

“Traditional sticky traps are usually not effective in capturing spiders. Because of the absence of tarsal pads, if they chance onto a glue surface, they can pull a leg off the glue and escape.”

*Bill Robinson*

**S**piders are common household pests—second only to ants when it comes to customer complaints—and they are very difficult to control. Sprays are usually not effective because spiders simply have claws at the ends of their legs, not the tarsal pads usually found in insects (not bed bugs, but that’s another story). Without tarsal pads spiders don’t pick up (any?) enough insecticide from a treated surface to kill them.

Traditional sticky traps are usually not effective in capturing spiders. Because of the absence of tarsal pads, if they chance onto a glue surface, they can pull a leg off the glue and escape. However, ‘pit-fall’ type traps (Lo-Line Monitor) are very effective in capturing spiders indoors. The success of these traps comes from the low angle of the sides and ramps at the ends of the Lo-Line. When placed parallel to the baseboard in secluded corners, behind furniture, and under beds these sticky traps will be in the travel route of household spiders.

This is how it works: spiders moving along the baseboard will encounter the ramp end of the Lo-Line and keep on going. They do not detect the low angle of the ramp and keep moving forward, when they reach the end of the ramp they fall forward onto the glue surface. A full-body contact with the glue results when they hit, and they remain where they land.

The trap shown here was in place for four months (January through April) under my bed. It was adjacent and parallel to the baseboard. The position of the spiders on the glue clearly indicates that they moved up the ramp and then fell over the edge, landing right-side up. They are located directly below the top edge of the ramp. The spiders along the edge probably crawled in the side openings, I don’t know how that spider got in the middle.

Insects and spiders typically move along edges—ants will follow along the edge of a window to enter, cockroaches follow along the edge of a baseboard—and sticky traps are effective when placed along an edge. In this case, the Lo-Line was placed where it intercepted spiders scurrying along the baseboard under a bed. These are all male spiders...maybe the females will show up later.



The position of the spiders on the glue clearly indicates that they moved up the ramp and then fell over the edge



Sticky traps are effective when placed along an edge



# How to build a continuing case for your pest control service

by Robert Heiney

## There will always be pests - isn't that why your customers need you?

**Imagine finding spiders under your bed in a pest monitor. Now imagine your customer or a prospect finding spiders under their bed. How might they view this scary looking collection not only in their home, but under their bed?**

Seeing a bug here and a bug there doesn't send the typical homeowner to the phone with a desperate call for professional pest control company help. But a pile of nasty looking biting bugs - now that's going to get Mrs. Jones attention.

From the customer's viewpoint, sticky traps provide visual proof that; yes, there really are pests here inside. And worse, sometimes they're in our bedroom right under our bed! We better do something about it and fast. Should we call a professional? Maybe we should - don't spiders bite...?

With this in mind, any program that includes a way to bring the hidden pest out in the open will serve to remind your customer that pests are always around. And while you might not always see them, sticky traps can catch them as they lurk about.

A marketing program that includes distribution of sticky traps into targeted areas of a home or business as a part of your service protocol can build retention and new sales. You could go one step better and brand your sticky traps with your company name and include your website address.

Residential customers are often surprised at the number and variety of pests found in sticky traps. "I never knew there were so many bugs in my garage", remarked one homeowner recently, reflecting the typical reaction of people who check the Lo-Line insect traps in their homes.

So the purpose of a sticky trap program in existing customers' homes is to prove to your customer that they continue to need you. After all, look outside. There are countless pests there and they continue to make new ones - it's called reproducing. A structure will always continue to represent a habitat for pests. These things will never change. And that's why your customer should not cancel their service.

Sticky traps give visual proof to your customer that they need your valuable service. It's like Exhibit "A" in a courtroom. Your customer is the Judge and after seeing the evidence, she bangs the gavel and says "Guilty - Get someone over here right away!" Of course you can do it the old fashioned way. No sticky traps, no

evidence, no compelling reason to continue your service. Hey, you can always make it up by selling new accounts to replace cancellations. But isn't easier just to keep what you already have?

Create a compelling case for your service by showing your customer the evidence. You won't have to do much selling after that.

And while we're discussing sticky traps, give some thought to the Lo-Line Insect Trap. The Lo-Line gives you a unique trapping device that integrates a number of different concepts giving you an edge over pests. One innovation is the 4 sided ramp design. Each ramp has a 30° angle which was determined by University of Wales to be optimal for trapping pests. Another innovation is the attractant built in to the trap. It is superior for catching cockroaches and now appears to be highly effective for bed bug monitoring according to [Bed Bug Central](#).



A few of these under your customer's bed gets their attention

Lo-Lines are extra large to catch more pests. Simply peel back the adhesive protectant paper and place your Lo-Line. They do all the work for you - like a 24 hour a day pest control technician, silently standing guard, alerting you and your customer to pest levels in each area of the home.

And that reassures your customer that they made the right decision to have your valuable company's service as a part of their household budget.



Lo-Line Insect Trap available in RTU and with original food attractant tablet

### Would you like a sample pack of Lo-Line Insect Traps?

Please [click here](#) or call 800-544-8811 x131 and I will send you a pack of 5 to evaluate.

Or call your distributor today, order Lo-Line Insect Traps and build a continuing case for your pest control service without delay.

### For technical assistance, please contact:

SE USA	Dr. Claude Thomas	904-545-7125
NE USA	David Mathis	607-760-1661
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# B&G Lo-Line Insect Traps

TESTED & PROVEN TO BE AN EFFECTIVE BED BUG TRAP

*Recommended by Bedbug Central*



B&G Lo-Line insect traps have always been great for catching cockroaches and other crawling pests. Now you can use them with confidence for bed bug monitoring.

BedBug Central recently reported, *"The performance of the Lo-Line Monitor has become noteworthy in bed bug treatment when compared to other general pest interception devices. During field testing of the Lo-Line this interception device has shown to have the greatest recorded efficacy in capturing bed bugs than other similarly purposed glue boards."*

Lo-Lines cost just 86¢ each when you purchase a pack of 200 or a little over a dollar when you order 10 packs.

#### MAKE YOUR BUSINESS MORE PROFITABLE

- Large trap with low profile fits under tables, beds, and in confined spaces
- Highly effective glue for positive catch rates
- Very effective for most pests such as bed bugs, cockroaches, spiders, centipedes, crickets, and earwigs
- Ideal for use in sensitive locations and as a monitor in IPM programs
- Unique design prevents pests from escaping

## Lo-Lines vs Tee-Pee Type Traps for Bed Bug Monitoring

*Photos by W. Wayne White, Dir. Technical Services, American Pest*



#### B&G LO-LINE TRAP

Lo-Line Insect Traps catch more bed bugs as shown in photo above. This may be due to the unique design of the trap. Notice the two zones where bed bug catches are concentrated.

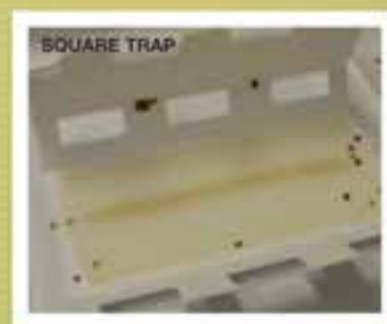
*Contact your local distributor to purchase B&G Lo-Line Monitors.*



#### SQUARE TRAP

Conventional tee-pee style traps can become harborage for bed bugs creating an unintended reservoir for these pests.

**For More Information Call  
800-544-8811 x 104**



#### SQUARE TRAP

Tee-Pee style traps catch some bed bugs but many back off when their foot touches a sticky surface.



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Visit our website: [www.bgequip.com](http://www.bgequip.com)