

Alpine WSG: Pest Pros' Silver Bullet for Cockroach Control

Conventional wisdom says there's no such thing as a silver bullet. But Josh Fleenor, president of Pest Pros Pest Solutions in Sacramento County, Calif., maintains he has one specifically for cockroach control: Alpine WSG water-soluble granule insecticide from BASF Professional and Specialty Solutions.

"We have been doing business with BASF since Day One, and we adopted Alpine WSG into our cockroach control practices early on," he states. Fleenor says that Alpine WSG is effective because it is non-repellent and transferable, meaning that cockroaches will pick up the product



Fleenor

even when they are not directly exposed to it. This makes it particularly effective in cracks, crevices and other hard-to-reach places where cockroaches often hide.

The active ingredient in Alpine WSG insecticide, dinotefuran, has been granted indoor reduced-risk status by the U.S. Environmental Protection Agency (EPA) for public health. Its odorless formulation mixes clear, doesn't clog equipment, and doesn't leave behind any surface marks. The product can be used not only for cockroaches, but ants, fleas, flies and more. It can be used indoors and out — see label for details — and can be used in food-handling establishments. This combination of versatility and effectiveness makes it a star product for the Pest Pros team.

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Fleenor recalls a particularly challenging case where Alpine WSG proved its worth. The team took over a low-income housing complex consisting of 200 units that another company had unsuccessfully treated. The complex faced a severe infestation, with 75 percent of the units showing low to medium German cockroach (*Blattella germanica*) activity and the remaining 25 percent heavily infested. Every unit had some level of cockroach presence before Fleenor's team intervened.

Adding to the challenge, the team was operating under a strict 30-day deadline to prepare the account for a crucial U.S. Housing and Urban Development (HUD) inspection, which was vital for funding renewal.

The previous pest control provider had unsuccessfully relied

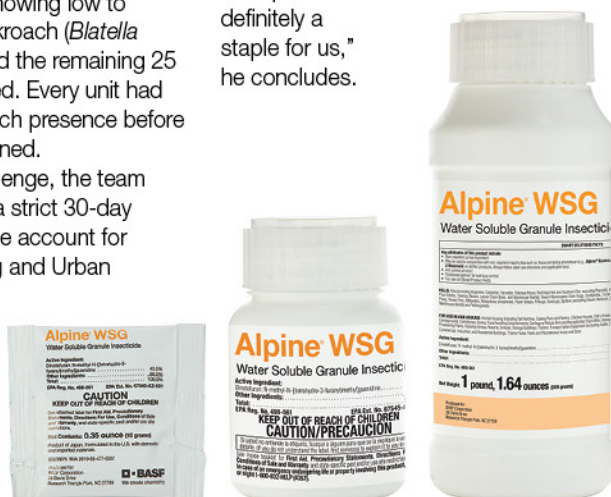
solely on cockroach bait to address the infestation. Fleenor's team crafted a targeted strategy, making Alpine WSG their cornerstone solution for combating the infestation.

Their integrated pest management (IPM) approach incorporated thorough vacuuming techniques and strategically placed glue boards for population monitoring while deliberately avoiding the use of insect growth regulators (IGRs) or supplementary products to let Alpine WSG work its magic.

The strategy worked, reports Fleenor: "Thirty days go by, and they passed their inspection with flying colors."

Its results like this, and hundreds of similar accounts for Pest Pros, that makes Fleenor rely on this "silver bullet" for cockroach control.

"It's been a really solid product and definitely a staple for us," he concludes.



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