



Bait Gun Economics: Technical Manual

GEL BAITS

Gel baits have greatly improved cockroach and ant control, but they can be expensive. Applying baits requires a skilled Service Technician and cost conscious Service Manager. As with any pest control strategy, technician time and material costs are the most important variables. The cost of application equipment is small, but it can be significant when it comes to baits. The appeal of cheap or free bait guns is their cost savings, but they can be very expensive because these guns waste bait and extend service time.



BAIT GUNS

Continuous Delivery. These are the bait guns in which the amount of bait applied depends on the trigger pull. These 'squeeze-as-you-please' (SAP) bait guns require the technician to squeeze the trigger just enough to get the correct amount...every time.

When there are many placements per account, the potential for getting the squeeze wrong (over-application) increases. In addition, more time is required for application and each placement must be in an exposed site because the technician must see and measure the amount applied.

Dose Delivery. The B&G Multi-Dose Bait Gun can be adjusted to deliver the same amount of gel with each trigger pull. The technician can not change the amount by partially pulling the trigger. The adjustable settings provide a range of placement sizes and amounts.



This bait gun relieves the operator from having to measure each application and concentrate on locating and treating infested harborages. Consistent bait delivery with every trigger pull helps to control service time and material costs

CONSIDER THIS

A technician has a 30 gram syringe of cockroach bait in one of those SAP bait guns. There are four accounts that need treatment, and each account will get 15 bait placements. One syringe should be enough to do all 4 accounts: following label directions of 0.5 gram per placement, there are 60 placements in one syringe (15 x 4 = 60).

With a little more trigger squeeze on a cheap bait gun the **0.5 gram** placement could easily become **0.8 gram**. Then, instead of 7.5 grams for each account (0.5 grams x 15 placements = 7.5 grams), the total is 12 grams for each account. That is 4.5 grams *wasted* per account.

The history of one syringe in a cheap bait gun, and application of 0.8 gram (instead of 0.5 gram) per placement x 15 placements:

- *First account* = 12 grams bait
- *Second account* = 12 grams bait
- *Third account* = only 6 grams left....start a new syringe
- *Fourth account* = ...new syringe is 2/3 empty

Results. The small amount of extra bait at each placement can reduce the **60** bait placements per syringe to **37** placements.

ECONOMICS - ROI

The Return on Investment for a B&G Bait Gun can be simply a matter of a day with four service accounts:

Cost of Bait Gun / Month = \$3.33 (approximately)

Cost of 1 Bait / Syringe = \$3.75

The B&G Bait Gun will pay for itself by the *fourth* service account (end of the first day) because one syringe will treat four accounts at 15 placements per account.

If the technician is 'trigger happy' with that cheap bait gun and makes each placement 0.8 gram instead of 0.5 gram, the ROI will be by the *third* service account (end of the first morning).

BAIT GUN DELIVERY

Once the adjustment knob on the B&G Bait Gun is set to a dose, each pull of the trigger delivers a consistent quantity of bait.

Setting #1 (1/4 gram)

This setting will deliver the 1/4 inch or the 0.25 gram placement recommended by all the major gel-bait products, including Advance, Advion, Alpine, Invicta, Maxforce, and Vendetta.

Setting #2

This setting typically delivers 0.35 grams of bait, depending on the product.

Settings #4 (1/2 gram)

This setting will deliver the 0.50 gram Placement recommended by the label on Advance, Advion, Alpine, and Vendetta. Two (1 gram) or three (1.5 grams) trigger pulls will deliver the large placements for Maxforce.

Settings #4 (3 - 6 mm diameter)

The label directions for some bait products recommend that bait placements are 3 - 6 mm diameter.

Settings #4 (1/8 inch bead 2 inches long)

In addition to placements, the label directions for some bait products recommend applying a bead of gel close to cockroach harborages or ant trails.



BAIT GUN PERFORMANCE REVIEW

Blue and White Gun

This gun is designed so that only two fingers can be used to pull the small trigger. A full 'trigger pull' will deliver about 3 grams of bait all at once.



- There is no way to control the amount of bait that is delivered, except to move the trigger very slightly. Bait placements are usually 1 gram; it is difficult to deliver a precise 0.5 gram placement.

Green and Blue Gun

This gun is designed so that four fingers fit on the trigger, but it is uncomfortable to hold and the action of the trigger is not smooth. A full 'trigger pull' delivers about 3.3 grams of bait all at once.



- The stiff action of the trigger makes this gun difficult to use. Bait placements are more than 1 gram and can be as much as 2 grams.

Red Maxforce Gun

This gun is small and heavy, and is designed so that four fingers pull the trigger. A full 'trigger pull' delivers about 2.7 grams of bait all at once.



- The action of the trigger is smooth, but it is difficult to deliver a 0.5 gram each time, most placements are much more than 0.5 gram.

DOLLARS AND CENTS

A pest control technician treats 100 accounts each month with cockroach bait. Each account receives 15 bait placements at the recommended rate of 0.5 gram per placement. Using a non-adjustable bait gun, the service technician may deliver 0.8 gram (over-application of 0.3 gram) or 1 gram (twice the recommended rate). The costs of these over-applications can be significant.

YEARLY COST OF COCKROACH BAIT

Bait Product	B&G Bait Gun 0.5 gram recommended rate	Cheap Bait Gun #1 0.8 gram over- application	Cheap Bait Gun #2 1.0 gram over- application	Yearly Savings with B&G Bait Gun
Maxforce®	\$2,055	\$3,288	\$4,110	\$1,233 to \$2,055
Advion®	\$1,437	\$2,299	\$2,874	\$862 to \$1,437
Avert®	\$1,149	\$1,838	\$2,298	\$689 to \$1,149

100 accounts x 15 placements per account = 1500 placements

30 gram syringe of bait = 60 placements of 0.5 gram
37 placements of 0.8 gram
30 placements of 1.0 gram

100 accounts (1500 placements) =

25 syringes at 0.5 gram / placement
40 syringes at 0.8 gram / placement
50 syringes at 1.0 gram / placement

YEARLY COST OF ANT BAIT

Bait Product	B&G Bait Gun 0.5 gram recommended rate	Cheap Bait Gun #1 0.8 gram over- application	Cheap Bait Gun #2 1.0 gram over- application	Yearly Savings with B&G Bait Gun
Maxforce®	\$1,650	\$2,640	\$3,300	\$990 to \$1,650
Advion®	\$1,875	\$3,000	\$3,750	\$1,125 to \$1,875

MULTI-DOSE BAIT GUN

- » Rugged nylon gun is light weight and does not need lubrication
- » Range of bait placement sizes available from calibrated knob
- » Consistent delivery with each trigger pull
- » Deluxe holster
- » Works with most baits
- » Retracting plunger design eliminates drip at the tip
- » Saves you money on wasted bait due to over application when using inexpensive bait guns



Multi-Dose Bait Gun shown in Deluxe Holster



Order#	Model#	Description
24020001	3000	Multi-Dose™ Gun Kit Includes: gun, extra syringe and syringe tip
24020002	3000-B	Multi-Dose™ Basic Kit Gun with no accessories
24020000	3000-DL	Multi-Dose™ Gun Deluxe Kit Includes: model 3000 and holster
24020040	—	Bait Gun Holster
24020041	—	Replacement Tubes (5)

B&G Equipment Company