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THE BELL REPORT

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"I'm encouraged by what I see."

California pest controller switches to CADET to stay ahead of regulatory changes

Woods Pest Control has been operating in California for over 70 years, so they're no stranger to regulatory changes.

A new bill (AB 2552) has further restricted anticoagulant rodenticides in the state, which is why President and CEO David Harmon is being proactive and switching to Bell's new vitamin D₃ bait: CADET All-Weather BLOX.

"California has a lot of regulatory challenges, with the new first-generation anticoagulant bans being the latest," Harmon said. "Bell recently launched CADET, so I thought I'd give it a go."

Despite his need to move away from anticoagulant rodenticides, Harmon was con-

cerned about the bait. He hasn't had good experiences with other D₃ rodenticides on the market.

"They haven't been great in terms of palatability," he said. "The rats didn't want to eat it."

This is because, compared to anticoagulant baits, cholecalciferol (D₃) baits need to use much more active ingredient to be effective. For example, CADET uses 0.075% active, compared to Bell's bromadiolone bait which uses 0.005%.

But with CADET, Harmon has seen strong bait acceptance, so it's "so far, so good."

CADET's success is highlighted within Wood's Humboldt County branch in northern California. Despite it being one of the business' smaller branches, it goes through the most product. The coastal region is more rural and wooded than most of California, so Norway rats are prolific there.

"We swapped from a first-generation anticoagulant to CADET to see how the

rats would receive it. We set a bunch of bait stations with eight bait BLOX," Harmon said. "The tech came back two or three days later, and the BLOX were all gone. I was excited to hear that."

Even though D₃ baits tend to be more expensive than those that use first-generation anticoagulants, Harmon said he hopes D₃'s "stop-feed action" will offset the cost.

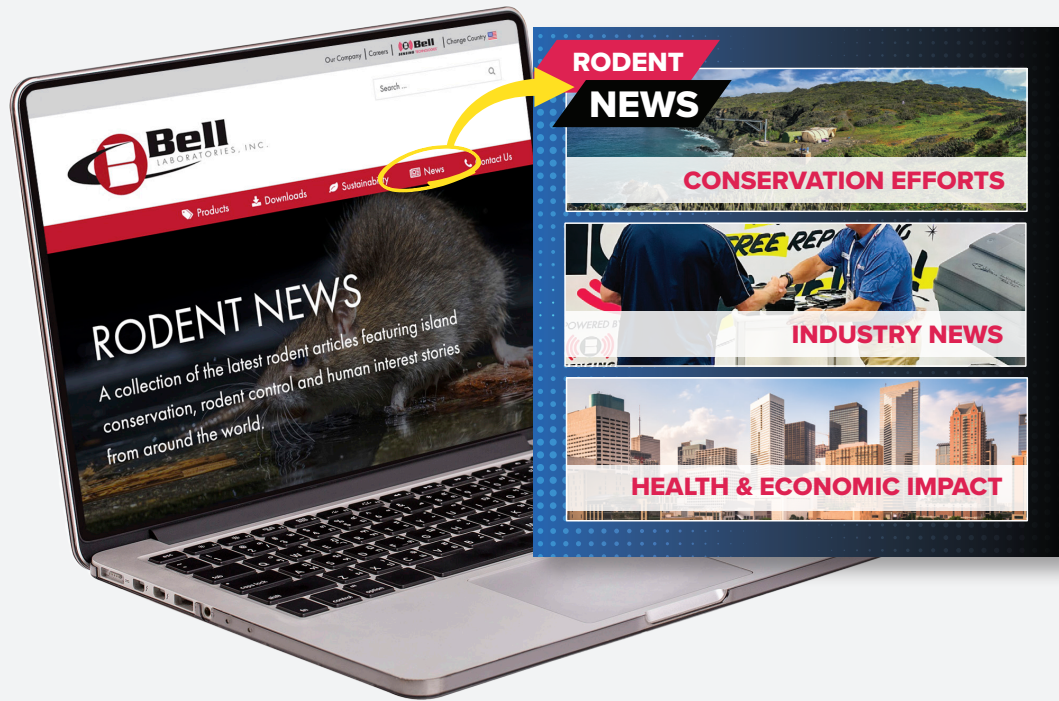
"It may be more expensive, but rats are also not eating as much of it compared to first-gens because of cholecalciferol's stop-feed action, which we are seeing," he said. "So we're not going through as much bait because of that."

Harmon concluded by reiterating the challenges for California pest control companies and his hope for future CADET use.

"The state is getting rid of warfarin and chlorophacinone, so switching to D₃ is something we want to do," he said. "We've only been using CADET for around two months, and I'm encouraged by what I see. So far, so good." ■



Read All About **RODENT NEWS**



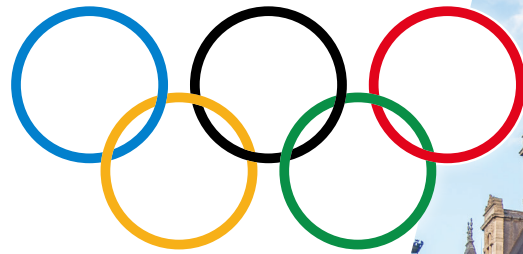
Rodents make headlines around the world daily, so Bell created “Rodent News” to gather these stories all in one place for you.

These articles fall into three categories: Conservation Efforts, Industry News, and Health & Economic Impact.

The conservation and impact sections of the page provide examples of the problems rodents cause and the benefits of pest control. The industry news section shares voices from industry professionals, regulatory changes, innovations in the field, and more.

Head to belllabs.com and click the news tab to read more! ■

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. ■

Just Getting Started: Bell Celebrates 50 Years

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

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 control technology. ■



Above: Early days at Bell with visits from distributors.



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



Bell welcomes New Mid-Atlantic Territory Technical Representative



Brian Lynch, Bell’s Mid-Atlantic Territory technical representative

This July, Bell’s Mid-Atlantic Territory technical representative Trisha Shellenberg officially retired after dedicating her last five years to Bell.

In her place, Brian Lynch joins Bell as the new Mid-Atlantic Territory technical representative for the East Coast team, reporting to Sheila Haddad. Brian graduated from Rutgers University in Newark, NJ, and comes to Bell with over a decade of sales executive experience.

When Brian started in June, he was able to travel with Trisha and meet his new customers prior to her retirement. Since then, he’s been busy in the field, meeting distributor partners and building relationships with customers.

With a few months under his belt, Brian said one of his favorite parts of the job so far has been working with the Bell team.

“When I started here, I was told how good the team is and how everyone takes care of their coworkers,” Brian said. “Now that I’ve experienced it firsthand, I truly appreciate the people and atmosphere at Bell.”

Please welcome Brian to the Bell Team! ■