

“Return on application (ROA) is the effective residual life (time) of an insecticide after application”

Bill Robinson



Return on investment (ROI) is a business concept that indicates profitability; it is the amount of money gained (or lost) on an enterprise relative to the amount invested.

Return on application (ROA) is the effective residual life (time) of an insecticide after application, or looked at another way, the amount of pest control time (lethal residue) gained from a single application (time).

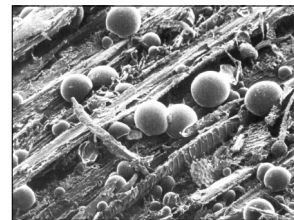
In the ROA application time is invested to gain lethal residue time, and the goal would be to have a long residue time relative to the application time. The longer the lethal residue time the better the ROA. Remember that the objective for most applications is to establish a residue on a surface that will be contacted by the target pest. Once the pest walks on the surface a lethal amount of insecticide will be transferred.

Liquid. The common liquid formulations are EC, SC, WP, and ME. The ROA for these is usually in that order, with the longest residue provided by the wettable powders and the micro-encapsulated formulations. Following a WP application, the active ingredient is exposed on the treated surface where it is transferred to the (feet) pest. ME capsules remain for an extended period until walked on and squashed by the pest, or they can finally leak all of their liquid insecticide. Emulsifiable and

soluble concentrates establish a smooth residue that is contacted by the pest.

Dust. Insecticide dusts have the longest ROA. They are placed away from damaging UV light and moisture, and remain undisturbed. The active ingredient is on the surface and easily transferred to the pest while walking or grooming. Dusts typically provide quick knockdown and a long (months) control period.

Gel Baits. These can have a long ROA, but the objective of baits is to be eaten in 1-2 days, when the



Microcaps waiting to be picked up by a passing insect

moisture content of the bait is high and it is most attractive to the pest (cockroaches). The ROA is influenced by the unique feature of gel baits: they have high

moisture content at time of application, but lose about half of it within 48 hours. While this moisture loss can make placements less appealing, it essentially doubles the concentration of the active ingredient. Cockroaches will feed on old (months) bait, and it takes less to kill them.

Sticky Traps. As a control method for occasional invaders and small infestations, sticky traps have a long (months) ROA. There is no influence by the substrate or the environmental conditions (except for excess moisture). They provide control-capture of a broad spectrum of pests, and have the shortest application time (no mixing!).

When is an equipment purchase an investment instead of an expense?

When your application costs drop like a rock...



Accu-Spray Pro

Purchasing product for routine use on a pest control route is generally an expense. Equipment that cuts that expense can be regarded as a wise investment. Consider the following scenario.

You're doing a lot of crack and crevice work and you're using aerosols - let's look at your costs. A 14 oz aerosol costing \$10 has a per ounce cost of \$.71 cents. An ounce of dilution in your **B&G Accu-Spray Pro** costs just \$.02 cents. That's more than **35 times less** than the cost of an aerosol.

Use just one can a week and your cost might be **\$10.00 vs. a cost of \$.28 cents** using your Accu-Spray Pro. Use 2 cans of aerosol, and now your cost is \$20 vs a cost of just \$.56 cents. Over the course of a year, your costs for one aerosol per week could be \$520. **Your cost using the Accu-Spray Pro and the same amount of product would be approximately \$14.56!**

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And you have the added advantage of using a tool your customers can't buy at a home improvement store. You'll project a much more professional image and you'll create a higher level of perceived service in the minds of your customers.

That's good for your business and great for your ... ROI. The Accu-Spray Pro - good for your business.



Over 52 week period

ROA



Versafoamer HH

Compare the cost of creating your own foam vs. foam in a can



The B&G Green Sprayer also applies product with significant savings

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