

*Guggenheim* continued from front page

servicing stations or traps,” Pérez de los Bueis said.

Pérez de los Bueis’ main goal of switching to iQ was servicing the entire account in a limited time, but it’s also solved many of the other challenges at Guggenheim Bilbao.

“With the use of iQ technology, we have managed to reduce service time by more than 60%, which has greatly improved operational efficiency,” he said. “We also can collect rodent activity data without needing to open restricted areas. iQ has allowed us to address all of these complications.”

Killgerm Spain was a major player in

getting HCP and Guggenheim Bilbao set up with iQ. After HCP acquired the account, they approached Killgerm because they knew a conventional approach wouldn’t be able to meet the account’s unique needs.

“Killgerm has an excellent relationship with Bell, and the nearly 20-year journey we’ve shared with HCP made implementing Bell Sensing Technologies easy,” said Diego Velasco, Killgerm Spain’s Sales Director. “This novel system is an incredible option to protect one of the most iconic museums in the world. ■

Right: The Bell, Killgerm Spain, and HCP team celebrate after setting the museum up with iQ products.



# THE BELL REPORT

International Edition

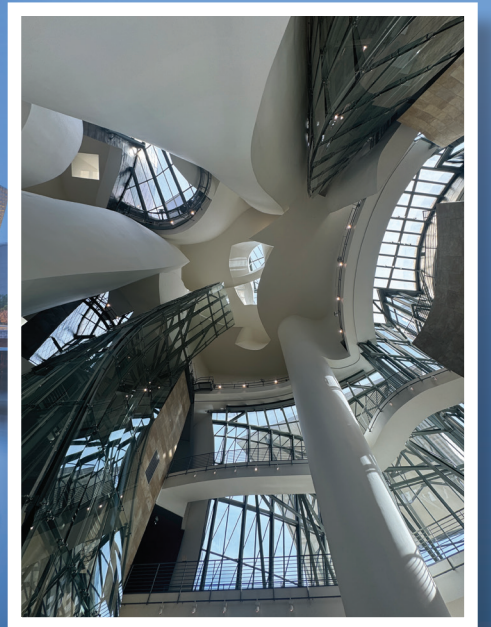
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Come visit the Bell team at **Booth #907**

**PESTWORLD**  
2024 October 22-25  
Denver, CO



*“iQ addressed all complications”*  
**Rodent monitoring technology revolutionizes pest control at Guggenheim Bilbao**



Above: A masterpiece of design, the Guggenheim Museum Bilbao’s unique architecture makes pest control a challenge.

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Above: A technician needs approval from three separate employees to get access to the Expedition Room.

One of the most ambitious and influential pieces of modern architecture is now protected by modern rodent control: iQ products, powered by Bell Sensing Technologies.

Javier Pérez de los Bueis, the CEO of Hygiene and Pest Control (HCP), said his company began servicing the Guggenheim Museum Bilbao in 2024. The museum – set along the Nervion River in Bilbao, Spain – is hailed by many as a masterpiece. It’s 24,000 square meters and houses 20 galleries of modern and contemporary art.

However, the same things that make the museum beautiful also complicate rodent control.

Pérez de los Bueis said servicing Guggenheim Bilbao was a challenge before the switch to iQ products. Not counting the size of the facility, its innovative architecture creates many hard-to-reach spots and some of its areas are restricted. For example, areas like the Expedition Room are highly restricted, so a pest control technician needs approval from three separate employees to get inside.

The museum is also an important and popular cultural hub, so technicians need to be mindful of the public eye.

“We need to service the account discretely, making sure visitors don’t see technicians

*continued on back page*



## Just Getting Started: Bell Celebrates 50 Years

After a humble beginning in 1974, Bell Laboratories is proudly celebrating its 50th anniversary this year.

The key to Bell's success has been finding modern solutions to the age-old problem of rodent infestations, especially as regulatory environments change.

However, none of this work would be possible without Bell's hard-working employees, partners, and customers.

"50 years is an important milestone that we are very proud to celebrate," Bell CEO

Steve Levy said. "Many thanks to current and past employees who have been instrumental in helping us to build and grow a successful company."

To celebrate its staff, Bell held its biggest company picnic yet. It was a festival for the senses, with carnival games, rides, food trucks, and even a visit from the University of Wisconsin – Madison band.

Here's to another 50 years of being the world leader in rodent technology. ■



Above: Early days at Bell with visits from distributors.



Below: The picnic planning team and Bucky Badger get out of the heat

# RAT-THLETICS

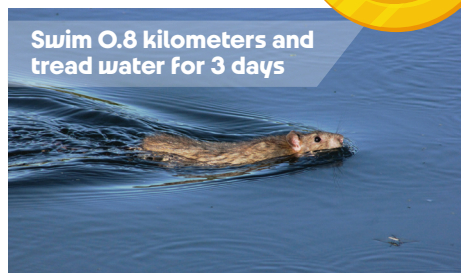
## RATS CAN...



Jump nearly one meter vertically and 1.2 meters horizontally



Swim 0.8 kilometers and tread water for 3 days



Climb nearly any vertical surface



## Bell says "Hi" in Mumbai

Bell visited India for the first time this summer to attend a regional pest control convention.

Asia Pacific Business Manager Samuel Wood attended the Federation of Asian and Oceanic Pest Managers Association (FAOPMA) Pest Summit hosted near Powai Lake in Mumbai.

Over 700 people attended the event to

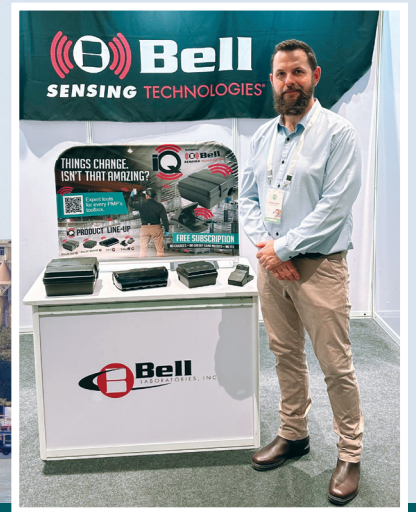
discuss issues, share their expertise, and promote the pest control industry.

Bell doesn't currently have any partnerships in India, but Wood said there are a lot of exciting opportunities for the region. With a population of 1.4 billion, India has a strong demand for efficient rodent control using Bell's iQ products.

"All of the delegates from India were very

enthusiastic and professional," Wood said. "With the connections we made here, I hope we grow some new partnerships in the coming months."

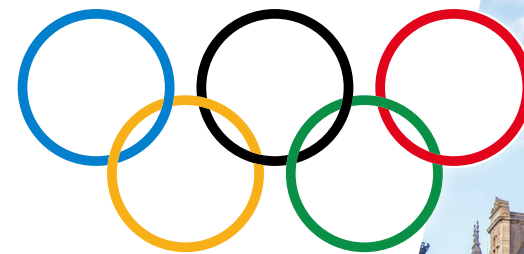
Beyond India, the FAOPMA Pest Summit gave Wood time to deepen connections with industry professionals in Sri Lanka, the Maldives, Myanmar, Vietnam, the Philippines, and many other Asian countries. ■



Above: Asia Pacific Business Manager Samuel Wood says he's hoping to begin new partnerships in India.

## HOW PARIS PREPARED FOR A

# RAT-FREE OLYMPICS



Parisians have a long history with rodents. In the 14th century, half of the city's population died from the plague. During the Siege of Paris in 1870, inhabitants used rats as a food source after their fresh meat ran out. After World War I, the rat population skyrocketed, so the city paid bounties on rats to limit the spread of plague.

Now, an estimated 6 million rats live in Paris, outnumbering the city's human population by more than double. Mayor Anne Hidalgo said the city needs learn how to "cohabitate" with rats in a way that's not "unbearable" for Parisians. The deputy mayor said rats are useful in "maintaining the sewers" but that's where they should stay.

Both stances have received justifiable criticism.

However, when Paris was chosen to host the 2024 Summer Olympics, the desire to cohabitate disappeared and city officials

buckled down to get rid of the rats.

Officials said all Olympic sites and celebration areas were carefully "analyzed for rats." These areas were then cleaned and set with traps and bait stations. As an extra layer of protection, workers sealed sewer exits near the sites to keep rodents below ground.

To top it off, each member of the city's 7,500-strong sanitation fleet was able to earn up to 1,900€ in bonuses to encourage them to work through the Olympics. The city also hired contractors to bolster the city's cleaning program. ■

