

These are tough times and everyone is looking for ways and means to trim costs while maintaining good customers. There are few options, but reducing service time and/or chemical applied may contribute something. As you look for places in a routine service call to trim costs, consider ways that have a little science behind them. These may help you and keep your customers.



Flushing. The cost of pyrethrins (the natural stuff from chrysanthemum flowers) has increased along with the world-wide shortage. Pyrethrins-based products (such as Kicker™) are typically used as flushing agents, to get cockroaches and other pests to move out of a harborage. While pyrethrins don't last long, they can be effective—but a short blast of air can do the same thing. Cockroaches (German, American, Smokybrown) are flushed out of harborages by air blasts of 4 meters per second (Appel, Smith, and Oswalt, Proc. Intern. Conf., 1999). Other insects, spiders, and house centipedes will also be 'flushed' with an air-blast.

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Crack-and-Crevise. The strategy for modern pest control is: mix less / use less / kill more. This is cost effective and customer friendly. If you're combining liquid insecticide with baits for cockroach control, you can achieve 30% better control with that liquid if its applied to cracks-and-crevices (Zungoli and Robinson, PC June 1982). The C+C straw on the B&G AccuSpray uses 5 times less chemical than a coarse-fan spray—and you mix only 16 ounces instead of 128 oz. This is a 'mix only what you need' strategy that can cut costs.

Aerosol application. Consider using an aerosol for 'call backs', maintenance

(monthly) service calls, or spot treatments during a sales call. Aerosols are quick and easy to use, and if used carefully they can be economical. Data shows that 1 oz. of an aerosol delivered as a crack-and-crevice spray will provide the same level of cockroach control as 6 oz. applied as a fan spray to exposed surfaces (Zhai and Robinson, PCT June 1992). If you've run into bait aversion and need an alternative,

there are effective aerosols available, and the B&G Aerosol Delivery Unit can help you use them.

Cockroach baits. The development of gel baits was a 'game changer' for cockroach control. However, their efficacy

comes with a price tag—so baits have to be applied to infested harborages (use those sticky traps) and with precision. The recommended bait placement amount is usually one-quarter gram. This is a cost effective and control efficient quantity of bait to deliver to one spot. Considering the amount cockroaches will eat, one-quarter gram will kill: 20 males, 20 females without eggcases, and about 80 nymphs (Ajjan, Zhang, and Robinson, PCT June 1997). To apply more is costly and to apply less is inefficient, so you have to rely on your technician and a bait gun. The B&G Bait Gun using setting #4 will deliver 1/4 gram every time.

You don't have to go into the **red** when you go green

Use these tools to lower material costs and reduce labor expense

The PAS machine can save you up to 97% of your chemical cost over aerosol cans

Learn how:

The new PAS machine integrates air only, liquid only, and aerosol application in one convenient application tool.

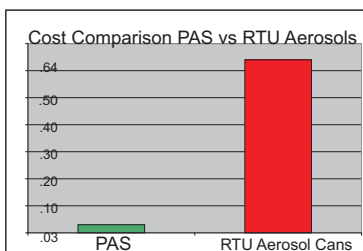
The cost savings of using air only for flushing are obvious. Multiply it over your number of routes and your bottom line gets a major boost. But you can also achieve significant cost savings without service compromises, using the aerosol generator function of the PAS. Mixing large amounts of air with small amounts of chemical gives you lethal pest killing power without overuse of expensive chemical.

Here's an example: (Conquer™ used for this illustration)

1 gallon of chemical @2.19 per gallon = \$0.03 cents per oz.

14 oz aerosol @ \$9.00 per can = \$0.642 cents per oz.

You would have to use 21 oz of product in the PAS to equal the cost of one oz of aerosol can product. That's 21 times more. The chemical cost savings easily pay for your equipment investment.



Use the PAS for your green programs

There are a number of new green products that look promising as an alternative to the conventional actives we commonly use today. The PAS machine is an excellent choice for applying some of these new green products.



Basic unit: under \$600

Portable Aerosol System (PAS)

Shown here with 18" Wand Extension

Order #: 16300000

PAS with 8" Wand Extension

Order #: 16290000

Look Professional

Meet your customers' expectations by using professional application equipment they can't buy at the local home improvement store. Many potential customers consider 'Do-it-yourself' solutions. Professional application equipment raises the level of treatment technology well above DIY. Treating pests with an aerosol can tells the customer to go buy one at the hardware store. And that's not good for growing your business. Ask your distributor for a PAS demo today.

PMPs who purchased a PAS machine also purchased:

Aerosol Delivery Unit



- Fast, 1 step connection to your aerosols
- Light weight actuator handle
- Smooth operating shut-off valve
- Belt pouch included
- 2 Versions

Whitmire™ Red Hose
24000050

Waterbury™ Blue Hose
24000030

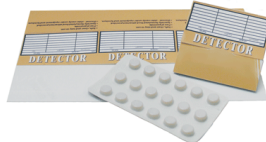
Under \$100

IPM Case IPM Kit



- **Get organized!** Now you have a place for everything so you can put everything in its place
- **Instant image upgrade;** here's one piece of equipment that gives you an immediate image boost with your customers

PestAlert™ Insect Monitors



- All new for 2009 - attractant integrated into glue - no more tablets
- Perfect for IPM service. - no pesticides
- Highly effective monitoring tool
- Sold on 'shingles' of 3
- Fits squarely against wall and floor

Accu-Spray System



Use the new Accu-Spray System for crack and crevice treatments along with your 1 gallon B&G sprayer. Carry it on your belt so it's always there when you need it. The flexible hose and small profile make it easy to get into tight spaces.

Accu-Spray
16 oz bottle
6' coiled hose
Belt carry pouch
Order #:
24000040

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