing criticism. It can also be equally frustrating for inspection groups. When conflicts between two groups arise, the dollar value of the particular customer dictates which standard will be enforced. Regular inspections are one way to provide



firsthand information and avoid conflict.

An important aspect of seeking contracts with food plants is to obtain information about their major customers and what expectations they have set. Information provided at the PCT Rodent Summit a few years ago clearly demonstrated the differences between various inspection firms. Organizations get upset when they believe everything's up to standard but a customer's inspector is pointing out deficiencies in the program.

Success is an Attitude

Pest management companies that perceive the food industry as just another account, constantly find themselves looking for customers to replace those they've lost. So, what exactly distinguishes these companies from those enjoying years of profitable relationships with their food accounts? Experience tells me that successful companies share a common goal with food manufacturing customers. They understand the required commitment and have integrated their service into the food

plant programs. These companies participate in the self-inspection program and conduct training programs in the facility in order to educate personnel on their roles in pest management.

Successful firms work with facilities to reduce the risks of pest problems. They take the initiative to develop clear lines of responsibilities for each party. Open conversations, as well as written agreements are in-place and understood. The company understands that unless the pest management professional is on-site 24/7, they are partly responsible for the program. If, for instance, plant personnel move devices during cleaning operations, they need to be aware that they are accountable for putting them back to the correct location. This will only occur when employees understand the importance in doing this.

I can imagine the groans and dismissal as employees read my last statement. I have had repeated conversations in which PMPs share that the food plant employees don't listen to them. The problem is usually that the customer does not share the same work beliefs. Talking about a level of performance and actually performing at that level are two different things. Too often, you hear a competitor impressively boast about his knowledge in working with food accounts, yet when you return to the office you have a message to contact the accounts to resolve issues.

In a perfect world, all pest management activities and decisions would be science based, clearly defined and defensible. Unfortunately, we do not have all of the information we need. There is no scientific data regarding the required distance between bait stations outside a facility. Nor is there clear data on exactly how far apart mechanical rodent control devices should be placed. However, thanks to Dr. Robert Corrigan, there is data to suggest that it's not a matter of which mechanical devices you use, but rather how well you use and maintain them.

I have had too many conversations with pest management companies who proclaim to have the "required" mechanical traps in the facility and are being unfairly treated. Data from a review of the actual inspection report reveals that during inspections programs fail because 65 percent of devices were out of position, poorly maintained and contained decomposed rodents in some cases.

Good pest management responds to the needs of the environment. Inspection company standards or guidelines are suggestions for starting points. Though it may not always appear so, I doubt anyone would criticize a program that responds to a problem in excess of what they consider the minimum as long as the customer clearly understands the costs involved. Good pest management practices can always be justified; seldom can a poor program be defended. The documentation and written communication of a program that outlines and defines why actions were taken will always be in the favor of the contractor. When it is accurate and honest, you can defend and reason with it. ❧

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Al St. Cyr is head of food safety education for AIB.

FREQUENTLY ASKED QUESTIONS

Is a live mouse in a control device an automatic failure?

Not in the "pest control" category. It could indicate that there is a serious problem with the integrity of the structure. This would result in a failure in the "maintenance for food safety" category if the seal on an adjacent door is damaged or openings to the outside exist. It could also result in a failure because poor receiving programs allowed the rodent into the facility to cause food product contamination. Regardless, it's a serious issue and the PMP should help identify the cause, not just empty the trap.

The facility is supposed to clean the insect light traps. Why are points taken off my pest control rating if they aren't maintained?

First, if you feel you are solely responsible for the pest control category, you are mistaken. You would have a contract that you cannot live up to. If the facility is managing the cleaning of the devices with their master cleaning schedule, it's a cleaning issue. It becomes a pest control issue when the insects in the device indicate a stored product pest infestation that's gone unchecked because no one is using this pest management tool properly.

The AIB inspection report listed only two items that were issues involving my program. Why was the score so low?

The rating in a category is not based on the number of issues noted but on the significance of the issues relevant to the food safety program. Issues are defined in the standard as **Unsatisfactory** when there was an imminent product safety hazard, program failure or departure from the Good Manufacturing Practices, **Serious** when there is an important potential product safety risk or risk of program failure and **Improvement Needed** when there is a possibility of contamination. These definitions are based on the word **MAY** as defined in Section 402 (a) (4) of the Food, Drug and Cosmetic Act.

Scientific information is becoming available to give us guidance when developing a pest management program for a food plant. Service personnel who continue to look for and apply this information will be the professionals who succeed and enjoy a long-term relationship with the food industry.

Whitmire Micro-Gen: Weaving A New Web

Whitmire Micro-Gen's newly designed web site is packed with information! By Tammy Porter

Whitmire Micro-Gen's enhanced website, www.wmmg.com, is loaded with information to help pest management professionals. The site includes a direct e-mail link to our technical services department, label/MSDS update requests, information about Prescription Treatment University®, links to new product web sites and more!

“Whitmire Micro-Gen's enhanced website, www.wmmg.com, is loaded with information to help pest management professionals.”

The new home page offers numerous navigation areas organized in the following key areas:

- **Products** — includes links to product information, labels, MSDS, tech note downloads, testimonials and current promotions.
- **Research** — offers links to our extensive insect library, research updates and the best of Dr. Bug.
- **Training** — contains links to our vast training resources including literature, training and resource downloads, as well as Prescription Treatment University.
- **Business** — lists information about Whitmire Micro-Gen including company history, mission and vision statements, career information and press releases.
- **Contact Us** — provides a list of contacts for structural pest control, horticultural markets, animal health, technical service and corporate contacts as well as an on-line form to submit questions and/or feedback.

Additionally, many of the links listed above are aligned by our market categories, which include:

- Structural Pest Control
- Horticulture



- Animal Health
- International

Other handy features include:

- **Distributor Locator** — allows you to search for distributors in your area.
- **Technical Service** — is a direct e-mail link to our technical services representative, Jared Harris. You can e-mail your questions about Whitmire Micro-Gen products.
- **What's New and Promotions** — showcases new products or product sites and key promotions with links to a list of all current promotions.

In addition to the style and format changes on our website, we have also implemented several enhancements.

Label/MSDS Automatic E-Mail Updates



Also new to the Whitmire Micro-Gen website is the ability to request an e-mail notification for product label or material safety data sheet changes. Simply visit us online at www.wmmg.com/contact/feedback.asp, fill in your information and you

will be notified via e-mail every time a revised label or MSDS is available for download.

Win a \$250 American Express Gift Certificate

Go to www.wmmg.com/ptqsurvey/ and answer a few questions about Whitmire Micro-Gen's PT Quarterly and you may be the lucky winner!

NEW Product Sites

In the past six months, Whitmire Micro-Gen has launched five product-specific sites. Each site offers detailed information on a specific product or product line including image galleries, testimonials, education, efficacy data, business case, frequently asked questions, distributor locator, regional technical specialist locator and the ability to order/download literature or ask product specific questions on-line.

Please visit our product sites at the web addresses listed below. Links to these sites are also found on www.wmmg.com.

- Advance Termite Bait System — www.advancetbs.com
- Cy-Kick® CS — www.cykickcs.com
- Termite Monitoring System — www.termitemonitoringsystem.com
- PT® 250 Propoxur — www.pt250.com
- Vector® Fly Control System — www.vectorflysystem.com

Prescription Treatment® University

PT-U, our web-based training program offering outstanding training for the pest management professional, also has a new look. We've restructured the website for easier navigation and gave it an appearance that mirrors Whitmire Micro-Gen's Web site. Please visit us at www.pt-u.com to find out more about Prescription Treatment University.

To check out our new websites or for more information on any of the modifications or enhancements listed above, please visit us online at www.wmmg.com or contact Tammy Porter at 800-777-8570, ext 4229 or via e-mail at Tammy.Porter@wmmg.com.

Tammy Porter is communications project coordinator for Whitmire Micro-Gen.

Termite Baiting: 10 Years Later

Over the past 10 years, nothing has changed more than the area of termite control. By Jeff Vannoy

Up to 10 years ago, termite control had long been a static, predictable segment of pest management, whereby liquids of several chemistry classes were drilled and pumped into, under and around homes. Since the 1940s, many of the methods of liquid treatment have changed very little. Today, however, we use foams in dirt-filled porches and chimney voids, know much more about the way chemicals move under slabs and certainly have more effective delivery tools. All in all liquid applications have not changed very much. In the 1990s termite baits caused the industry to re-think the way we price jobs, market to homeowners, treat infestations and evaluate

profitability in our businesses. Let's take a look at how termite baits have changed the pest management industry.

Termite Baits and Pricing

Termite baits have historically been priced substantially higher than liquid treatments. This was due in part to the fact that in 1995 PMPs realized the additional value that termite baits brought to the homeowner (more on this later) and the monthly monitoring inspections that were required at that time. PMPs had to factor in a higher initial price to cover roughly 8-12 inspections the first year, the up front site license fee of \$300-\$400/home and higher renewals due to the often 6-8 inspec-



Soldiers of the native Eastern subterranean termite. Photo: USDA/ARS



A Formosan subterranean termite soldier. Photo: USDA/ARS

tions in subsequent years. PMPs learned very quickly that the labor involved in monthly inspections was very expensive and drew from a labor pool that was undesirable. Fast forward 10 years, the industry now charges an average of \$1,200 for a termite bait job vs. \$800 for a liquid job. The average bait renewal is \$300/year vs. \$100/year for a liquid. The Advance™ Termite Bait System has created predictable labor for PMPs since the system is only monitored four times per year. This factor alone has allowed many PMPs across the U.S. who were considering leaving baiting or who never were in baiting, to seize this excellent new profit potential. Consumer research performed by Whitmire Micro-Gen revealed conclusively that homeowners are willing to pay substantially more for a bait treatment versus a liquid treatment. Most homeowners realize the additional value provided by a bait system like the Advance Termite Bait System.

Marketing Baits to Homeowners

Since 1995, bait systems have been heavily marketed to homeowners both in manufacturer advertising and PMP co-op support programs. The result of this effort has been a better understanding by consumers of the advantages that bait systems bring to the termite control spectrum. Consumer research conducted by Whitmire Micro-Gen clearly revealed that homeowners buy bait systems for several distinct reasons:

- **Long-term protection** — This is one of the key reasons homeowners like bait systems. They feel the system will give them an alert mechanism to continually monitor and then respond by baiting new colonies entering their property.
- **Less-intrusive treatment** — Many homeowners choose a bait system over a liquid system which does not require full drilling of their home because it is less destructive. Homeowners with busy lives and heavy travel schedules simply cannot be home to let the PMP in for the treatment. The quick and easy installation of a bait system fits their need for immediate treatment and is less disruptive to their landscaping and home's interior.
- **Low impact treatment method** — Baiting, by its nature, is a low-impact way to address a termite colony and eliminate it by placing a bait cartridge into a secured station. Consumer research indicates how important the station cap and locking mechanism can be in assuring customers that their children and pets cannot easily gain access to the bait toxicant.
- **Visual termite protection** — Many consumers like the fact that with a bait system they can see their termite protection. By having stations around their home, they feel protected against new termite invasions.

Termite Baits and Indoor Treatments

In 1995, the conventional thinking in the industry was that liquid spot treatments, along with baits, hurt the baiting process and should be avoided at all costs. Ten years later, PMPs

openly address the issue of interior active infestations by spot treating them with a variety of foams, gels and spot liquid treatments. This is done as a quick response for an anxious homeowner and limits any further termite feeding on the interior while the termite bait begins to attack the colony or colonies invading the home. The Advance Compressed Termite Bait label allows this type of treatment. Whitmire Micro-Gen feels an interior infestation that is located upon inspection should always be addressed.

Termite Baits and Profitability

Currently a hot issue in the industry is how profitable termite baiting is to your business. Since 1995, monthly termite bait labels put pressure on the profitability of PMPs because the frequent station inspections were costly. Today, quarterly baiting has changed. The quarterly Advance label has contributed to this business enhancement.

The Advance Termite Bait System has brought more profit to PMPs in several distinct ways:

- Quarterly station inspections reduce labor expenses and make scheduling easy for all PMPs.
- Lower up-front material costs increases cash flow of PMPs and allows them to buy the materials they need as they need them, versus paying for them up front.
- Enhanced station serviceability due to the patented Advance Termite Bait Station Quik-Lock™ cap design and dual-stage interior has made the inspection process fast and easy.
- You own the stations *and* customer renewal base that you have worked hard to build with no threat of manufacturer's interference, which is a critical issue should you try to sell your business.
- Software choices have minimized administrative time drains such as reconciling bills and managing software programs designed for manufacturers, not PMPs. Whitmire Micro-Gen recommends PestClick™ to track and route your Advance termite jobs, but the choice is yours.
- Easy to sell, the Advance Termite Bait System stands out when shown to homeowners because of its state-of-the-art design and killing power.

Baiting has changed dramatically over the past 10 years. If you are looking to grow your termite business profitably over the next decade, take a close look at the Advance Termite Bait System. Many PMPs have discovered that it truly has changed the profit opportunity in termite baiting in the pest management industry. ❧

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 Jeff Vannoy is termite marketing manager for Whitmire Micro-Gen.

Advance™ Termite Bait System: PMP Feedback

Innovative bait station design and real world performance are just a few benefits PMPs are discussing. By Jeff Vannoy

Fall is around the corner and the termite season is wrapping up for 2004. It's been a good season nationwide and certainly an exciting one at Whitmire Micro-Gen. We will review several of the key benefits that many of our PMP customers have told us led to the successful launch of the Advance Termite Bait System during the 2004 season. These features include:

- Innovative bait station design
- Dual-stage, ultra low disturbance system
- Friendly business model
- "Real-world" performance

Innovative Bait Station Design

In an interview last fall, industry icon Paul Hardy of Orkin Pest Control, declared: "Advance is the best designed bait station

ADVANCE™
Termite Bait System

on the market today!" We couldn't agree more. Many of our PMP customers told us that the Advance Termite Bait Station

truly combined the knowledge of the past with the cutting edge design of the future. According to PMP feedback, these features are their favorite attributes:

- **Vertical Slots** — This new feature for bait stations allows greater surface area of the wooden termite monitoring base to be exposed to the soil, simulating a conducive condition that termites truly love. This feature is a key reason for the "hard hits" PMPs have experienced this season. They have reported unprecedented numbers of termites inhabiting the stations.
- **Quik-Lock™ Cap** — This new patented design feature was both appreciated by technicians who had used other termite bait systems and was a key selling point to homeowners who often worry about their children gaining access to the station and bait inside. Many of you reported that there is simply no easier station to open than the patented Advance Termite Bait Station when using The Spider™ access tool.
- **Sturdy, One-Piece Design** — This aspect of the station was often commented on by many PMPs who spent countless hours replacing flimsy stations that broke during

installation and inspection. In addition, not having to assemble the station was frequently mentioned as a time saver for those who had used other systems. As a result of the sturdy construction, the stations are easy to install in all types of soil environments.

- **Low-Profile** — Many PMPs commented that the station sits well below the grass canopy and well below mowing blades that can wreak havoc on any bait station. Another added advantage is that homeowners generally like the grey color of our stations.

Dual-Stage, Ultra Low Disturbance System

An overwhelming number mentioned this aspect of the system. Our dual-stage system uses compressed, Puri-Cell™ monitoring tablets coupled with a uniquely designed wooden termite monitoring base to create the ultimate food source and environment for termites. Technicians are delighted not to chase off termites during the monitoring and inspection phase since only the upper stage, the Termite Inspection Cartridge (TIC), is removed. The colonization of termites inside the station is due to the undisturbed feeding site located inside the Termite Monitoring Base (TMB) with easy-access horizontal grooves. We even had reports in North Carolina that termite swarms were seen in several Advance Termite Bait Stations, something they had not seen in other systems. The preferred cellulose source, Puri-Cell, leads to voracious feeding and recruitment of other nest mates back to the station. What's even better is that the TIC is replaced with an equally palatable Termite Bait Cartridge (TBC) containing a massive 93-grams of Puri-Cell bait matrix containing 0.25% diflubenzuron, the most widely used IGR worldwide.

Friendly Business Model

As owners and managers of pest control companies, you expressed many positive and enthusiastic comments on this aspect of our system. Many PMPs said that we not only created a great termite bait system, but also a favorable business environment. Advance offers an "enhanced cash flow model" in which the PMP buys stations, bait and replacement components as needed, under your terms. Whitmire

Micro-Gen charges no set annual fee to harness your business long-term. There is no contract between you and Whitmire Micro-Gen and you are free to couple your Advance bait treatment with any of the liquid treatments available today. Best of all, you have told us that you especially appreciate the ability to use a great bait system and also have full control and business privacy with your termite renewal base. Last, but not least, many of you have thanked us for not requiring specific software for your business, but when needed have appreciated Whitmire Micro-Gen's software partner, PestClick™, as an affordable, easy-to-use software tool to manage bait tracking and scheduling.

PestClick™

As a 70-year veteran in the pest management industry, Whitmire

Micro-Gen recognizes the importance of business freedom and flexibility for success in the long-term.

“Real-World” Performance

Your customers demand performance and it's the cornerstone of your promise to the homeowner. As a part of our continuing commitment to you, our customer, Whitmire Micro-Gen will continue to share new information and data. In October, we will share some excellent (but not surprising data) that shows termite colony elimination, proven by DNA, with the Advance Termite Bait System. Here is just a snapshot of things we learned in this two-year study with noted termite researcher, Dr. Brian Forschler from the University of Georgia:

- **Quick Hits** — The stations in this study got quick termite hits, usually within the first 30 days.
- **Matrix Palatability** — The bait matrix was readily consumed with no deterrence issues found.
- **Ultra Low Disturbance** — Dr. Forschler found that when the upper termite inspection cartridge is removed and the bait cartridge put in place, termites readily come back to begin consuming the active bait.
- **DNA Colony Elimination** — With prior DNA mapping of the maternal lines of the colonies in the areas and four to nine years of prior history on these sites, Advance eliminated a range of one to four colonies per site. One year after the last bait consumption, termites have not returned to the stations.

As you can see, the Advance Termite Bait System is a product with a bright future due to its profit potential and friendly business model. 

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Jeff Vannoy is termite marketing manager for Whitmire Micro-Gen.



NEW HIRES

Whitmire Micro-Gen announces the addition of:

Jared Harris, Technical Service Specialist, will manage technical services for Whitmire Micro-Gen's professional product lines for the structural, horticultural and animal health markets. He will also be working with PMPs field testing new products. Harris has worked in the pest control industry for more than seven years and has held various positions ranging from technician, sales and most recently branch manager. Harris' vast experience and knowledge of our industry will make him a valuable asset to our team.



Jared Harris

Jodi Wiener, Communication Project Coordinator, will manage Whitmire Micro-Gen's Rewards program and is the new contact for Prescription Treatment University®. She will also help coordinate company events such as NPMA and WMIT. She is a recent graduate of Washington University, Olin School of Business. Wiener received a Bachelor of Science in business administration, majoring in marketing and management.



Jodi Wiener

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