



“A technician has a 30 gram syringe of cockroach bait in a SAP bait gun. There are four accounts that need treatment, and each account will get 15 bait placements. By the third account there is only 6 gr. left in the syringe, and there is nothing for the fourth account...oops!”

Bill Robinson

There are plenty of examples of cheap pieces of pest control equipment that end up costing money because of frequent repairs, but also because of over-application of insecticide. One of the tools in this category is the cheap (or free) bait guns. Most of these are the 'squeeze as you please' (SAP) type that rely on the technician to squeeze the trigger just enough to deliver the correct amount ... every time, no exception. When there are 10 to 15 placements in one account there is great potential for getting the squeeze wrong (over-application). Consistency is important in bait application because it controls cost...and profit.

Consider this: A technician has a 30 gram syringe of cockroach bait in a SAP bait gun. There are four accounts that need treatment, and each account will get 15 bait placements. One syringe should be enough to do all 4 accounts: label directions are 0.5 gr. per placement and there are 60 placements in one syringe ($4 \times 15 = 60$). However, with a little more trigger squeeze of a SAP bait gun the 0.5 gr. placement can easily be 0.8 gr. Instead of the 7.5 gr. total for each account, it is now 12 gr., which is 4.5 gr. extra. The first and second accounts get the same treatment, with a 4.5 gr. excess. By the third account there is only 6 gr. left in the syringe, and there is nothing for the fourth account...oops!

It's reasonable to think that with more bait per placement there will be better control—not really. Research shows that with gel baits, efficacy is based on the number of placements and not the amount at each one. A 0.5 gr. bait placement provides enough bait during the first 48 hours to kill about 30 males, 10 females, and 60-80 medium to large nymphs. After 48 hours the bait will have lost approximately 50% of its original moisture, and becomes significantly less attractive. More bait will probably not feed more cockroaches, but it will increase the surface area-to-volume ratio of the placement, and the gel will lose moisture at a faster rate. More bait is simply more bait, but less profit.

Your bait gun may be applying twice the label rate of product

That can't be good for your bottom line

Here's a simple way to cut your bait expense by a third or more!

Multi-Dose™ Bait Gun



6 different settings:
0.11 gr to 0.51 gr

B&G researched bait guns recently and made a shocking discovery. 3 commonly used bait guns routinely deliver as much as 100% more bait than the label prescribes. In fact, one bait gun delivered a staggering 3.3 grams of bait or 6 times more bait than required by the label - on each pull of the trigger. This is especially serious when you consider that the label is the law. But the real discovery was none of the guns were capable of delivering a consistent labeled dose of bait with a pull of the trigger.

During our research, we also found that while you can attempt to 'meter' the correct amount of bait with each trigger squeeze, it was nearly impossible for the average user to apply .5 grams consistently on a visible surface. And there was no way to know how much bait was applied into a crack and crevice with these bait guns. The guns we tested routinely delivered twice the amount of bait needed no matter how hard you tried to deliver the correct amount.

Imagine the impact on your bottom line of a bait gun that actually delivers the correct dose of bait each and every time the trigger is squeezed - without guesswork. Learn how to cut your bait expense by a third or more on each route that uses bait!

Find out with our [free](#) report, 'Bait Gun Economics: Technical Manual'

Learn:

- Which bait guns were tested and how they performed
- The stunning yearly cost of bait at 2 different levels of over-application
- The one feature these guns lacked - that every bait gun should have

To order your [free](#) report, **Bait Gun Economics: Technical Manual**, please call Bob at 800-544-8811 x131

YEARLY COST OF COCKROACH BAIT

Bait Product	B&G Bait Gun 0.5 gram recommended rate	Cheap Bait Gun #1 0.8 gram over-application	Cheap Bait Gun #2 1.0 gram over-application	Yearly Savings with B&G Bait Gun
Maxforce®	\$2,055	\$3,288	\$4,110	\$1,233 to \$2,055
Advion®	\$1,437	\$2,299	\$2,874	\$862 to \$1,437
Avert®	\$1,149	\$1,838	\$2,298	\$689 to \$1,149

YEARLY COST OF ANT BAIT

Bait Product	B&G Bait Gun 0.5 gram recommended rate	Cheap Bait Gun #1 0.8 gram over-application	Cheap Bait Gun #2 1.0 gram over-application	Yearly Savings with B&G Bait Gun
Maxforce®	\$1,650	\$2,640	\$3,300	\$990 to \$1,650
Advion®	\$1,875	\$3,000	\$3,750	\$1,125 to \$1,875

Free Report!



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