



Defining and re-defining IPM has been the unofficial past time for the pest control industry for years, and the results have been confusing—to everyone. Let's not do that to the 'green movement' that is making its way into the industry. This is something your customers want and something we can deliver—that's a match.



The IPM concept has always been a little vague to the customer, perhaps because it was often associated with not doing something—like applying insecticides. It might be better linked to the green movement, which is doing something with a specific tool or control agent.

The green movement is customer driven and more or less customer defined. There is a growing interest for environmentally friendly everything—including pest control. For the progressive company, service technicians can provide green or eco-friendly insecticides and application methods.

Customer concerns about insecticide exposure to the environment and to their family and pets have not changed their insistence that the pest be eliminated. The most successful service call will satisfy both these concerns. Surely, some aspects of the current green movement will burn off as media attention fades. But the link between eco-friendly methods and reduced exposure will remain as a fundamental feature of household pest control.

Customer perception of receiving environmentally friendly service (pest control termite control) will be based in part on the materials and methods used. Modern insecticides are eco-friendly by nature, such as natural pyrethrins and silica aerogel, or by design, such as the low application concentrations of the pyrethroids, pyrazoles, and neonicotinoids. These distinctions may be overlooked by customers that have focused their attention on a narrow range of products. The same reasoning applies to application methods and tools. These play an important part in environmentally friendly pest control by limiting people and pet exposure to insecticides that are already used at low rates.

Insecticide application is the most visible part of any eco-friendly pest control service. This is the part the customer sees and the part easiest for them to judge. The tools and equipment carried and used by the service technician should include nozzles with crack/crevice straws, sticky traps, bait guns, aerosol delivery systems, and other delivery systems that provide precise application. These show a commitment to limited exposure, but an effective application. The tools carried out of the truck and into the house, restaurant, health care, or office building can make or break an eco-friendly service call. They don't always have to be big and shiny, but they do have to fit the pest infestation and the customer perception of green or environmentally friendly.

If you could buy just one IPM tool ... which one?

The timeless B&G Sprayer does nearly any IPM application

Low cost - highly effective crack and crevice treatments start here!

Slash your chemical costs up to 97% when performing crack & crevice treatments*



The Extenda-ban™ valve shown here without extension

Crack & crevice Delivery rate:
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Cost per crack & crevice application =

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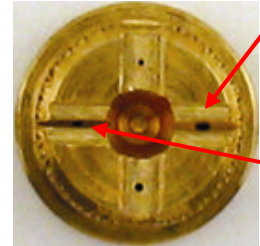
Implement your IPM program while drastically lowering your chemical costs!

The B&G Sprayer - one tool for nearly every structural pest problem



- Crack & Crevice all day long for pennies
- Perform localized low dose spot treatments
- Treat outside perimeters with under a gallon of product

Use the latest 'Green' products!



17 oz pr/min Course fan setting

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The B&G Prime Line Sprayer puts you in control these 6 ways:

1. Use less product on each service call
2. Use the proper amount on each treatment
3. Precision delivery to target locations
4. Accurately predict your chemical use so you're in control of costs on each service call
5. Virtually eliminate volatile compounds for no odor applications
6. Treat nearly every target pest in structures with one application tool

* Compared to aerosols

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