



The pest control market is changing. The pests are changing. The tools are changing. What are you changing?

Professional pest control is going through one of the biggest 'changes' in its history. The industry has certainly dealt with changes before—some involving chemicals, certification, and regulations. The difference today is that the changes extend across the board—from better informed customers, to better prepared (resistance and bait aversion) pests, to the public's

demand for using less and environmentally friendly chemicals. We've got a challenge here.

**Customers.** Residential and commercial customers have access through the internet to information on pests, pesticides, and various control strategies. Not all of this is accurate or even practical, but customers are more empowered and more demanding. The service technician that shows up at their door will have to be trained and prepared to explain the chemical and application methods being used—and what it all means to pets, infants, asthmatics, expectant mothers, and the global environment!

**Pests.** German cockroaches, bed bugs, and fleas have kept pace with modern insecticides and formulations. This isn't new and it isn't going to change. This group may always have the ability to adapt what we throw at them. PMPs now realize that insecticide resistance and bait aversion are features of individual populations, and populations differ from restaurant to restaurant, from house to house. The 'one-chemical-fits-all' strategy does not work, and there is not wide-spread resistance. Service technicians have to be able to mix and match chemicals and application methods to the job and the pest population.

**Tools.** Application equipment has become smaller and more precise to provide eco-friendly delivery. Professional treatment is often limited to selected harborages and voids to reduce exposure and increase efficacy. Pest control service is now about placement and delivery, and modern tools reflect this change. Technicians must have at hand (not on the truck or in the shop) all the equipment they need for the job. Most of us know the story of David and Goliath, and that it was a well placed stone from his sling that saved the day. But remember that David set out that day with 5 smooth stones in his bag—and it may not have been the first stone that made him a hero. Pest control is a lot like slaying giants—you've got to go alone and you need the right...tools.

# INTRODUCING A REVOLUTION IN CARRY CASE DESIGN

**The IPM Case replaces the old 'exterminator look' with a modern image and functional design**

Carry your aerosol here and apply product without removing the ADU from case

Attach your bulb duster here to one of 3 convenient reinforced "D" rings

Carry your laptop computer and labels in back pocket

Carry your aerosols, extra dust, and more in the large inside compartment complete with dividers

The IPM Kit shown here ships pre-loaded with professional application equipment\*



Carry your compact sprayer here and apply product without removing the Accu-Spray unit from case

Carry your flashlight here on one of the sewn-in loops

Carry your insect monitors in this front zippered pocket for fast, easy access

Carry your cell phone here - Just clip onto one of the sewn-in elastic or non-elastic loops

The new IPM Case revolutionizes the way your technicians carry equipment into their accounts. The old 'exterminator' image is replaced with a modern look while increasing functionality. The IPM Case permits you to perform applications and inspections without opening the case. Simply place your IPM Case on your shoulder and begin your service. Your equipment is right there ready for use. Carry labels, work orders and other important papers in the safety of the Velcro™ sealed rear pocket. **Private label\*\* your IPM Cases to promote your company name as brand.**

## IPM Kit Order Information: (Starting at \$84.99 each)

Part number	Description	
45000131	IPM Kit with Waterbury ADU Unit *	Save \$21.30!***
45000151	IPM Kit with Whitmire ADU Unit*	Save \$21.30!***
45000161	IPM Kit with Private Label Case ** Waterbury™ ADU Unit	Save \$19.06!***
45000171	IPM Kit with Private Label Case ** Whitmire™ ADU Unit	Save \$19.06!***
45000165	Case Only	
45000166	Case Only with Private Label**	



\* 1 ADU (Waterbury™ or Whitmire™ version), 1 Accu-Spray Compact Sprayer, 10 Lo-Line Insect Monitors, 1150 Bulb Duster included

\*\* (30 Piece minimum on private label orders)

\*\*\* Save \$21.30 if items purchased separately based on list price in B&G Retail Price Book #208-10

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