

be the president of UPFDA by my fellow manufacturers and distributors in the industry,” Lynch said after the announcement. “I have always thought that some of the most talented and hardworking people in our industry reside in the distribution and manufacturing community. UPFDA creates a forum where members can share knowledge and experience, leading to potential solutions for problems that all manufacturers and distributors face.”

Lynch says growing membership will make UPFDA stronger, and that will be his focus during his time as president. ■

MOUSEiQ PATENT PENDING **COMING SOON**

Bell announced an upcoming addition to the iQ product line: Mouse iQ. This mouse-sized snap trap uses powerful rodent sensing technology to let PMPs know when there's been a capture so they never have to check an empty trap again. Mouse iQ will be available for purchase in early 2025.




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DID YOU KNOW?

Rodents are anatomically unable to vomit. Researchers believe rodents' strong sense of taste may have developed as a way for them to avoid toxins, which is why it's important to use the most palatable baits.



HIGHLIGHTS FROM PESTWORLD 2024

October 22-25
Denver, CO



Above: Denver, Colorado

It was an exciting time for Bell at Pest World 2024 in Denver, Colorado. It's a wonderful experience where we get to see all of our customers and peers and learn more about what is happening in the pest control industry.

This year, Bell's booth featured an all-new interactive touchscreen experience, allowing attendees to experience the Power of iQ first-hand.

In the experience, users act as pest control technicians and service traps set in a virtual warehouse. Much like real life, users felt like their time was wasted when they serviced empty traps. However, the second half of the experience shows users how iQ products indicate exactly which traps caught rodents, letting users service the warehouse in a fraction of the time.

Attendees loved the demonstration, saying

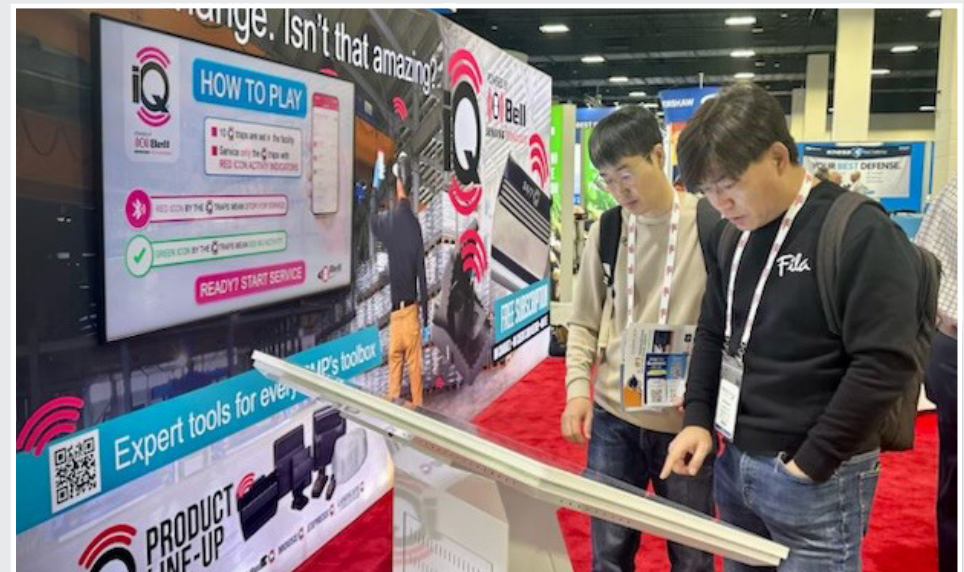
it clearly showed how iQ can make their service more efficient.

Another big moment at Pest World 2024 was when United Producers, Formulators and Distributors Association (UPFDA) elected Bell's Chief Commercial Officer and President of Bell Sensing Technologies Pat Lynch, ACE as their next president.

"I am honored to have been chosen to

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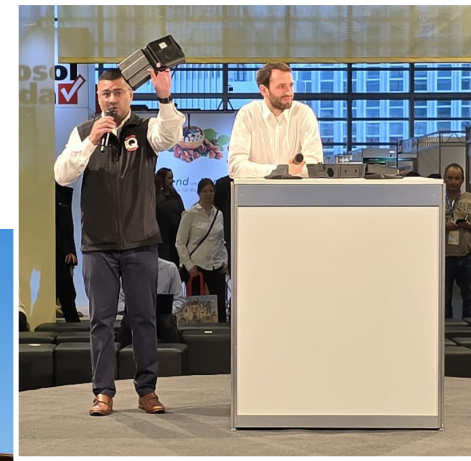


Above: Pest World attendees use a touchscreen kiosk to service a virtual warehouse set with iQ Products.



Above: Pat Lynch (right) giving a demonstration of iQ Products.

‘A complete success’: Frankfurt, Germany hosts PEST-PROTECT 2024



Left: Bell representative Shyam Lakhani gives a presentation on how iQ Products can save pest control technicians time and money.
Below: Messe Frankfurt is one of the largest exhibition spaces in the world, with 372,000 sq. meters of hall area.



Nearly 2,500 people from 45 countries attended Pest-Protect 2024 in Frankfurt, Germany, this November. Bell’s European sales representatives were among them at the two-day trade show, sharing their expertise with visitors.

Arnaud Del Valle, EMEA Director, was joined by regional managers Michael Sims and Shyam Lakhani. They were all thrilled by the event’s incredible turnout.

“Northern European pest control companies showed massive interest in our iQ products, Bell’s wireless rodent monitoring solution,” Del Valle said. “It was great to see so many pest control professionals – from technicians, to owners, to distributors – come together, share their ideas, and drive the industry forward.”

The Pest-Protect committee announced the show was a “complete success” and hopes the next event is just as successful. ■

A Word from Bell’s Customer Service Director

Customer Service Director Amy Breunig has been with Bell for the last 35 years. As one of the most tenured employees at Bell, she said she’s seen a “tremendous” amount of change. However, there’s one thing she says Bell has never lost sight of – the customer.

“We do everything we can to stay the family-owned, customer-focused business we started as,” Breunig said. “Everything we do – from developing the product to shipping it – is for the customer. I think that’s what makes Bell special.”

Breunig said serving a diverse, world-wide customer base comes with challenges, but she welcomes them.

“I like finding solutions,” she said. “If someone comes to me with a problem, I work with them to solve it. I’m grateful Bell has given me the opportunity to do that every single day.”

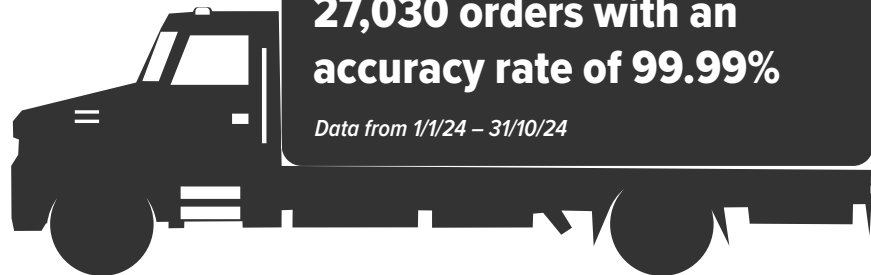
Thank you to all customers for making Bell the world leader in rodent control technology it is today. ■



Amy Breunig, Customer Service Director

In 2024, Bell shipped 27,030 orders with an accuracy rate of 99.99%

Data from 1/1/24 – 31/10/24



Australia’s rodent ‘plagues’ may become a yearly ordeal

Australia experienced its worst rodent plague in over a decade in 2023, and the country is poised to see an even worse one this year.

Rodent plagues happen when Australian long-hair rat and house mouse populations explode due to ideal breeding conditions brought on by rainy weather and flooding. The coastal grain-growing regions of Queensland and New South Wales are the most affected. As the rodents multiply and search for more food, they obliterate farmer’s crops, spread disease, and contaminate food.

The 2023 plague was the worst since 2011, brought on by three years of above-average rainfall since 2020. Farmers hoped February floods would wash away the rodents, but their numbers never returned to normal.

Now, all signs are pointing to an even rattier 2025, with damp weather and flooding continuing throughout the year. Australia also saw an especially productive harvest, which means

there’s more food for the rodents. North-west Queensland landholders already say there’s more rats this year than last¹.

The government avoids using rodenticide, concerned with environmental impacts, which leaves trapping as the main way to get rid of the pests. Farmers, who are disproportionately impacted by the plagues, often make homemade traps.

Though the last two years are far from “normal,” they may be the prelude of what’s to come.

Weather trends ebb and flow, but national records show that Australia’s average temperature has increased by 1.47° C since 1910 and continues to warm². This will

likely lead to more flooding, which means more rodents. Similarly, brush fires are more common, which impacts the predators already struggling to keep the pest populations down.

If yearly rodent plagues become the norm, Australians will need to find new ways to protect their crops and the public’s health. Researchers are working to find long-term ways to stave off rodent plagues, like stopping no-till farming – which may inadvertently support mouse populations – and performing rodent surveillance³.

But in the immediate future, farmers are crossing their fingers against another ratty summer. ■



1: Landholders in outback Queensland brace for rat plague worse than last year as rodent numbers rise, ABC, 2024
2: Australian Government Bureau of Meteorology
3: Tackling Australia’s persistent mouse problem, CSIRO