

WHITMIRE MICRO-GEN PRESCRIPTION TREATMENT®

# QUARTERLY

Volume 25 | Number 2 | September 2006

**ARE YOU  
READY  
FOR WHAT'S  
COMING?**

**Preparing for 2007**

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WHITMIRE MICRO-GEN  
Prescription Treatment

Making pest management more profitable

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## VALUE OF PLANNING

■ *All the Flowers of all the Tomorrows are in the Seeds of Today.\**

You can't open a magazine or newspaper without reading about the subject of planning for retirement, or your children's college education, or some future life event. You may have seen the popular TV commercials showing people caring for and protecting their nest egg. The message is that success doesn't just happen; you must prepare and plan for future success. For the majority of small businesses and their employees, their collective nest eggs are invested heavily in the company's ability to be successful in the marketplace, which requires preparation and planning.

This issue of the Quarterly is intended to help encourage self-examination of your service solution and offering. You will read testimonials and articles about different tools, service solutions and offerings that can improve your business. As you read this issue, compare your service strategy and protocol to see if there are tools or techniques that can be incorporated into your business. Planning in advance for coming pest pressure is critical to your business. As you read Dr. Sims' article on fall invaders, it becomes obvious that prevention is your most cost effect approach. You do not want to allow the insect pressure outside to develop into an infestation in your account. An insect infestation allowed to establish in a home will cost you more to control

and will jeopardize your customer relationship. The value of a micro-encapsulated formulation, such as Cy-Kick® CS, becomes strategic in the prevention of the entry of fall invaders and the reduction of callbacks associated with fall invaders, both of which will impact your company's ability to capture profit and provide customer satisfaction.

You will also read about offerings that your company may not currently provide, such as a termite bait solution or mosquito control. Many PMPs have found value and profit in expanding their offerings to their current customer base. If you only do liquid termite service, or provide no termite solution at all, you are missing an opportunity to provide a service that your customers may value. You can provide these additional services and have the opportunity for additional profit for your company that you will miss if you stand on the sidelines. Make a commitment to learn more about how to get into these niche markets.

A good plan implemented today is better than a perfect plan implemented tomorrow\*\*, so start now to plan your service and offerings for 2007. ❧

\* Author Unknown

\*\* George Patton

*Fred Webb is regional business manager at Whitmire Micro-Gen.*

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Whitmire Micro-Gen is one of the leading manufacturers and suppliers of general insect control products and equipment to the professional pest management industry in the United States. 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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## LIFTING YOUR ATBS SALES

### ■ Advance® Termite Bait System (ATBS) Support Tools Update

In 2006, we have received positive feedback on our new consumer sales and marketing tools available to our registered ATBS preferred support users. These tools are designed to help you effectively sell the Advance Termite Bait System and market your business to grow your revenues and market share. Below are the new ATBS support tools.

#### NEW TOOLS:

##### ✓ Radio Ads

Hard-hitting radio ads that are designed to be run in either 30 or 60 seconds spots. Two versions allow the PMP to choose a humorous, light-hearted approach or a more straightforward product benefit approach. All are designed to be tagged at the end by the local PMP company.

##### ✓ Direct Mail Marketing Tools CD

Customizable direct mail postcards (5"x7") that are versioned to target either current customers for general pest service or prospects that you have no current business relationship. This is a very effective way to cross-sell your termite service with your current general pest base.

##### ✓ Service Door Hanger

Designed to increase retention among your ATBS customer base, this carefully designed door hanger has a pocket for your service invoice and discount offers

for leads. It also allows the technician to check-off specific occurrences at the account that may add value for the homeowner.

##### ✓ Consumer Proposal Folder

A pocket folder designed to present a professional image to the homeowner and allow you to place all documents including graphs, contract, labels and lit-

erature in one convenient folder. In addition, an in-ground bait system illustration is included on the back to help PMPs convey how termites find bait stations.

#### CURRENT TOOLS:

- ✓ Tri-fold Consumer Brochure
- ✓ Consumer DVD
- ✓ Lead Door Hanger
- ✓ Truck Decals/Magnets
- ✓ Cross-Selling Statement Stuffer

To access ATBS support tools, go to [www.advancetbs.com](http://www.advancetbs.com) or call 800-777-8570. ☎

Jeff Vannoy is marketing manager at Whitmire Micro-Gen.

### ■ SAMPLES OF NEW AND CURRENT TOOLS

1. Consumer Proposal Folder
2. Lead Door Hanger
3. Truck Decal
4. Cross-Selling Statement Stuffer



# ACTIVE PEST CONTROL

## ■ *Converting Entire Customer Base To The Advance® Termite Bait System Proves Smooth Sailing*

Converting 7,200 existing Sentricon® System customers to a new bait system is a daunting proposition both technically and logistically. So daunting, in fact, that the concept can scare away even the most experienced pest management professional (PMP).

Every now and then a product comes along that significantly improves upon old technology and offers so many business advantages that making a change is hard to resist. Atlanta-based Active Pest Control made that big

decision recently when the company switched from Dow AgroSciences' Sentricon System to Whitmire Micro-Gen's Advance Termite Bait System (ATBS).

Active Pest Control is one of the leading pest control companies in the U.S. and one of the largest in Georgia, with five branches in and around Atlanta. They serve thousands of residential and commercial customers and specialize in termite control using ATBS exclusively as their bait system.

"We began using ATBS in 2004 when it launched. We used it on pre-treats during that season and into 2005. By Fall 2005, my team was so impressed with the system design, performance and profit increase at the branches, it seemed like a logical step this season (2006) to give our entire 7,200 home Sentricon customer base the best system we felt was available. We also incorporated the system for post-construction treatments in addition to pre-construction. We made a business decision in 2006 to sell a higher ratio of baits to liquids in order to drive profitability and to open up general pest opportunities on these routes, which we found increased profitability. I couldn't have asked for better results," says Active Pest Control's president and CEO Tony Carder.

Carder says the company decided to take an aggressive approach and convert all 7,200 customers in a 90-day period in the spring of 2006. Beforehand, he notified customers in writing about the conversion and he worked closely with Whitmire Micro-Gen to assist with any technical calls from homeowners via Whitmire Micro-Gen's technical support line. Customers were also provided literature that detailed the science behind the system, including a link to the product website and a statement stuffer that actually showed the station design. "We weren't exactly sure how customers would react to the change. We fielded a high number of calls but in almost



*Active Pest Control has found increased close rates by showing homeowners the station design.*

all cases, the customers wanted to ensure that they still had our damage protection plan on their home and that the system was effective at controlling future infestations. Both were easy questions for my staff to handle.

“With any renewal account, we’re happy if we can keep drop-offs or cancellations under 10 percent,” Carder said. “In this instance where we upgraded 7,200 customers to ATBS, we retained 97%+ in the conversion, which is unheard of and speaks volumes about the value that ATBS and our company brought to the table.”

So what was so compelling about the business advantages to move Active Pest Control to this decision? Active first looked at the quarterly label, which lowered the labor costs significantly in the 2004 and 2005 seasons. “The label efficiencies, along with reduced station inspection time, help drive the cost out of the service call process.” Carder adds, “ATBS has reinvigorated the bait category because PMPs can provide high revenue bait installations effectively and profitably – plus my technicians love the easy servicing of these stations.”

Carder explains that having to pay Dow AgroSciences year round when termite feeding is seasonal was a major contributor to his decision to switch products and once he purchases the ATBS stations he owns them. “With the Sentricon stations, in the slow, cold winter months we were still paying out renewal fees instead of buying bait for next spring.” It was a big relief to Tony knowing that a manufacturer no longer leveraged his termite base. Carder added, “Being able to spend only about \$120 at the time of install versus the \$330 I



*Active Pest Control successfully converted 7,200 Sentricon System customers to the Advance Termite Bait System.*

was paying Dow, was a huge cash flow upside for my company. My guys liked the fact that we could simply pick up the bait cartridges at a local distributor. With the additional cashflow, I was able to increase spending on advertising and equipment which combined, helped me grow my business.”

Many of Carder’s salespeople questioned his move in 2006 away from Sentricon for post-construction homes because they were so accustomed to selling the Sentricon System. Carder adds, “After receiving some excellent sales training from Whitmire Micro-Gen, they actually began increasing their close rates with ATBS versus what they were doing with Sentricon. The station design impressed homeowners and the overall durability and engineering of this station won over homeowners that were considering other bait or liquid proposals. My sales team couldn’t be happier with my decision to move to the

Advance Termite Bait System.

“We are increasing our customer satisfaction levels, making our employees happier with a simple and more effective product and we are greatly improving our profit margins. With the support Whitmire Micro-Gen provided us, I don’t know why any pest control company – large or small – would not convert to the Advance Termite Bait System for both new jobs and existing homes under contract,” Carder says. “I had many industry PMPs and colleagues tell me it couldn’t be done. I’m proud to say that the results speak for themselves.”

For more information on ATBS, visit [www.advancetbs.com](http://www.advancetbs.com) or call 1-800-777-8570. Tony Carder can be reached at 770-640-7416 and encourages PMPs to upgrade their bait system to ATBS. ❖

*Steve Richardson is a free-lance writer based in St. Louis, Missouri.*

# PRODUCT REVIEW: CY-KICK® CS

■ *Multi-Use Insecticide – For Uncompromising Performance Where And When You Need It*

Prescription Treatment® brand Cy-Kick CS is no new name to the pest management industry. Since its debut in 2000, it has steadily grown to be one of the industry's largest selling products, according to the 2005 Specialty Products, LLC Research Report. Anyone in the pest management industry for 15+ years should remember when the initial pyrethroid class of chemistry was introduced. Each pest control product introduced since the mid-1980s had its advantages over the previous product but

carried some distinct limitations. For example, the EC formulated pyrethroid chemistries typically had shorter residuals outdoors and more skin sensitivity than later wettable powder formulations. Some of the early microencapsulated products had outstanding residuals with less skin irritation, but were slow on knockdown.

In 2000, Whitmire Micro-Gen brought the industry a product in Cy-Kick CS that dished out 90 days of full-throttle, broad-spectrum killing power and controlled

insects inside and outside, on the toughest areas and surfaces. It was also much less likely to cause skin irritation than other previous pyrethroid chemistries. All combined, Whitmire Micro-Gen designed Cy-Kick CS for better results and offers your company superior technology to control the broad array of insects you face.

## **BETTER BY DESIGN.**

SmartCap™ Technology, Whitmire Micro-Gen's proprietary microencapsulated process, is designed to reduce mammalian toxicity while increasing field performance, durability and flexibility. The microcapsules are manufactured by essentially adding an outer shell (a carbon-based polymer) to a droplet of oil that contains cyfluthrin, the active ingredient (a.i.) in Cy-Kick CS. The end result is a powerful droplet of cyfluthrin in a polymer capsule. 95% of the capsules are less than 20 microns in diameter, the same tiny size as the droplets produced from the best ULV equipment. State-of-the-art SmartCap Technology provides many benefits for you and your customers.

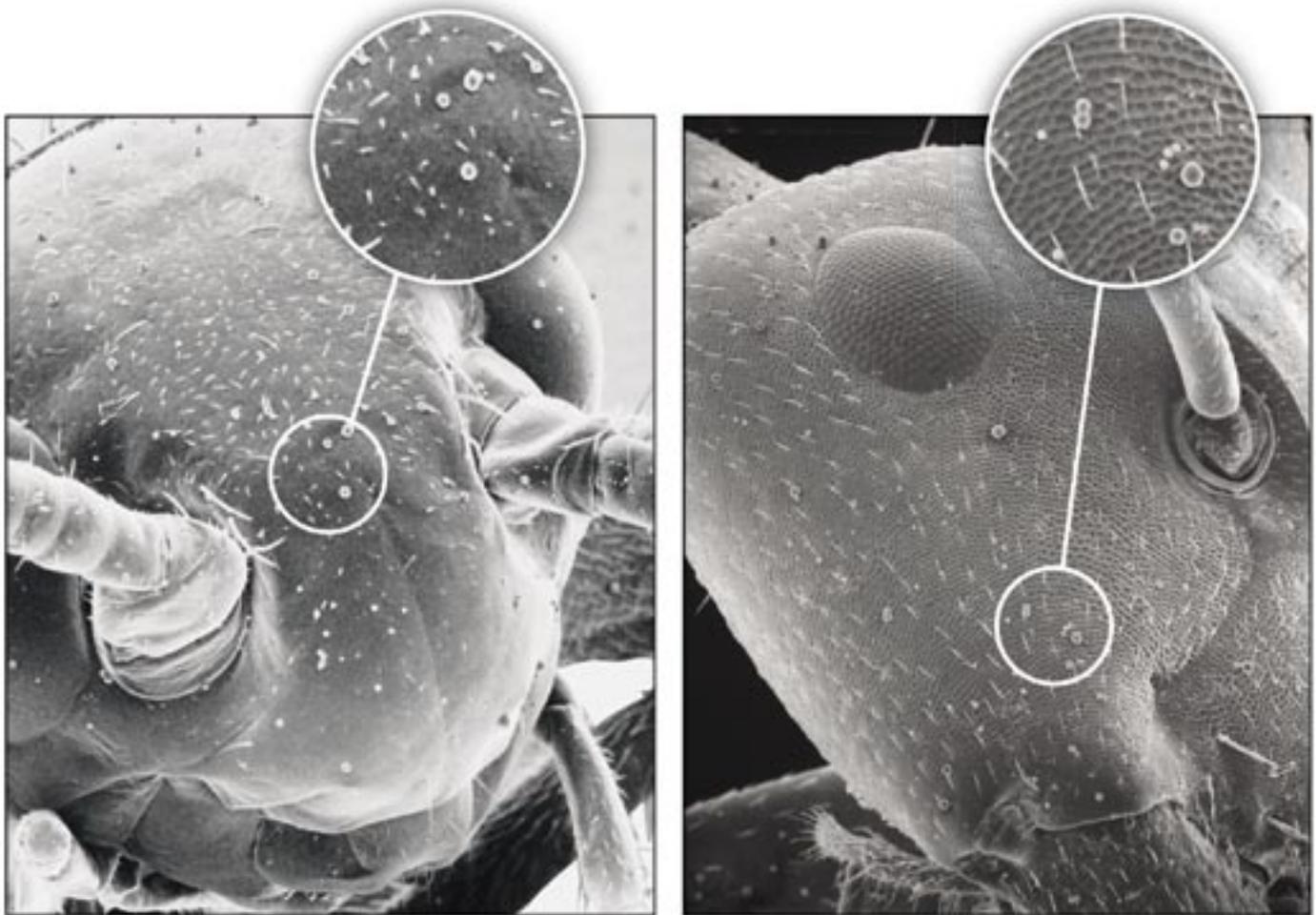
Inside the capsule, cyfluthrin is suspended in a drop of oil, which means the active ingredient quickly penetrates to other oily/waxy surfaces, like the exoskeletons of insects. As soon as an insect comes into contact with Cy-Kick CS, cyfluthrin starts moving from inside the capsule toward the insect and then quickly into its system.

## **A MINEFIELD OF COVERAGE.**

The density of Cy-Kick CS is



*Mobile lethal doses of Cy-Kick CS can be shared during social activity.*



Electron microscope view of Cy-Kick CS microcapsules on a cricket (left) and a carpenter ant (right).

very similar to water, resulting in an even, consistent mixture that requires very little agitation to remain in full suspension. When sprayed, Cy-Kick CS creates a blanket of microcapsules. As insects cross the barrier, they pick up a lethal dose of insecticide. In fact, the likelihood that insects will receive a lethal dose is higher than with any other encapsulated product because Cy-Kick CS has

five times the number of capsules than its nearest encapsulated competitor. \*

### **MOBILE LETHAL DOSE.**

Chances of insect exposure are extremely high because the capsules stay on the surface where they're applied and won't bind to organic matter or be absorbed into porous surfaces. When insects crawl across the barrier, they pick

up microcapsules on their hairs and body triggering a rapid release of the a.i. that is absorbed

**All combined, Whitmire Micro-Gen designed Cy-Kick CS for better results and offers your company superior technology to control the broad array of insects you face.**



by the insect's exoskeleton. This mobile lethal dose of microcapsules can also be ingested during the grooming process. Contact time required to receive a lethal dose is very short because of the ease with which the insect picks up capsules and the fast

diffusion of the cyfluthrin.

## **CYFLUTHRIN - NO INSECT CAN HIDE.**

In developing Cy-Kick CS, cyfluthrin was specifically chosen as the active ingredient because it controls all the major insects and

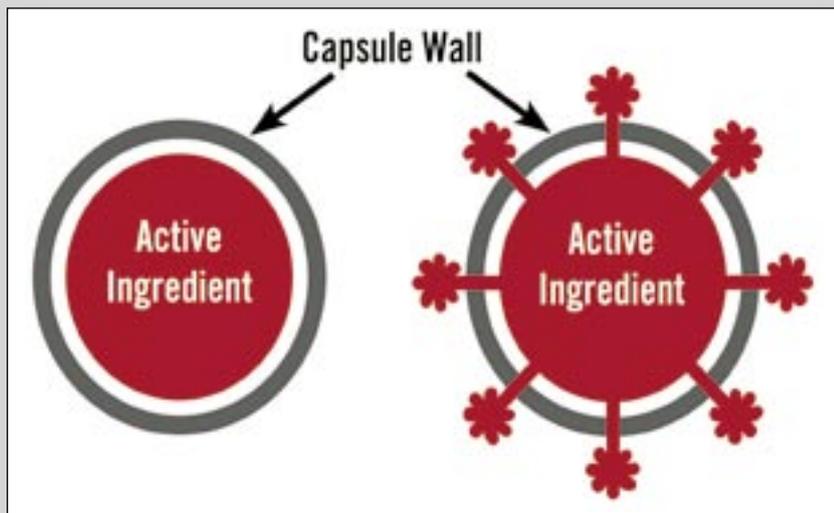
most of the minor ones. Cyfluthrin was one of the first 3rd-generation pyrethroids to receive registration at the United States EPA for use in food-processing/food-handling facilities. Cyfluthrin is light-stable and has a very broad spectrum of activity at low-end use rates. It has low mammalian toxicity, is not systemic and does not readily move in the environment.

## ■ SMARTCAP TECHNOLOGY

Exclusive SmartCap Technology 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 phytotoxicity and staining.



Through this technology we are able to construct tiny, mobile lethal doses of the active ingredient that can attach to insects. The capsule structure was designed to improve performance by shortening contact time and is even small enough to be ingested during grooming. It's one more example of how Whitmire Micro-Gen constantly works to make your job easier.



Left: The capsule wall protects the a.i. from surface conditions and the environment. Right: The a.i. diffuses quickly out of the capsule when in contact with an insect's exoskeleton.

## **DESIGNED WITH YOU IN MIND.**

Our focused specialty remains the manufacturing of products for insect control. Many companies in the pest control field are limited by the fact that they must use the active ingredients a parent company discovered. We retain the flexibility to look all over the

**Cyfluthrin is light-stable and has a very broad spectrum of activity at low-end use rates. It has low mammalian toxicity, is not systemic and does not readily move in the environment.**

world for the best active ingredients to marry with our leading formulation technology to create products designed to meet your needs. At Whitmire Micro-Gen, we specifically design all our products and programs to deliver the best results for our customers everyday. 🐜

*Jeff Vannoy is marketing manager at Whitmire Micro-Gen.*

\*Based on internal Whitmire Micro-Gen study.

## RECLUSE ANYONE?

### ■ Importance of Proper Identification and Techniques to Eliminate the Notorious Brown Recluse

To the typical homeowner, the mere mention that a brown recluse spider, *Loxosceles reclusa*, is present will, at the least, trigger anxiety and at the worst, full scale panic. If you're a pest management professional (PMP) in the brown recluse's native range, you've dealt with both. If you're the media in many states where brown recluse spiders are not native, you may be the latter case.

California, Florida and many other states where the brown recluse does not occur have had their share of brown recluse media scares. It doesn't help that physicians all across this great country are eager to ascribe "spider bite" to any unexplainable necrotic wound. Doctors in such states would better serve their patients if they considered the numerous potential — and often more common — causes of necrotic wounds. For example, Rick Vetter of the University of California-Riverside found that in a six year period in Florida, doctors diagnosed 124 brown recluse spider bites despite the fact that during the previous 100 years, only 70 brown recluse spiders had been documented in 11 finds, representing only 10 Florida counties.

Clearly, in most of the United

States, the brown recluse spider gets a bad rap. But persons living from southern Ohio over to southern Nebraska down into Texas and over to eastern Georgia must deal with this species. Even there,

**In any case involving a possible spider bite, it's important to confirm by use of monitoring traps and visual inspection which spiders, if any, are present.**

when a person says they were bit by a brown recluse, it's important to consider additional possibilities, unless, of course, they found the spider immediately after feeling the bite — the "smoking gun" as Rick Vetter puts it.

In any case involving a possible spider bite, it's important to confirm by use of monitoring traps and visual inspection which spiders, if any, are present. It is

common to not find any brown recluse spiders in homes or businesses where a person claims a brown recluse bite.

Confirmation of a brown recluse is actually quite easy even though many persons, even professionals, might identify a non-recluse spider as a recluse. *Loxosceles* spiders have six eyes arranged in three pairs. One other spider that also has this arrangement is the spitting spider, but the recluse has a violin-shaped mark on its cephalothorax while the spitting spider's is mottled and spotted.

Homes that tend to have the most severe infestations are those with wood shake roofs, which tend to have the worst silverfish problems, a brown recluse's favorite meal. Brown recluses are most often first found in the attic, basement or crawlspace where they feed on other spiders and insects. Recluses follow wiring and plumbing pipes from these peripheral areas into the rooms



*The brown recluse has six eyes arranged in three pairs and its cephalothorax has a violin-shaped mark.*

where they contact people. It is the males and younger spiderlings that do most of the wandering and end up on sticky traps. The females stay hidden in dark voids and cracks making them the reason that complete elimination is nearly impossible.

When a home has brown recluse spiders, the key is thoroughness. The more severe the infestation, the more distributed the spiders may be and the more time that must be invested in treatment. It is not uncommon for four to six man-hours to be dedicated to a moderately infested home, especially if the house is older or has a wood shake roof.



*Top photo: Properly identifying the brown recluse with the use of monitoring traps and visual inspections is important when there claims to be an infestation. Bottom photo: Brown recluses are most often first found in the attic, basement or crawlspace where they feed on other spiders and insects.*

A residual dust, such as Prescription Treatment® brand Tri-Die® bulk or Tri-Die pressurized dust, is the product of choice for brown recluse spider control. Cracks behind baseboards, window and doorframes, the exterior, under the edge of carpeting, under insulation in the attic or basement should be treated with the dust. Also, cracks between wood timbers in attics, basements and crawlspaces should be treated as brown recluse spiders often harbor there. Voids with plumbing pipes should be dusted as well as behind electrical outlet plates.

When brown recluses are found or are chased from harborages, it's helpful to remove them with a vacuum. A vacuum is the tool of choice when inspecting inside boxes stored in attics, garages or other rooms where the spiders are discovered. Once a box has been cleared of spiders, all the edges and seams should be taped. Homeowners may be advised to store items in plastic containers with tight-fitting lids to deny spiders access to the inside.

Cluttered areas are particularly attractive to the brown recluse and clutter is difficult to inspect. Again, a vacuum is handy for removing spiders when found inside stacked or cluttered boxes and items.

The floor/wall juncture should be treated behind furniture, in closets and in the garage and basement as spiders usually follow the baseboards if they're out wandering about. Cy-Kick® CS is an excellent choice as the capsules of this formulation easily adhere to spiders as they crawl against these surfaces. In homes

with wood shake roofs, spot treatments applied in the attic to sites where spiders might exit the roof may also be beneficial.

Before leaving the house, monitoring traps should be placed throughout the house behind furniture, in closets and other dark locations along walls. It's been said that one cannot use too many traps as each spider caught is one that can't bite someone. With severe cases, it is not a bad idea to schedule follow-up visits the next week or two after the service and check on the results. Keep track of the numbers of spiders captured and note whether any females are caught. More females may mean that you've hit key harborages.

Finally, advise the customer to take steps to avoid bites. Beds should be away from walls and curtains and any bed skirts should be removed. Clothing in drawers can be stored inside large sealable plastic bags to keep them free of spiders and clothing should not be tossed onto the floor. Shake shoes and clothing before wearing and check bedding before climbing into bed.

How many months it takes to get satisfactory control of a recluse infestation depends on its severity and the age and relative maintenance of the home. Customers should be advised — even before the sale is made — that total elimination may not be possible. The number of spiders seen, however, should drop dramatically within one to three weeks and then sightings should drop after that. ❧

*Stoy A. Hedges, B.C.E., is manager of technical services at Terminix International.*

## PREPARING FOR FALL INVADERS

### ■ An Application In Time Saves Nine

Most PMPs have plenty of immediate problems to keep them busy during the summer so it's easy to understand why less attention is focused on pest problems that will occur several months in the future.

And yet, with the arrival of cooler days in late summer and early fall, comes the opportunity to thwart the fall home invasion of several insect species before these pests become a much greater irritation. We are talking about insects such as elm leaf beetles, multicolored Asian lady beetles, boxelder bugs and cluster flies. These represent what one would call the "first line" or "primary" invaders which can occur in numbers ranging from small to unbelievable. Don't forget a less encountered group of "secondary" invaders such as weevils, yellowjackets or paper wasp queens, spiders, ground beetles and scorpions. They will, given the opportunity, also enter structures in the fall, although typically in smaller numbers.

But, who are these primary invaders and what can you do to reduce their numbers prior to fall?

**Elm Leaf Beetle** (*Pyrrhalta luteola*) adults are oval, 5-6mm long, yellow or green with black stripes on the outer margins of the wing covers. Adults pass the winter in protected places, under bark, in cracks and crevices and in build-

ings. There are typically two or more generations per year. Elm leaf beetles are plant feeders both in the adult and larval stage. They feed almost exclusively on elm trees and most damage is



*Elm Leaf Beetle*

done by the larva, which skeletonizes the elm leaves. Sprays applied to the foliage can reduce beetle populations. Apply in early spring when eggs are hatching, new larvae are appearing and leaf skeletonizing is first observed on fully expanded leaves — usually in late May. A second spray may be needed in July for second generation larvae.

**Boxelder Bug** (*Leptocoris trivittatus*) adults are 12-13mm long and black with red lines on their back — nymphs are bright red. Adults overwinter in sheltered locations. Adults and nymphs feed, by sucking plant juices, on seed-bearing (female) boxelder trees. They sometimes also use ash and other maple species. Again,



*Boxelder Bug*

sprays applied to foliage can reduce populations. Soapy water sprays directed at bugs found massing on exterior walls has been reported to be an effective control. The ultimate solution is to remove the food source (the entire boxelder tree) and replace it with a non-host tree. However, this won't stop bugs from developing and invading from neighboring properties.

**Multicolored Asian Lady Beetle** (*Harmonia axyridis*) is an introduced predator that feeds on plant-sucking insects. It is not re-



*Multicolored Asian Lady Beetle*

alistic to attempt population control of this insect because of its beneficial status and dispersed population structure.

**Cluster Fly** (*Pollenia rudis*) larvae feed on earthworms. Adults



*Cluster Fly*

look like large house flies but the thorax is covered with golden hair. Population control of this species is not feasible because of the diffuse nature of the populations and the cryptic (in soil) larval feeding habits.

## PRE-EMPTIVE CONTROL STRATEGIES.

**EXCLUSION.** The classic, and probably best, initial approach to the problem of fall invaders is to deny them access to the structure. This means screening and caulking all possible entry points. Realistically, it won't be possible to seal everything, but, at a minimum, all ventilation vents on roofs, gables, etc., should be covered with 18-mesh screen. Caulk can be used to seal around cable, gas, water and utility line entrances and also window and doorframes. Don't forget to seal gaps where soffit panels and fascia boards meet side walls. Look

for, and seal, settlement cracks in brick or cement block walls. These jobs should be done in late spring or summer.

**CHEMICAL TREATMENT.** Application of a residual pesticide barrier can be especially valuable on structures with a history of problems from fall invaders. Clients who have had previous problems with these species are more likely to be re-invaded in following years. Microencapsulated pyrethroid products such as Prescription Treatment® brand Cy-Kick® CS are very effective but, equally important, is the proper timing of the treatment and areas of the house to focus efforts. Treatment should be made sometime between mid-August and mid-September. Do not wait until October or until the customer calls and reports aggregations of insects on the house siding. By that time, it's probably too late. Concentrate treatment efforts on the warmest sides of the house, generally the southern and western exterior walls. Pay particular attention to areas around points of entry such as doors, windows and the lower edge of siding. You may need to treat the entire side of the structure and also treat some areas on adjoining walls.

And so, with most things in life, timing is everything when it comes to heading off the rush of fall invaders. Good recordkeeping and communication with customers should also be part of the tactics that you use to head off preventable crises in this area of pest management. 🐛



Use Prescription Treatment® brand Cy-Kick® CS around points of entry, such as doors, windows and the lower edge of siding to help prevent infestations of fall invaders.

*Dr. Steven R. Sims is senior research entomologist at Whitmire Micro-Gen.*

## EQUIPMENT UPGRADES

### ■ Equip Your System III® With The Latest Improvements

As demands placed upon technicians steadily increase, so does their dependency on manufacturers to consistently deliver superior products that perform. Planning ahead and ensuring the reliability of equipment is vital in the pest management industry.

Whitmire Micro-Gen prides itself on superior quality products, that evolve with our customers needs. The System III\* application device is just one Prescription Treatment® brand product that has improved through the years. To ensure that your System III is ready to perform properly for your next application, make sure it is equipped with the following upgrades:

1. Double Ring Adapter:  
Launched in 2002
2. Double Ring Gun Cap:  
Launched in 2002
3. Teal Stem:  
Launched in 2006
4. Squeeze Can Clamp:  
Launched in 2006
5. Charcoal Actuator:  
Launched in 2006

#### ■ TIP

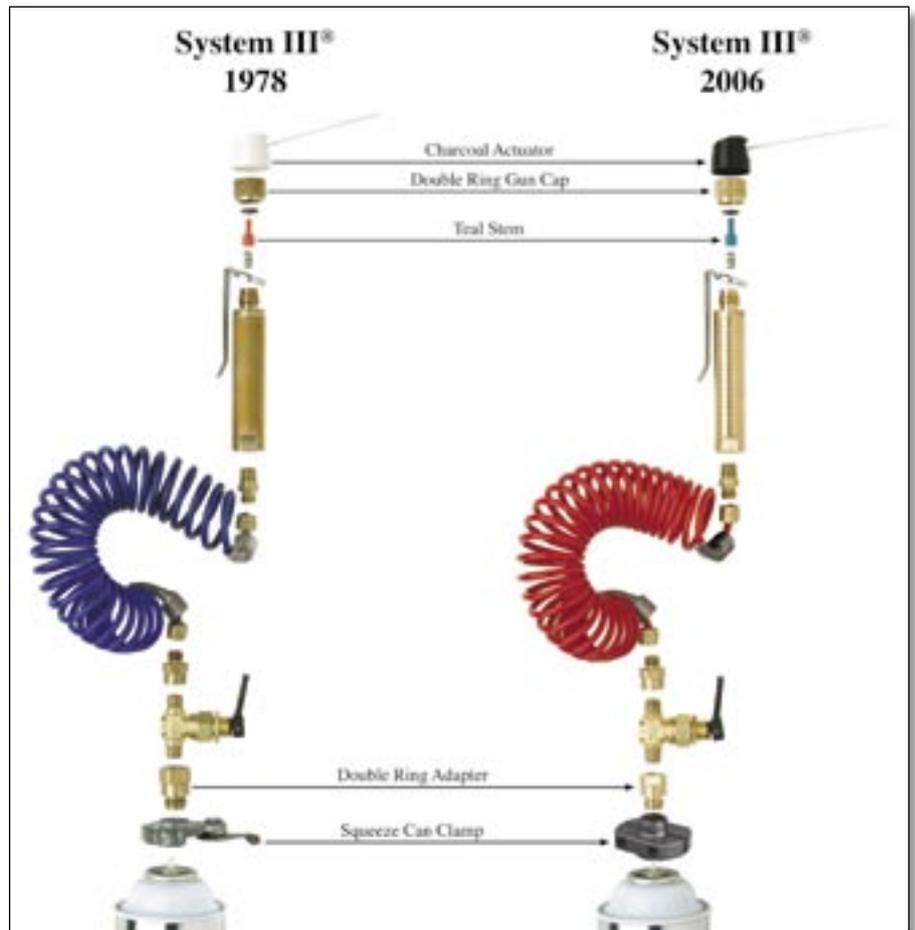
The new charcoal actuator appears to be identical to the old black actuator. When held up to the light, the new charcoal actuator will allow light to pass through and the black actuators will completely block the light.

Call customer service at 800-777-8570 to obtain a free parts kit for your System III applicator. ☒

*Kristy Giebe is product manager at Whitmire Micro-Gen.*

\*The System III is designed exclusively for Whitmire Micro-Gen pressurized products which are labeled "For use with the System III". Whitmire Micro-Gen makes no claims regarding use of the System III with other aerosol products.

As demands placed upon technicians steadily increase, so does their dependency on manufacturers to consistently deliver superior products that perform. Planning ahead and ensuring the reliability of equipment is vital in the pest management industry.



# SUBURBAN EXTERMINATING

■ *With Recent Product Improvements, System III® Offers Peace of Mind for PMP's Customers in New York*

Many pest control companies are on the lookout for the latest tools and technology to stay current on emerging treatment techniques. But for Suburban/Magic Exterminating in New York, being on the cutting edge is more than a goal – it defines their business philosophy.

The company uses techniques like infrared imaging, acoustical emissions testing and microwave technology – in addition to a full gamut of traditional inspection and treatment techniques – to help identify and treat their customers' most challenging pest control problems.

"Our cutting edge approach is not a marketing tactic, it is a philosophy that helps bring peace of mind to our customers that we are applying every possible state-of-the-art technique to solve their

pest control problem," explains Suburban/Magic Exterminating's technical director Lynn Frank, a board-certified entomologist. "When customers see our level of sophistication for treating their property, it gives us a competitive advantage."

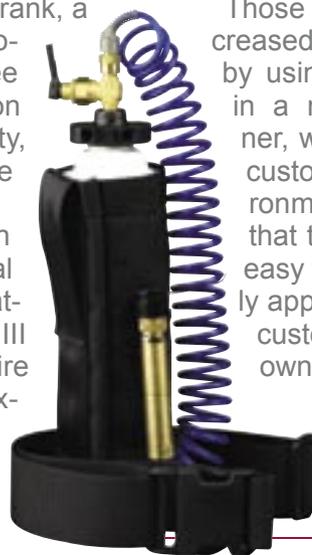
One powerful weapon in the company's arsenal is the Prescription Treatment® brand System III applicator from Whitmire Micro-Gen, designed exclusively for Whitmire Micro-Gen's broad line of pressurized product applications. Lynn Frank says that he has been so impressed with the simplicity and reliability of the product's design and effectiveness that he has mandated the use of System III for all four of Suburban Exterminating's Long Island locations, as well their sister company that services New York City, Magic Exterminating Co. Lynn Frank adds

*William Somerville, a pest management professional at Suburban Exterminating, uses the System to precisely place pesticides in hard to reach areas.*

that he trusts Whitmire Micro-Gen as a long-standing partner that prioritizes quality.

"Customers want value for their dollar," he says. "When we explain the precision treatment concept – that we are placing the pesticide in wall voids where the pest is rather than a generalized treatment – they appreciate all the obvious benefits that this offers them."

Those benefits include increased cost effectiveness by using less pesticide but in a more effective manner, which is better for the customer and for the environment. Lynn Frank adds that the System III is very easy to explain and visually appealing for all types of customers – from homeowners to commercial facilities such as hospitals, schools and other sensitive accounts.



*The System III is very easy to explain and visually appealing for all types of customers – from homeowners to commercial facilities such as hospitals, schools and other sensitive accounts.*

While the System III has been around for many years, several significant product improvements were introduced this past February that have further increased the ease of use for technicians. The System III now features a squeeze-style can clamp, a new gasket that is made visible with a teal colored valve stem and a new actuator that provides a thorough and effective treatment. These new components are available to PMPs through a free System III parts kit at [www.wmmg.com](http://www.wmmg.com).





From left to right: Back row-Jim Tallman, Darin Byer, Anthony Devito, Lynn Frank, Luis Morales, Jason Byer, Bob Wiemer, Ken Munch. Middle Row-Donald Bergquist, Neil Wagner, Michael Cassese, Martin Byer, Hal Byer. Front Row-Craig Byer and Seemor the Termite Detection Dog.

“The strong response to the System III over the years has created this terrific pressure to continue to improve the product and keep it the best available Crack & Crevice® treatment on the market,” explains Whitmire Micro-Gen product manager Kristy Giebe. “These latest innovations were born out of the need and desire to continue to evolve the product so it is easier to use and more effective for our customers.”

System III compatible products include PT® brand ProCitra-DL™, 250 Propoxur, P.I.®, 565 Plus

XLO®, Cy-Kick®, 221L and Orthene\* pressurized products. System III accessories include a belt, pouch, and wood injection tip.

In addition to efficacy, Lynn Frank adds that the professional appearance of the product helps sell customers and increase business. He says customers can intuitively see how the ability to precisely apply pesticide in hard to reach areas goes beyond the typical “generalized” treatment approach that most homeowners experience.

“Any customer can pick up a can and spray, but they can’t ef-

fectively get into cracks and crevices. You can literally see the relief in their faces when they understand the difference in treatment techniques.” Lynn Frank says. “In my experience, this delivery system simply can’t be beat.”

For more information on Whitmire Micro-Gen’s System III, call 800-777-8570 or visit [www.wmmg.com](http://www.wmmg.com). ❧

*Steve Richardson is a free-lance writer based in St. Louis, Missouri.*

\*Orthene is a registered trademark of OSM Investment, Inc. for acephate insecticide.

## MOSQUITO MISTING

### ■ Planning For A Successful New Service

What can it do for my business? What equipment do I need? How do I get started? These are all questions that pest management professionals (PMPs) are starting to ask themselves as they notice the growing mosquito misting market. Selling your current customers an additional service with reoccurring revenue can be very attractive, but you need to have a plan to be successful. Outlined below are some key factors to consider.

### MOSQUITO BIOLOGY AND CONTROL.

As with all pests, you need to understand their biology and habits to properly control them. Misting systems are effective against mosquitoes and many other pests such as flies, gnats and spiders, but understanding the target is essential to getting the maximum control from your systems. Be sure to incorporate other control methods, such as

removing standing water, whenever possible.

### MISTING EQUIPMENT AND INSECTICIDE.

Choosing which of the many misting systems to use is an important decision. The system manufacturers offer a variety of

#### ■ MISTING SYSTEM COMPONENTS

- Tank\*, pump and control panel to store and pump the insecticide
- Tubing to distribute the insecticides
- Nozzles to apply the insecticide

\* Recently, injection systems have been introduced along with the traditional drum systems.

programs and resources for the PMP. Do your homework and see which manufacturer is the best fit for you.



Using the appropriate insecticide is important. Our recommendation is Prescription Treatment® brand HydroPy-300® because it is specifically designed with natural pyrethrin as the active ingredient. The dual-synergized formulation of HydroPy-300 provides quick knockdown and kill with low to no phytotoxicity. Since you are misting everyday, you don't want a long residual insecticide that can build up on plants and cause damage.

### SALES AND SERVICE.

Finally, and maybe most important, is to decide how to sell and service the mosquito misting system. Since this system is a large ticket item, it requires a different sales approach. Your current sales force may need training or you may decide to have dedicated sales personnel. Even if you plan to have your current technicians service the system, you have to consider who is going to install the system. Installation and servicing is an area where the seasonality of the business requires careful planning.

So, if you are considering this new opportunity, plan ahead and call your local Whitmire Micro-Gen representative with any product or training questions. ❖

*Nick Tresslar is residential marketing manager at Whitmire Micro-Gen.*



### ■ HYDROPY-300

- Natural pyrethrin derived from chrysanthemum flowers
- Dual-synergized for quick knockdown and kill of mosquitoes, flies, gnats and spiders
- Water base micro-emulsion so no agitation required
- Low to no phytotoxicity