



# THE BELL REPORT

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## TRAPPER Mini-Rex Mouse Snap Traps save the day in two U.K. infestations

*Bell's TRAPPER Mini-Rex Mouse Snap Trap proved indispensable to two technicians in the U.K. who used them to clean out infestations in a special needs school and a five-star hotel. Introduced in 2008, the TRAPPER Mini-Rex is a mouse-size version of Bell's popular TRAPPER T-REX Rat Snap Trap and is engineered with powerful trap velocity and capturing prowess.*

Andrew Lasham of Shires Pest Control & Wildlife Management in the U.K. discovered that Bell's TRAPPER Mini-Rex Mouse Snap Trap captures more than mice.

Called into a school with a reported mouse problem, Shires inspected the premises but found no evidence of rodents. Before baiting, however, he decided to try traps. First applying Bell's PROVOKE Mouse Attractant to the Mini-Rex Snap Traps, he

placed them behind the kick boards of the kitchen cupboards along the wall and floor junction.

"We use the Mini-Rex and the T-Rex (Bell's rat-size snap trap), alongside the English fen trap, for all our rodent trapping," noted Lasham who provides domestic, commercial and agricultural pest control services in East Anglia and surrounding areas.

Lasham also likes to bait traps with PROVOKE which, he added, "provides a high success rate."

Sure enough. With traps in place one day, Lasham caught two juvenile rats that had entered the school's kitchen via the pipe work. Young rats may initially be mistaken for mice, yet the Mini-Rex had the strength to capture and hold the frisky juveniles.

Besides the trap's strength, Lasham readily ticks off the other features he likes about TRAPPER Mini-Rex.

"They're easy to set, have good safety features, provide a good kill rate and look pro-

fessional," he noted.

The TRAPPER Mini-Rex employs the most up-to-date snap trap design and technology. It sets in one easy motion and, with the same motion, gives "no-touch" disposal of the captured rodent. And, like the T-Rex, its built-in bait cup lets technicians add Bell's PROVOKE Attractants, a technique Lasham employs to entice rodents to the traps.

"We highly rate PROVOKE Attractant and it is always used in our trapping programmes," he added. PROVOKE has been a mainstay in baiting programs for many PMPs since its introduction in 2006.

After the capture of the two rats, Lasham reported no other rat captures at the school.

"We carried out remedial proofing works and this was a one off job," he concluded.

\* \* \*

With inspiration from Alfred Lord Tennyson's poem, "*The Charge of the Light Brigade*," David Lodge, Director of Beaver Pest Control in London, wrote of his



### What's Inside

- TRAPPER Mini-Rex proves invaluable in hotel and school rodent infestation in the U.K.
- Bell distributor, BIC Chemical, focuses on education, creative baiting and Bell products in Thailand's ag sector
- Parry joins Bell as technical sales representative for Australia

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BIC Chemical Takes on the Rodent Challenge in

# Thailand's Agricultural Sector

While Thailand's warm, humid climate, coupled with year-round crop production, makes this southeast Asian nation one of the world's top exporters of agricultural products, these same conditions also create an ideal environment for rodents – a challenge that Bell's Thai distributor, BIC Chemical Co., is meeting with education, training, and Bell products.

Rodent control management, according to Kevin Hawes, International Director for BIC Chemical, is an important part of Thailand's agricultural and livestock businesses.

"The presence of rodents has a substantial economic and health impact on our main customers in the agricultural businesses, such as rice, palm, corn, livestock feed and meat-processing," he pointed out. "Rodents also damage many other parts of our community, such as hospitals, houses, shopping malls, restaurants, hotels, resorts and offices."

BIC Chemical, a distribution company that provides products for both human and animal health care and sanitation, began working with Bell in 2006 to register and market CONTRAC BLOX and FINAL BLOX in Thailand. In January 2008, the company placed its first order.

**"The presence of rodents has a substantial economic and health impact on our main customers in the agricultural businesses."**

– Kevin Hawes, International Director, BIC Chemical

"Bell provides the quality tools and we at BIC Chemical have brought in the best training we could find and researched the latest techniques," Hawes wrote from his office in Nonthaburi, Thailand. "We now share what we have learned with our customers throughout Thailand."

One example of BIC's effort to enhance rodent control focuses on the agricultural sector. Implementing what it called the "Bell Challenge Thailand," BIC put its strategy to work improving rodent control management in a difficult, but fairly typical, agricultural situation – animal feed mills.

"In agricultural feed mills, which is a large part of our market, the problem with rodents is exacerbated by the abundance of available food and the openness of the facility," Hawes noted. "The equipment is usually older and often leaks feed dust and particles throughout the maze of piping and equipment.

"It would prove too costly to modernize the equipment enough to stop the spread of food particles," he added. "Shelter for rodents is plentiful, and it is also too expensive to seal the outer walls to prevent new rodents from coming in."



Above: Thailand's lush tropical conditions present challenges to pest control.

Right: Ms. Ornanong Moonthong, head of BIC's product development dept. and personal representative of Bell products in Thailand, conducts pest control training in classrooms and in the field.



Faced with these obstacles, BIC experimented with techniques and products to achieve a "realistic reduction" in rodents. The company brought in training teams from SGS Company whose focus was on "Integrated Pest Management" techniques.

BIC teams also received training from Thailand's Food & Drug Administration, the country's pest management association, and from materials provided by Bell. They shared what they've learned with pest control companies servicing the accounts or directly to the feed mill owners.

Technician training stressed reducing a rodent's basic needs - food, water and shelter. In their experiment, water was the easiest to isolate without unreasonable expense.

Among the many strategies proposed were:

- removing shelter through sanitation techniques, such as removing clutter, discarded equipment and junk
- eliminating rodents' water supply by fixing leaky pipes indoors which forced rats to travel outside the facility to find water
- proper bait placement, including placing rat traps and glue boards in bait stations inside feed mills and positioning traps and glue boards along identified "rat highways"
- creativity in baiting, such as placing glue boards upside down in tight openings that prevented dust from settling on the glue board
- consistent supervision by placing one person or team in charge of rodent control so they can learn about and adjust to changes in rodent habits.

Parry joins Bell Laboratories as Technical Sales Representative for Australia



**K**en Parry joined Bell Laboratories in May as a technical sales representative for Australia, representing Bell products to the professional pest control and animal agricultural markets in Australia.

Based in Brisbane, Australia, Parry works with Bell's professional pest control distributors and their sales representatives on the use and promotion of Bell's rodent control products. In the field, he provides technical assistance on pest control strategies, including accompanying distributor reps and technicians on inspections at rodent infestation sites. Parry also represents Bell at national trade shows and attends distributor sales meetings where he trains individuals on using Bell products.

In the retail and agricultural markets, Parry works with distributor sales managers and buyers, providing product information and training, developing business plans with distributors and implementing promotional programs.

Parry brings more than 15 years' experience in the pest control industry, along with skills in management, communication and sales.

Before joining Bell, Parry was the technical sales manager for Pest IT Pty Ltd, where he developed new business throughout Queensland. He also developed and managed pest control programs as the business development consultant for Arrest-A-Pest Pest Control in Queensland. His sales experience in commercial pest control also includes employment with CPM Pest & Hygiene Services in Sydney and Rentokil Initial Pty Ltd and Rentokil Pest Control.

In addition to tertiary studies in management development and pest control, Parry holds a Certificate 3 in Pest Control.

He has used Bell products throughout his career. "The first lockable bait station I used was a PROTECTA LP and since then I have always used Bell products as a bench mark," he noted. ■



Thailand's temperature and humidity are not a problem for bait if bait stations are used.

Ornanong Moonthong provides "hands-on" training with Bell bait and snap traps at feed mills and farms.

Bait choice was vital to success.

"By the end of our experiment, FINAL BLOX was the only rodenticide appetizing enough to compete with the available food supply yet powerful enough to prove fatal even if it was a small part of the rodent's diet," Hawes noted. Bait was placed in bait stations outdoors.

Technicians also had consistent results with Bell's PROVOKE Rat Attractant when they used it with traps and glue boards indoors.

"It has a strong attractant, and the non-toxic aspect of the product combined with the gel formulation prevented it from being carried off and possibly contaminating feed elsewhere," Hawes added.

BIC Chemical presented their findings at Pest Summit 2008 in Thailand where Hawes said they received positive feedback from visitors. The company also published their findings in major livestock magazines and customer brochures in Thailand.

Besides the agricultural market, BIC Chemical in early 2009 started importing retail-sized packages of Bell's rodent control products for office and home use in Thailand. ■

# TRAPPER Mini-Rex continued from front page

experience using TRAPPER Mini-Rex for a severe mouse infestation at a 5-star hotel in Farringdon. The hotel is part of an ongoing building site next to the Thames River above the tube line.

## The Charge of the Mini-Rex Brigade!!!!

*Beaver Pest Control London were troubled!  
Dastardly mice were taking over the hotel and threatening to gate crash the wedding reception. They would not take the hint that they were not invited to the party.*

*Railway station to the right of them.*

*River to the left of them.*

*Tube lines below them.*

*Into the jaws of death,*

*Into the mouth of hell,*

*Walked the pest controllers.*

*The mice wouldn't have it, none of it! Proofing was not effective, poison was not being taken and even sticky boards were of no use. Behavioural resistance was their weapon and sushi their grub. Another mode of attack was required but what? I don't know. Only joking, of course, I do.*

*Help arrived in the shape of Brady Miller (Bell rep) and Duncan Bosomwoth (distributor rep.)*

*With my right hand man, Ozzie Yusuf, we lifted the ceiling tiles throughout the hotel and looked for smear marks and ex-sushi, the idea being to place Mini-Rex traps on the runs. We hid and waited.*

*A week later, tired, hungry and rather irritable, we emerged. Nothing! I reported to Brady that the plan was working fine except that we had not caught any mice, which was a bit of a downer.*

*Unperturbed by our complete and utter failure, I asked Ozzie to take up his position for another bout of observation. Quite frankly his reply is not printable, so instead, we left site and went back the following week.*

*By this time, to my surprise, the traps were working, I know not for what reason, but the mice had somehow avoided them for two weeks but now they could not get enough of getting killed. Almost a bizarre type of Neophobia but, in mice, strange! This went on for a few weeks in all areas of the hotel until there were no longer any reports, and that's the way it has stayed.*

*Behavioural resistance is futile.*

*When can their glory fade?*

*The wild charge they made,*

*All the world wonder (well, at least the hotel manager)*

*Honour the charge they make,*

*Honour the Mini-Rex Brigade.*

Based in Tooting, London, Beaver Pest Control covers the Greater London area, as well as other parts of England with its partners. Graham Lodge started the business in 1990 and his brother, David Lodge, joined

the company two years later.

Besides hotels, the company's 27 employees service housing associations, sports arenas, schools and other businesses with a specialty in pest and pigeon control.

At the Farringdon hotel, Lodge captured some 150 mice in a six-week period. He continues to monitor with traps to catch the "odd rogue mouse" and also set up a perimeter defense with traps placed inside bait stations.

He likes that the Mini-Rex Traps are easy to use, discreet and hold attractants. He and his three service managers now use them in central London premises where "traditional baiting has been of little success." ■



Use pesticides safely. Always read the label. Follow the BPCA Code of Practice for glue boards in the UK.

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