

AUGUST 2015

PPC80

PLUS

- Tackling publicity on the front foot
- Insecticide withdrawals
- What is the cost of sales?

Just add water?

Traps that drown rodents: are they ethically or legally sound?

BENEFIT UPDATE



WHICH? TRUSTED TRADER SCHEME
THE PEOPLE'S PENSION



Safety not vanity



Summit for success



Fumicon 2015 review



STOP PRESS!

Stewardship is go!



Professional Pest Controller
the journal of the UK pest management industry



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TM

Networking events



Amenity Forum Conference

15 October / King Power Stadium, Leicester, UK
www.amenityforum.co.uk



Pestworld

20-23 October / Nashville, Tennessee, USA
conference.npmapestworld.org

PestTech 2015

4 November / National Motorcycle Museum, Solihull, UK
www.pesttech.org.uk

Parasitec

25-26 November / Istanbul, Turkey
turquie.parasitec.org

PPC LIVE

16 March 2016 / Peterborough Arena
bpc.org.uk/ppclive

BPCA Regional Training Forums

BPCA Regional Training Forums take place around the UK, and are designed to help your business compete, and keep you and your staff up-to-date with the latest news, legislation, products and changes. Upcoming Regional Training Forums:

- Wednesday 23 September / Belfast
 - Wednesday 7 October / London
 - Wednesday 21 October / Kirkby
 - Wednesday 11 November / Bristol
 - Wednesday 18 November / Glasgow
 - Wednesday 9 December / Brighton
- See the full list of dates/venues, and book your place at www.bpc.org.uk/events

Online learning

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Online learning		Member cost (exc. VAT)	Non-member (exc. VAT)
Individual modules	Health and Safety Legislation	£100 per module per year	£150 per module per year
	Invertebrates		
	Vertebrates		
All modules		£300 per year	£450 per year

Training

BPCA's training courses and examinations are run throughout the year at venues all around the UK. To view BPCA's full training calendar for 2015 visit www.bpc.org.uk/training

Examinations	2015 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
RSPH/BPCA Level 2 Award in Pest Management More dates are available on the BPCA website	6 August	BPCA offices, Derby	£140	£165
	18 August	BPCA offices, Derby		
	18 September	Hallmark Hotel, Croydon		
	22 September	The Park Avenue Hotel, Belfast		
	6 October	Croydon, London		
	23 October	Woodkirk Valley Country Club, Leeds		
	10 November	Bristol, South West		
	17 November	Campanile Hotel SECC, Glasgow		
	8 December	South East		
	18 December	University of Warwick, Coventry		
BPCA Accredited Technician in Pest Control	25 September 24 November	BPCA offices, Derby	£245	£330
BPCA Certificate in Bird Management	16 November	BPCA offices, Derby	£100	£120
BPCA Fumigation Certificate of Proficiency	Register interest	BPCA offices, Derby	£230	£295
BPCA Certificated Field Biologist	5 October	BPCA offices, Derby	£305	£415
	26 November			
	1 December			

Courses	PROMPT Register	PROMPT CPD	2015 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
Modular Pest Control Course *		38	24 September - 23 October	Pelsis Ltd, Knaresborough	£755	£955
General Pest Control (residential) *		24	13-18 September 13-18 December	Hallmark Hotel, Croydon (FULL) University of Warwick, Coventry	£920	£1,095
Bed Bug Control		12	29 September	BPCA offices, Derby	£165	£195
Urban Bird Control and Management		20	16 November	BPCA offices, Derby	£185	£215
BPCA Fumigation Theory		8	12-15 October	BPCA offices, Derby	£725	£925
Pest Control Awareness			13 November	BPCA offices, Derby	£165	£195
Starting Out in Pest Control			4 September	Hennerton Golf Course, Reading	£165	£195
How to Sell in the Pest Control Industry			13-14 October	South	£300	£365
Food Safety Level 2		6	17 November	BPCA offices, Derby	£60	£70
Food Safety Level 3			2-4 December	BPCA offices, Derby	£350	£450
Using Aluminium Phosphide Safely for the Management of Vertebrate Pests		10	21-22 September 8-9 October 5-6 November	BPCA offices, Derby	£300	£365
BPCA Training Skills Course (leading to Level 3 Award in Education and Training)			30 September - 1 October + 28-29 October (4 days)	BPCA offices, Derby	£450	£650

Venue details are provisional and may change, please check the BPCA website before booking.

* includes RSPH Level 2 exam fee, British Pest Management Manual and six weeks' access to the BPCA Online Learning programme prior to the course.

Book by calling 01332 225 111 or via www.bpc.org.uk/training

BPCA reserves the right to cancel a course if insufficient bookings have been received. Delegates will be offered an alternative date or a full refund of the course fee. BPCA will not be liable for any costs incurred by the delegates.

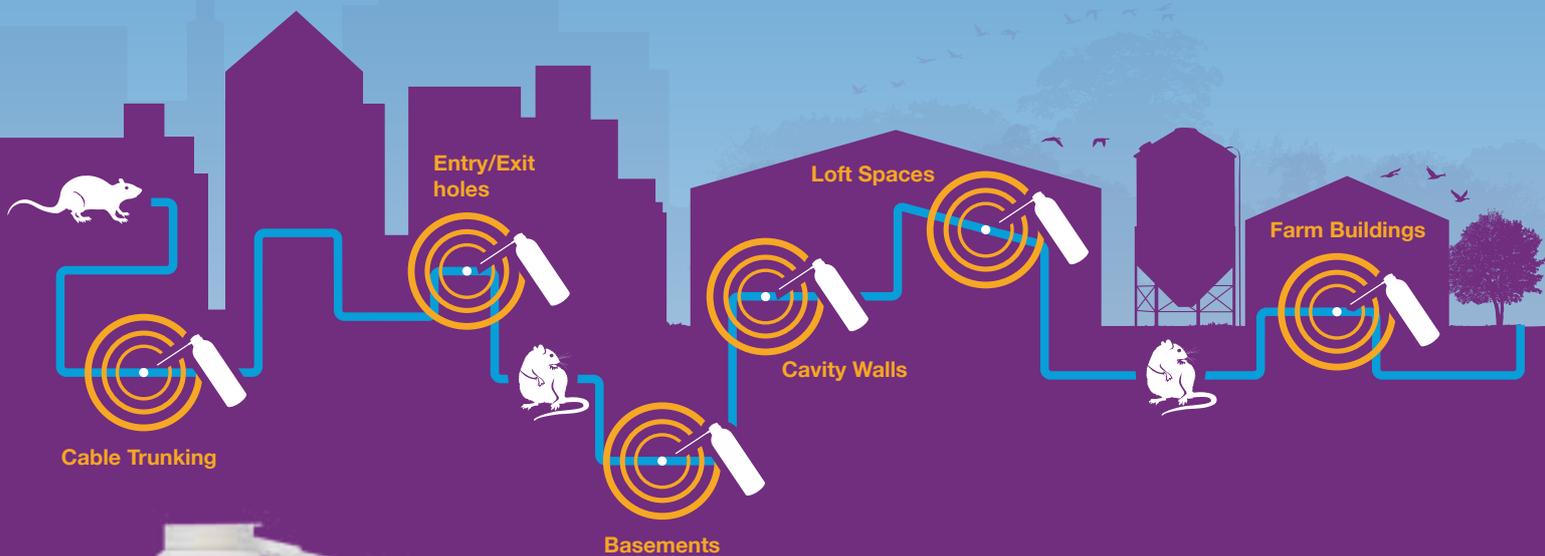


BPCA provides at least one article in every issue of PPC as an online CPD quiz. Look out for the logo on the relevant page, and in the contents list on page 5. At least three points are given for each quiz, and we even pass your results to BASIS for free within a few days. To access this unique benefit, simply join the BPCA Affiliate Scheme via www.bpc.org.uk/affiliate



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Racumin[®] Foam is an innovative, non-bait rodenticide from Bayer. Applied in known rodent runways, the foam sticks to the rodent's coat and is ingested through grooming.

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Image of can for illustration purposes only, the design of the can is subject to change.

Keeping a level playing field

simon@bpca.org.uk



Simon

Simon Forrester

BPCA chief executive

So the timetable is set for Rodenticide Stewardship. The major change is the deadline has moved to 31 March 2017, not June next year. Also, farm assurance schemes are being used as an interim measure – though it's no soft option from what I've seen. It is now up to us collectively to not only use rodenticides safely, but show evidence of that. Recently BPCA, with BASIS PROMPT, CIEH, NPTA and RSPH, wrote to CRRU to express concerns about possible loopholes which might not maintain a level playing field for all users. We are pleased that these are being addressed – more to follow on that. Achieving stewardship is subtly different across the sectors, but it's gratifying that all those involved want to keep these products available and reduce non-target poisoning too.

Recently I was interviewed by the British Cleaning Council, as we'd been invited to join them. After the grilling (we passed, I'm pleased to say), I was asked to help their members find good quality pest control outfits – I was happy to oblige! I'll be working on other strategic partnerships over the coming months. Speaking of partnerships, we've just signed a deal

with Which? Trusted Traders to offer an exclusive benefit for BPCA Members. This involves a full audit of your terms and conditions by a trading standards officer for just £60, a three-month payment holiday, and a 50% discount. One more way BPCA is working to help your business!

On a lighter note, BPCA's investigative journalist (Danni Baker) has worked out the name of the pest control company in the recent mega-popular 'pigeon spoof' call. This video went viral, featuring some joker calling about pigeon problems. It started off sane, but rapidly turned weird (check out tinyurl.com/pigeoncall but be warned, it's not safe for work). The company handled the call professionally, and remained calm during the wind-up. Proof if it's needed that we should be on our guard 24/7 over what we say, and how it's said.

In coming months we'll be working with the Board to finalise our strategic and operational plans; helping AIB and BRC with their specifications and auditor training; and adding some mini-articles to our new blog – check it out and do reply to our posts! blogalexo.wordpress.com

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BPCA
www.bpca.org.uk

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CPD for 2015: 2 points

BASIS reference: PC/40581/15/g

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Pigeon pile up!

Bird and Pest Solutions was recently asked to survey a house where pigeons had been getting into an upstairs bedroom through a broken window. After being told that the birds had been living in the spare bedroom for the last two years, director Dave Green knew cleaning out the pigeon infested room was going to be a huge task even before attending the survey.

Dave went to the house in the Thanet area of Kent and was prepared for the worst, but he never imagined it would be as bad as it was. Pigeon guano was piled so high it was stopping the bedroom door from opening, preventing access to the room. After managing to get in, Dave could see that the job would require at least three men over two days and a large skip. Hazardous waste has to be disposed of correctly through a certified waste carrier.



Back at the office in Sittingbourne, Dave began planning the job. There were also a lot of insects and mites that would require removal too. The residents accepted the proposal and the Bird and Pest Solutions team of expert bird specialists got to work carrying out a full bio-clean of the room, removing all the hazardous waste and spraying for insects. Full PPE was worn, including safety masks to avoid the hazardous diseases that can be carried airborne in the dust from the dried guano.
www.birdandpestsolutions.co.uk

Has your business carried out a particularly tricky job? Do you reckon yours is the largest wasp nest treated in the UK? Let us know! editor@ppconline.org

Europe's first CEPA Certified® Promoters

Bayer Environmental Science (for Europe), Russell IPM and Pestfix (for UK) have become the first CEPA Certified®



Promoters for manufacturing and distribution. By joining, these companies have demonstrated their support for the industry's latest mark of professionalism for servicing businesses.

If you are interested in becoming a CEPA Certified® Promoter or would like more information contact Dee Ward-Thompson on 07590 712 094 or dee@bpca.org.uk

Bayer's new Head of Environmental Science

Since 1 July, Bayer's new Head of Environmental Science has been long time executive Dr. Jacqueline Applegate. Based at the unit's headquarters in Lyon, France, Dr Applegate succeeded Dr. Gunnar Riemann.



Dr. Applegate said, "I am delighted to return to environmental science and take on global responsibility for a business that helps foster healthy environments in which we all live, work and play."

In her new role Dr. Applegate will become a member of Bayer CropScience's Executive Committee.
www.press.bayercropscience.com



Are you a registered BASIS PROMPT professional?

PROMPT is an independent industry-recognised register of suitably qualified people who can genuinely claim to be professionals in public health pest control and related activities.

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BPCA CLEANS UP WITH BCC



In July BPCA became the latest member of the British Cleaning Council (BCC), a federation of over 20 associations dedicated to raising the profile of the industry and helping it gain the credibility it deserves. BCC coordinates the affairs of the industry and promotes and encourages improvements in health, hygiene and general cleanliness standards.

The Council supports the Cleaning Show and provides funding for initiatives that can raise the profile of the cleaning industry.

BPCA President Martin Harvey said, "BPCA's Board could see clear strategic benefits to becoming involved with BCC. Our members carry out cleaning such as guano removal and hoarder clearances, and

our best bet for a successful treatment is to get the cleaning staff on side. Therefore, if we can influence this vital market it will be of benefit to the Association and its members."

Simon Forrester, who was interviewed and gave a presentation at the recent BCC Council meeting before BPCA's acceptance to the Council, said, "I was very pleased for BPCA to be accepted. We've already made contact with several BCC member associations about forging stronger working links, and we've booked a BPCA stand at The Cleaning Show."

If you are a BPCA Member interested in exhibiting at the show please get in touch with Lauren Carter to discuss a presence lauren@bpca.org.uk britishcleaningcouncil.org

New Technical Manager for 1env



1env is delighted to welcome new regional Technical Sales Manager, Darren Glenn. RSPH II qualified with distinction and a background in chemistry, Darren is well placed to advise on the ideal preparation choice and is fully aware of the trials and tribulations that can face pest controllers. Darren has over 19 years of experience within the pest control industry and will be covering the Midlands, Wales and East Anglia. Contact Darren on 07525 115 182 or dglenn@1env.co.uk

Baiting concluded on South Georgia

The South Island Heritage Trust has concluded the baiting phase of its multi-year project to remove invasive rodents that have destroyed native birds in its seabird sanctuary. The Habitat Research Project will enter the next phase that includes intensive monitoring, and sharing lessons learned to contribute to the future success of rodent eradication around the world.

The discovery of pipit chicks is confirmation that birds are quickly responding to the absence of rats.



The world's largest rodent eradication operation has been supported by voluntary donations, the Government of South Georgia, South Sandwich Islands and British Antarctic Survey. While the last of the baits were laid in January, the final phase requires a two year monitoring period that will confirm the success of the project. The island has already seen the return of native species that haven't been seen in living memory.

FULL STORY www.bpca.org.uk/news

Councils must point to professional pest control



BPCA's July press release urged local authorities to ensure cuts to pest control services don't create a public health risk. The article emphasised the need for councils to direct the requirement for pest control to professional pest controllers to ensure reduced risk to public health and more importantly to BPCA members. The story has gathered over £3,500 of free PR for BPCA.

FULL STORY www.bpca.org.uk/news

It's a rubbish job but someone's got to do it!



BPCA has partnered with Waste Management Facilities Ltd (WMF) to provide members with an exclusive waste management brokerage service. Whether you have sacks of guano or left over rodenticides, WMF can help.

For more information call Karen Rickman on 01202 535 888. www.wmf ltd.com

A brand new look for ServicePro and ServSuite!



As of this week, ServicePro – creator of ServSuite enterprise pest control software – has decided to treat its users to a brand new look!

In the words of ServicePro COO, Andy Deering, "We say goodbye to our old look as we close a very important chapter of our company's history. As one door closes, another one opens – and we believe our updated branding captures the energy, freshness and innovation that our company stands for! We are very excited to share the change with customers who have stayed loyal through the years."

The change will bring completely redesigned brand logos, and a new user interface for ServSuite, while keeping the same functionality. ServicePro will use this as the basis for all new features announced for this year.

www.servicepro.com

Success at SOFHT



BPCA attended the SOFHT conference and it proved to be a huge success. Membership Manager Kevin Higgins represented BPCA, and delivered an insightful presentation about the non-conformities that are seen within the industry against audited standards.

The event provided an excellent opportunity to forge new relationships, most notably with the AIB (American Institute of Baking) which has expressed a desire to work with BPCA in the future to develop its specifications.

www.sofht.co.uk

PPC80 competition



Fancy a new XL 8 Telescopic Lance? Thanks to Lance Lab, PPC has a new XL 8 telescopic extension lance to give away!

Complete a CPD quiz via BPCA's website in August to be entered into a draw taking place in September. You can enter as many times as you like.

XL 8 specification:

- Attaches to Birchmeier DR5 duster
- Allows precision dusting at height
- Lance has working height of 1.5-8m
- Reduces treatment time
- Reduces need for access equipment
- Reduces risk from ladder use
- 7 sections, 7.1m lance + tubing kit (8m)
- A compact 1.3m tough carry case
- Flexi-tip easily bent to required angle
- 10cm high visibility yellow sight tip

www.lancelab.com

LANCE LAB



NEW MILESTONES FOR TRAINING



2015 has seen training reach record levels.

BASIS PROMPT

members combined more than 22,000 CPD points in the first six months of 2015 beating the total set in 2014 for the same period and is on course to beat the tally for last year. Itself a record. These figures highlight how pest control technicians are taking the need for more up-to-date training more seriously than ever.

2014 saw BASIS PROMPT members accrue 40,605 points whilst 27,000

training hours were recorded and 581 CPD events were taken part in.

Technicians must achieve Level 2 in Pest Management or Pest Control to join the register and accrue 20 CPD points per year. Points can be achieved through attendance to industry or in-house events, trade shows, seminars and workshops.

Alternatively, technicians can gain CPD points through online or distance learning, taking part in online quizzes or reading technical industry literature.

www.basispestcontrol.co.uk

New Pestfix catalogue out August 2015



PestFix, stockist of high quality pest control products from Lodi, Bell Laboratories, Bird-X and many more, is due to release a new catalogue.

With the latest offers on many existing and new products, it also features pages on BPCA and CEPA Certified®.

www.pestfix.co.uk

PEST TECHNICIANS WANTED

We are currently looking for:

- Experienced pest controllers to join our London based pest management team.
- Two dynamic individuals with a passion for science and applied biology to join our two year pest technician training programme. No specific qualifications are needed as full training will be given.



If you have the dynamic and progressive personality we seek, please send your CV to:

Tina Hannay
Director of Administration
admin@hsqc.com

To get a quote for pest control, call Richard on **02087478701**

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Health, Safety and Quality Control International (HSQC) is a commercial public health provider based in London, specialising in supporting the hospitality, tourism and commercial sectors in the Capital.

Products news in brief

New smoke generator

Phobi Smoke PRO 90 is an acaricide/ insecticide smoke generator to treat empty silos and grain stores before the intake of grain. The smoke generator will control red-rust beetle, saw-toothed grain beetle, grain weevil,

flour moths and grain mite in cereal grains (wheat, barley, oats, triticale, millet, sorghum, buckwheat, maize, rice and rye).

- Controls all grain store pests and mites
- Ensures silos and grain stores are insect-free prior to grain intake
- MAPP 17117 approval
- Active ingredient of 22.5% w/w pirimiphos-methyl
- 90g canisters
- Treats 570m³

www.lodi-uk.com



Romax Contact Station

Barrettine Environmental Health is pleased to announce the latest addition to the Romax range: the Romax Contact Station. This was designed to allow contact rodenticides currently available to be applied within the station to allow rodents to come into contact with the active ingredients. Following the rodent control programme, the contact stations can be conveniently removed.

The unique design of the Romax Contact Station incorporates end flaps on either side that have the effect of increasing the transfer area of the active ingredient to the coat of the rodent as it passes through.

The Romax Contact Station is available in a pack of four stations at a price of £5.36

For more information please contact the Barrettine sales office on 0117 967 2222 or email sales@barrettine.co.uk
www.barrettine.com/Environmental-Health

DJI Phantom 3

The DJI Phantom 3 Professional represents the latest in drone technology. GPS enabled and portable, the Phantom 3 weighs 1.3kg making it easy to manoeuvre in the air. Shooting 4K video at up to 30 frames per second and capturing 12 megapixel photos, HD footage is streamed live to the control console, while the camera records crisp aerial images.

www.proud-motion.com



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STEWARDSHIP IS GO!



The hotly-anticipated official announcement arrived on 24 July – the planned Rodenticide Stewardship Regime has been agreed by Government.

It will require pest controllers to hold certified 'proof of competence' in rodent pest control before being allowed to buy and use professional anticoagulant rodenticides. This follows a cross-government 'oversight group' agreeing a set of high-level principles to assist industry in developing the stewardship regime.

All anticoagulant rodenticide authorisations are undergoing renewal and, by 31 March 2017, only products labelled 'stewardship conditions' will be available, and only then to pest controllers with certified status. Until that date, anticoagulant rodenticides with pre-stewardship labels will remain available for use by non-certified users.

In addition to pest controllers, these conditions apply equally to their employees, gamekeepers and farmers as fundamental elements of the UK Rodenticide Stewardship Regime, according to CRRU chairman Dr Alan Buckle. First or second generation baits (but not fumigant gases) will have legally binding label instructions that specify, "...for supply to and use only by professional users holding certification..." to rodenticide stewardship requirements.

Sixteen training courses have now been approved for compliance with stewardship conditions (see PPC79) along with an approved update certification, all aligned with the recently published CRRU Code of Best Practice. BPCA is running a course and exam (also available online) to meet this requirement – see page 28 for details.

CRRU's Dr Alan Buckle emphasises that the HSE-led government panel overseeing the scheme will be monitoring the impact of stewardship closely for reduced wildlife exposure to rodenticides and improved user practices. He says significant beneficial changes will be essential to ensure future access to rodenticide baits without further restriction.

"The future availability of these products, so important in animal and crop husbandry, food hygiene and public health, is now more than ever in the hands of their users," adds Dr Buckle. "The CRRU Code of Best Practice defines measures which, if thoroughly and effectively applied, will permit the continued use of anticoagulants with the minimum adverse impacts on non-targets."

So, all sectors are now on board and strategically, the professional user sector is in the pound seats. You just need to ensure your qualification is one on the approved list, and make sure that you're keeping up to date via a CPD scheme. For those of us who don't meet this standard, we now have until the end of March 2017 to reach it, or start using amateur use products. The countdown has begun to what is, in effect, a licence to use rodenticides. As Winston Churchill put it, "This is not the beginning of the end, but the end of the beginning." Perhaps the beginning of a regulated industry, properly stewarding the products we need while keeping out the cowboys.

SECTOR UPDATE

GAMEKEEPERS: Bringing in a new qualification, and will have all users qualified by the deadline.

FARMERS: Working towards training, and in the interim farm assurance schemes (e.g. Red Tractor) can be used as proof of competence for sites which have passed a CRRU-approved audit. Longer term, we are working to ensure all farmers are qualified and have to meet the same criteria as other sectors.

“
...for supply
to and use
only by
professional
users holding
certification...”

Drones: toys or tools?

Drones (or unmanned aerial vehicles as they are correctly known) have taken off in a big way, becoming the latest craze.

The use of drones by civilians and professionals has grown as devices have become technologically advanced while decreasing in price.

Companies have adopted the use of drones to suit their needs and to add value to their business. Keeping this in mind, the use of drones could benefit pest controllers significantly by reducing both hazards and costs.

Trying to access a wasp nest under the eaves of a tall building or a bird nest roosting on a chimney can be a challenge and often requires working at height. PPE is always a last resort when evaluating the required treatment, so why should climbing up a ladder be any different? Drones can make the job easier and safer by keeping your feet firmly on the ground.

One company that flies drones as part of its service is Proud Motion. A recent client commented how, by using a drone, there wasn't a need for a cherry picker which saved them £600.

But if you're thinking that a drone could be a real benefit to you, be warned. It's not as simple as just unpacking the box, installing the software and off you go.

While anyone can purchase a drone weighing less than 20kg and not used for commercial use, if you want to make using one as part of your service there are rules to follow. When purchasing a drone you must consider aviation law, data protection, privacy, confidentiality and harassment.

There are flight restrictions – drones can't be flown within 150m of a congested area or 50m of a person, vehicle, building or structure under the control of a pilot.

When flying, the drone must be within sight which means it can't be flown more than 120m vertically or 500m horizontally. To do this or fly a drone commercially, permission must be granted by the Civil Aviation Authority (CAA).

Failure to comply with these rules will result in severe punishment. According to the CAA and the Information Commissioners Office (who enforce the Data Protection Act), flying a drone within the UK risks more than £500,000 in fines. As most drones have digital cameras attached and the function to stream and store live video, they are covered by the Data Protection Act and you should register as a data controller.

Robert Knowles of Barrow-in-Furness was prosecuted by the CAA in April 2014 for flying a small unmanned surveillance aircraft within 50m of a structure. He was fined £800 and ordered to pay cost of £3,500 to Furness and District Magistrates' Court.

Penalties can be severe but this shouldn't stop you from considering adopting drone technology within your everyday job. There are many benefits to using a drone at work: it can reduce the time spent at height; allow you to get to hard reach places; and reduce the need for specialist hire equipment.

A RECENT CLIENT COMMENTED HOW, BY USING A DRONE, THERE WASN'T A NEED FOR A CHERRY PICKER WHICH SAVED THEM £600.

However the implications of using drones must be considered. BPCA's advice is to always do your research. Rules for drone use are constantly evolving as the Government learns of the potential use of this technology. Not knowing could cost you.

You may feel that it is an unnecessary cost or that there are too many factors to think about. Using a drone provider not only allows you to contract in this service, but using a provider such as Proud Motion can assist you by providing advice as well as the technology. Why not get a competitive advantage over the competition and become an early adopter within the industry?

Find out more!

To find out more about the guidance surrounding the use of drone technology visit www.caa.co.uk or to enquire about using drone technology visit www.proud-motion.com



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Insecticide withdrawals: what a pest!

We are soon to see a rationalisation of the insecticide products available to professional pest controllers but why, and what impact is this likely to have? PPC talks to Nic Blaszkwicz, Global Marketing Manager for PelGar International.

Article 95, Annex I listings, ECHA – all words we hear bandied around in technical circles and, while it may be easy enough to nod our heads and feign understanding, what are all these things and what do they mean in practical terms to the UK PCO?

Let us start with a bit of background information – the European Chemicals Agency (ECHA) manages the technical, scientific and administrative aspects for EU chemical regulations, and is the driving force among regulatory authorities in implementing chemicals legislation across Europe.

By now most of you will be aware of the Biocidal Products Regulation (BPR), and seen the impact that this has had on rodenticides. For example, the current restriction of second generation anticoagulants to use 'in and around buildings' as well as impacts on permanent baiting and public area use. If you're not aware then now would be a good time to grab a bucket of rat bait and have a good read of the label!

Article 95 is part of the BPR, and in the words of ECHA, "Article 95 aims to ensure equal treatment of persons placing active substances on the market (on their own or in biocidal products). The supplier of the active substance or the product is required to hold a dossier or have a Letter of Access (LoA) to a dossier for each of the active substances used in the relevant biocidal product."

In layman's terms, if a company such as PelGar wants to sell an insecticide, it must compile a full dossier for each of the active substances in the product (e.g. cypermethrin), or have a LoA from someone else who has compiled a dossier which has been reviewed and accepted. The significance of this is the cost of getting a product into the market – you are unlikely to see any change out of a couple of million pounds to

put together an active substance dossier, plus there is the cost of having the dossier reviewed – around £200k. Not surprisingly there are few companies out there that can justify these costs.

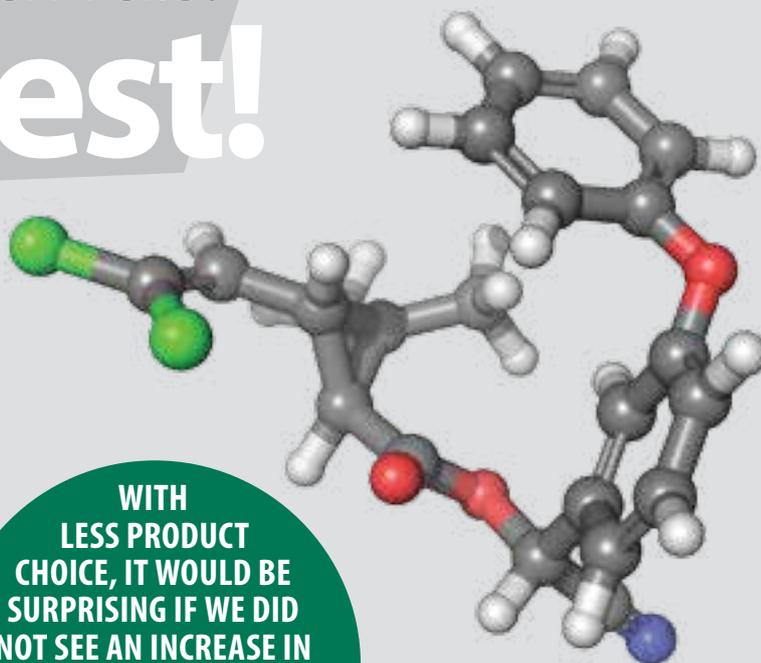
When are we likely to see changes?

Sooner than you may think. A key date that should be on everyone's mind is 1 September 2015, by which time a biocidal product cannot be placed on the EU market unless the active substance is from a source included in the Article 95 list for the product-type to which the product belongs. So if you do not have documentary evidence that the active substance is from an Article 95-listed supplier there will be no sales after 31 August.

What impact will this have?

Simply put there are a lot of products out there that you will no longer be able to buy. For example, PelGar's Cimetro Super and Stingray, two popular bed bug products, will no longer be available and the same will be said for other products containing alpha-cypermethrin. The good news for end users is that there will be a period of 180 days from 1 September for the products to be used, then a further 180 days for storage or disposal, and with a lack of equivalent replacement products PCOs may choose to stock up on their favourite products now.

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RECOUP.



Cypermethrin 3d by Yasmine Mirabet



Nic Blaszkwicz, Global Marketing Manager for PelGar International

What does the future hold?

Following the initial impact of product withdrawal some products will be reformulated – Cimetro Super for example will hopefully not be too far away. However, some products from smaller companies and those for niche markets will simply disappear. With less product choice, it would be surprising if we did not see an increase in the price of available insecticides as there will be a lot of investment to recoup. With ongoing costs to maintain approvals for those products that do survive we will likely see innovation stifled and a lack of investment in the research and development of new active substances and new products.

www.pelgar.co.uk

Fumicon



review

BPCA Fumigation Conference

Set in the historic Suffolk Port of Felixstowe, the fumigation conference returned in 2015 in the guise of Fumicon, proving to be a huge success with experts delivering a variety of seminars. Exhibitors, speakers and visitors attended from across the globe so there truly was an international atmosphere, proving that pest control transcends all boundaries.



Martin Cobbald, Chairman of BPCA's Fumigation and Controlled Environments Forum (FACE) started the day's proceedings by welcoming attendees and as a local to the Suffolk area provided some local history and anecdotes, setting the tone of day. Martin was followed by some diverse and interesting (if not sometimes scary) speakers bringing different aspects of pest control and fumigation together in a professional and entertaining manner.

Belgian speaker Peter Meeus from EWS Fumigation delivered a technically informative presentation discussing the risks presented by residual fumigants and other volatile organic compounds that are present in imported freight containers and explained the work done in Holland to develop testing systems to combat these issues. All done in perfect

English and handled with great humour and enthusiasm.

Dave Hammond from Thermokil gave an insightful presentation about heat treatment as an alternative solution to mainstream biocidal pest control while sharing his professional experience within the industry and some humorous anecdotes of work situations and clients.

Guy Collyer of Interpol gave one of the most interesting and possibly frightening presentations of the day discussing emerging technologies and the threats they bring to our security and safety. Drawing on the experience of Interpol's work and relating real world situations, Guy's talk gave food for thought about how the pest control industry overlaps with the dark net, terrorism and the constant battle to maintain global security.

The seminars finished up with Peter Slipenchuk from Vector Fog displaying the latest in ULV fogger technology and discussing the benefits to pest controllers and their clients.

The speakers were extremely professional and captivating while being informative, funny and interesting. The Q&A sessions gave great opportunities to engage with the audience and all the speakers drew on personal experience to emphasise and add meaning to their areas of expertise.

As David Himsworth from BPCA Member ADH Baseline put it: "The speakers were especially technically informative and very able entertainers, adding some interesting information in the context of real life situations."

Lunch provided a chance for attendees to refresh, prepare for the afternoon's activity and carry out some much needed networking. We heard of at least one international fumigation project that was set up over the sandwiches!

After refuelling, attendees were treated to a tour of Felixstowe Port by the team from Hutchinson Whampoa, the company that controls the port. Felixstowe covers an impressive 900 acres and is Britain's busiest container port, dealing with 42% of Britain's containerised trade. The afternoon encompassed a full tour, showing the impressive workings of the port, highlighting the logistical issues that are faced along with the rich history of the port and the central role Felixstowe plays in Britain's import and export industry. Hutchinson Whampoa explained how it is introducing new technologies and logistical improvements to make the port more efficient and ultimately more



profitable. Attendees were also able to see the role pest control and fumigation plays in the work of the port and, drawing on Peter Meeus's talk, were able to fully appreciate and understand the challenges and issues that the import and export industry faces.

The tour provided a change of pace and something different that finished the day nicely, allowing delegates to share common interests while exploring the facilities.

Dr Marshard Kharusy of Sur Overseas said, "All credit goes to BPCA for bringing people from different countries together and giving

them the opportunity to meet their peers and gain information of real value to their companies."

Overall Fumicon proved to be a huge success and gave an appetite for the next one-day conference in a similar format. If you'd like BPCA to cover a particular topic, why not email events@bpca.org.uk with your ideas? The next event might be one you helped to create!

"Guy Collyer of Interpol gave one of the most interesting and possibly frightening presentations of the day discussing emerging technologies and the threats they bring to our security and safety."



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Just add water?



As tools are removed from the pest controller's armoury some European suppliers are looking at other despatch methods for rodent control. BPCA Technical Manager Dee Ward-Thompson investigates the ethics and legal issues of one new product type where the saying 'just add water' has a much more sinister meaning.

In a landscape where clients are asking for less or zero biocides to be used, pressure is on pest controllers to achieve control while minimising toxic bait use, all the time keeping costs to a minimum. Touted as a low cost, efficient method of control with environmentally friendly credentials, so-called 'drowning traps' have begun to be seen at trade shows across Europe.

These traps are sold as a live multicatch trap that can be used in many types of environments – the 'just add water' statement makes it sound nice and easy to use and at no point does it mention drowning the animals as a means of despatch, which makes me wonder if they already know it will not be well received in the UK.

I recently contacted one of the suppliers asking them directly how the trap killed rodents. I was told that the trap had been conceived to eliminate all risks in the operations of rodent control in any environment and that it is a completely green product.

The supplier stated the traps can kill rodents or catch them alive, depending on the operational needs. Regarding the 'live capture' option, it even has a recyclable plastic container with specific compartments where you can put food and water for captured animals. In the 'bloodless elimination' (again, still no mention of the killing action) option you can 'just add water'. They even recommend the addition of a disinfectant-sanitizer in order to prevent bad smells, especially if you are only checking the trap every few days.

Most right-thinking pest controllers will be uneasy about what you have just read. I can see two main considerations: the ethics of drowning any animal to despatch it; and the law that applies in the territory where the trap is used.

When it comes to despatch of a vertebrate pest some people have argued that drowning may be seen as having various advantages – it is easy to undertake (requires no extra restraint of the trapped animal nor removal from the trap) and requires no specialist equipment. It is effective providing the animal is submerged for long enough (a few minutes). The time for death of rats in fresh water has been reported to take 2.6 minutes (Yamamoto et al, 1983). Efficient? Possibly. Humane? Definitely not.

“Despite the difficulties we face in vertebrate control, this type of trap is **wholly unacceptable to BPCA.**”

“Drowning is **not a humane method** of despatch and could result in prosecution.”

The Universities Fund for Animal Welfare (UFAW) Working Group is an organisation set up to oversee the welfare of any animals used in medical or other experiments. In their opinion drowning is likely to cause severely unpleasant feelings of fear and pain or extreme discomfort associated with wanting to breathe and with water entering the respiratory tract. Therefore the consensus view of the UFAW Working Group, which included experts from a wide variety of fields, is that drowning is not a humane method and should be avoided. This is in line also with the Rural Development Service's (2006) advisory note on rat control which stated that: "Drowning is not a humane method of despatch and could result in prosecution."

So, while we are always on the lookout for new and innovative ways of rodent control are we ready to lower our ethical stance in favour of a rapid non-chemical control? We asked the BPCA Servicing Committee (made up of twenty pest control companies from all corners of the UK) what they thought of drowning as a mode of despatch. The response was unanimous that, however hard control becomes, they did not ever see a place for this type of despatch method in the UK.

When I joined the industry one of the first things I was taught was that drowning could never be used as a despatch method as it took so long for the animals to die and, even today, when we are faced with more and more resilient rodents together with the ongoing challenges of rodent control, the opinions of everyone I talk to about this are the same: drowning is inhumane and not an acceptable method of despatch.

From a legal stance we wanted to make sure anyone thinking of using these types of traps understands the law as it stands in the UK on the use of drowning as a method of despatch – and the fact that if used, this may not only apply to you but also your clients.

These traps are not currently available via any UK supplier. However the internet does allow their purchase and sale to users in the UK. There are no current restrictions on their sale to amateur or professional users, which gives BPCA and animal welfare organisations cause for concern.

Both Natural England and the RSPCA are in agreement that any use of a drowning trap brought to their attention would be something where they would push for a prosecution.

Any animal caught in a drowning trap (whether live catch or filled with water) is under the control of man, and so the Animal Welfare Act 2006 applies. It states: "A person commits an offence if an act of his, or a failure of his to act, causes an animal to suffer."

So, what is the view of the organisations who are likely to prosecute in such an example? Brian Dalton from the RSPCA states: "If the pest controller involves the client in the installation, inspection or maintenance of the drowning trap (for example by topping up the water or carrying out removal of carcasses) then this delegated responsibility may mean the client could be joining the pest controller in court, as they have a delegated liability to the animals caught in the trap."

BPCA's message is quite clear – we will not sanction the use of these traps in the UK and we urge you to report their use to the relevant authorities if you see or hear of them being used, whether by professionals or the public. Any BPCA Member using such a trap will be held to account under our Code of Conduct (and may be expelled from membership) and we will actively support a prosecution under the relevant legislation. Despite the difficulties we face in vertebrate control, this type of trap is wholly unacceptable to BPCA. We and our membership take animal welfare seriously, and believe such traps have no place in the professionals' armoury.



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SUMMIT FOR SUCCESS

Dee Ward-Thompson attended the first global pest management summit, and sent back this report.



GLOBAL SUMMIT of
PEST MANAGEMENT SERVICES
FOR PUBLIC HEALTH AND FOOD SAFETY

The First Global Summit of
Pest Management Services
was a great success.

Organised jointly by The National Pest Management Association (NPMA) and The Confederation of European Pest Management (CEPA), the event brought together leading food industry and auditing bodies along with the pest control industry to discuss and debate emerging issues.

Both organisations have existed for many years with NPMA being the oldest, formed in 1933. In their introduction, both Roland Higgins (CEPA Director General) and Bob Rosenberg (NPMA CEO) acknowledged that the relationship between the two organisations had been frosty at times and they often viewed each other with some level of suspicion. However, both organisations now recognise that globalisation of the food industry necessitates a global approach to pest management, and they expressed their enthusiasm for this new development.

Over 200 delegates attended, representing over 30 countries, and the summit was action-packed with two intensive days of presentations and debates covering requirements and practices across Europe and the USA. Speakers from around the globe covered a range of topics including risk mitigation in food facilities and the influence of third party pest management standards.

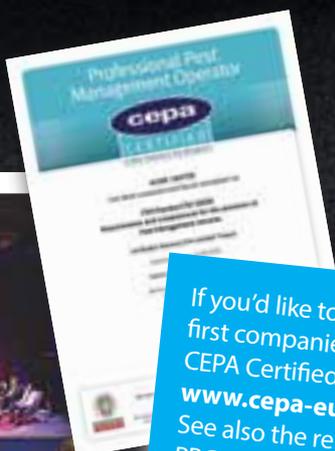
The food industry representatives were honest and open when detailing their expectations of the pest management industry and welcomed the EN16636 European Standard for Pest Management Standard and CEPA Certified®. Representatives of the leading food safety audit schemes discussed the trends and audit shortfalls, and showed a keen interest in the certification of the pest control industry and expressed their clear support of standardisation.

The theme of the two days was very clear with each speaker expressing the importance of integrated pest management (IPM) and the role it will play in the future. The focus on the need for risk-based pest control showed just how on board the food industry is and how it fully supports the need for change. For many years I have spoken of how successful pest management relies on an open and honest partnership between the client and contractor, and that successful programmes are those that have a pro-active approach. So it was very refreshing to hear the same message from a wide range of different organisations from along the supply chain. They all showed support for the European standard EN16636 and saw this as the first step in moving towards a standard level of pest control that is delivered across Europe.

Dr Ferenc Varga representing Nestle challenged the pest control industry by stating, "You do not have a brand," and going on to explain how frustrating it can be when, as a customer, you are trying to get the same basic level of service across a multitude of sites. He stated, "When you can buy the same standard of products all over the world, why can't I expect the same level of pest control?" Food for thought indeed.

While it is more difficult to achieve the same standard from every company, due to the human element which manufacturing does not have to contend with, the audience recognised that being seen without a brand identity could have a detrimental effect on our industry – an issue has taken up by CEPA and NPMA.

Another clear message was the growing need for risk based pest control programmes. The UK pest control industry has to change if we are to keep up with global standards and join in the move towards risk based pest control programmes – something that is in



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See also the related article in PPC issue 79.

place already in other countries. We need to move away from the 'one size fits all' approach and work with our clients to ensure we deliver the right solution that has the least impact on the environment. Sound familiar? This is IPM by another name. The food industry is behind this approach and your customers may already be asking for this type of pest control programme. While this is nothing new, we all know we should base our pest control on the risks that the site has – but we do not, as routine, document this process. Evaluate your documentation and start to build this process into your surveys – stay ahead of the game and be ready for the future.

One interesting fact that I found shocking was made by Dr Bob Strong, senior food safety consultant for SAI Global. During his presentation he stated that one in seven people in the USA falls sick each year due to food safety related issues – this is what lies behind the new US approach to food safety enforcement. If you have just gotten to grips with what HACCP means, then do not read any further. The US has a version called HARPC (Hazard Analysis and Risk-based Preventative Controls), and the new US Food Safety Modernisation Act (FSMA) has been built around this. While I'm sure we do not have statistics as worryingly high as those reported by Dr Strong, it shows the way that the food industry is changing and how our focus needs to be geared to risk-based management. Having worked in both the food industry and the pest control service industry for over 20 years now this is music to my ears.

The most concerning presentation, although the most interesting for me by far, was Professor Philippe Bernys of VetAgroSup Veterinary Campus of Lyon. Prof Bernys was a captivating speaker, his presentation was based on a report that has

been submitted to the EU concerning the risk mitigation measures relating to anticoagulant rodenticides.

He stressed that the threat to this group of products is still very real. Separate to the current recognised impacts they can have through secondary poisoning is the question of whether they should be classed reprotoxic (toxic to reproduction). He described how difficult this would be to determine considering it is a product that is designed to kill. However, if it was decided that they are to be classed as reprotoxic, then where would that leave us? Probably the products would disappear.

And even if they were not totally banned from use but were allowed to be used under strict guidance, would you want to use them? The long-term risk of being sued by employees, customers etc. would probably outweigh the benefit to using ARs. This could have a major impact on the pest control industry but maybe it's not all bad news. Would amateurs want to use a product like this? Personally I don't think so. Whatever happens, all of the training and qualifications you have done will put you in a great place – as BPCA Members you will be ready to adapt.

The European EN16636 and CEPA Certified® is obviously not a silver bullet for perfect pest control every time, but the message that came out of the summit was very clear that the move to standardisation is not only encouraged but welcomed by the food industry, auditors, regulators and the pesticide manufacturers. The UK has a chance to be part of this evolution so let's not get left behind.

www.cepa-europe.org



The National Pest Management Association (NPMA), a non-profit organization with more than 7,000 members, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property.



The Confederation of European Pest Management Associations (CEPA) is a not-for-profit based in Brussels and represents the European professional pest management industry. It unites and federates 24 national associations as well as associates from international pest management servicing companies, manufacturers and distributors.



TACKLING PUBLICITY ON THE FRONT FOOT

Guy Pearson from Shepherd PR, BPCA's PR company, discusses the need for pest control companies to be prepared for media interest, and gives advice on basic rules when working with the press.

Pests have never been so popular – or so it seems. TV series such as ‘The Ladykillers’ and ‘The Secret Life of Your House’ have helped put the industry in the public eye.

And, as barely a week goes by without some sort of scare story appearing in the newspapers, there's a growing need for pest control companies to at least be prepared for media interest.

TV, radio and newspapers help people to form opinions and will report the news whether or not a particular industry or company has been co-operative.

So those who choose to shy away from the spotlight are missing a trick on a number of levels.

It's free publicity after all and a golden opportunity to raise your profile and portray yourself and your company as experts in the field.

The next time viewers, listeners or readers need a pest controller, they might well remember you.

It's also a chance to increase brand awareness and perhaps paint a positive

picture of the industry as a whole.

There are two different approaches to publicity – proactive and reactive.

BPCA has itself taken the front-foot approach this year by appointing a PR company to help raise awareness of the body itself, its activities and those of its members.

The move has already reaped big dividends as their stories based on our annual survey of local authorities attracted a record amount of media interest – creating TV, radio and newspaper coverage worth an estimated £350,000.

Simon Forrester, chief executive of BPCA, said: “We now have a number of other articles in the pipeline for the rest of the year – each promoting our key messages in different ways and promoting the use of BPCA members.

“We will also be reactive by responding to widespread coverage of both our own stories and those from elsewhere – providing interviews and comment whenever we're asked.

“We want to be known as a mouthpiece for the industry – the first port of call for expert reaction on a story about pests – and we're

already seeing the results of that policy.”

But pest control companies who have neither an in-house media team or a PR firm can still tackle publicity on the front foot.

Every business, however small, should have a communications plan, and PR (along with social media) should be part of that.

It's good practice to appoint someone who would conduct interviews should the need arise and, in the meantime, observe how your rivals are making the news – it might give you some new ideas.

Perhaps someone could write a blog or you could use Twitter to reveal company news as a method of stirring or simply maintaining interest.

If you followed the local paper, you could retweet success stories, community or charity news – it's a great way of joining the conversation as long as you remember who you're representing and avoid any controversy.

Facebook is another popular method of communication which, though often neglected by businesses, could act as an ideal shop window for companies with products or services to sell.

Company execs should also have profiles on LinkedIn as a way of connecting with customers and reaching out to potential new ones.

So how should you handle it when a reporter calls? And what are the basic rules when working with the media?

Plan for success

- Conduct a media audit of your business – note down the positives and potential negatives and review them regularly.
- Always ensure you know exactly what you plan to say before answering questions – if a reporter calls, tell them you will get back to them within half an hour to give yourself time to think.
- Think about potential questions and write them down with the answers you plan to give. But don't read from a prepared statement – it never sounds good.
- If you know something may be coming up, prepare a media briefing which should be shared with appropriate staff.

Keep it simple

- Decide on your main point – and stick to it wherever possible.
- It is easy to over-complicate things and to strive too hard to justify yourself when asked a question by a journalist. But there's no perfect answer and it can be best to just give the answer you'd give to a colleague - forget about the tape recorder.
- It's important to remember that you won't be talking to an audience of experts – so don't go into too much detail and avoid industry jargon.
- If it's a radio interview, remember that most listeners are generally doing something else, so try not to give complex answers.
- Stick to answering the question and then stop – it's not your job to fill any silence.

Play it straight

- It's best to be proactive, rather than reactive, if possible. So consider setting the news agenda by writing a news release, pitching a story or calling a journalist.
- If you have to be reactive, front up and show you have nothing to hide.
- If you are somehow in the wrong, own up and pledge to put it right – there's no shame in saying sorry and it can help to take the sting out of a story.

Things to avoid

- Don't decline to comment – it gives people a chance to make up their own answers on your behalf.

DON'T DECLINE TO COMMENT – IT GIVES PEOPLE A CHANCE TO MAKE UP THEIR OWN ANSWERS ON YOUR BEHALF.



THE EXTENDED MEDIA

“...luckily he was able to use his personal experience to deal with the call professionally.”

Technology allows companies to connect with an audience through websites, social media and mobile communications, news can spread within around the world in seconds. With this in mind, companies must be aware of not only speaking to the media but also the general public to protect their image and reputation.

Judd Pest Control highlighted this when they received a prank call in April 2015. The call was filmed, posted to YouTube and subsequently went viral. It was posted on 27 April 2015 and has since received 221,568 views averaging 2,735 views per day, and featured on websites and in newspapers including the Daily Mail and the Metro. This could be you.

Pest technician Gary Judd took the call – he has had no training of any type, but luckily he was able to use his personal experience to deal with the call professionally. While the call was a bit of fun and the company did take it as that, it could have been an undercover journalist

following a lead for a story or a disgruntled customer looking to discredit them.

Not everyone in the office of Judd Pest Control found the call funny and if any of those people had taken the call, the image of the company could have been damaged, creating a potential public relations disaster for the company. Due to their customer service, they haven't had a knock on effect from this call, only the occasional prank call. But an untrained person could have handled it poorly and the impact could have been very different.

With digital communications constantly developing to increase engagement with users, it is becoming easier to connect not just in the UK but globally. The next prank call or investigative journalist could call your business and how you handle this call could determine the impact.

BPCA always recommends that you conduct media or customer service training or even both. It can take years to build a good reputation but seconds to destroy.

- Never tell lies, even if you don't want to give the whole story. The truth could always come back to haunt you. The real answer is often the best one.
- Don't blame the media for whipping up a crisis and never lose your temper, particularly when the interviewer is pushing you.
- Don't offer a guarantee you can't keep – such as promising something will 'never happen again'. It's not possible to guarantee you will get it right every time.

The key to getting the tone of interviews right is practice. So why not set up a mock interview session and ask someone in the office to video it?

The pest control industry seems to be in the public eye more than ever these days and that presents an opportunity which is surely too good to ignore.

The trick is to accept and welcome media interest openly and honestly and avoid stirring up a hornet's nest – if you'll excuse a typically lazy (ex) journalist's pun.

Gareth Cleland, BPCA's new Marketing and Communications Officer, investigates whether the cost of being a trade association member is only financial, and the effects this could have on your business.

Many businesses, whatever their size or sector, are often faced with the decision of whether or not to join a trade association and question the financial cost this requires. Some businesses will often use this as a reason for not joining.

Many cynics offer the opinion that becoming a member is an unwarranted annual expense. However, owners should not only ask how much membership fees are, but just as importantly, how will not joining affect their business?

Cost is usually measured in financial terms, but cost has many non-financial implications for your business. If you aren't part of a trade association, you'll always be on the outside looking in, reducing you to little or no influence. Remember trade associations work with governments and bodies while fighting for member interests.

Do you have an opinion on recent legislation changes? You probably do, but not being an association member means your voice is unlikely to be heard. Being a member means you are part of an organisation that understands industry challenges and will lobby on behalf of the industry and its members.

Change within industry happens through improved technology or legislative improvements, and while you may benefit from this, it may also be to the detriment of your business. Without membership you won't be able to contribute to the debate, and the impact can be difficult. Trade associations assist members by reducing the impact on them, and by getting you ready for the changes before they happen.

Members benefit because their concerns are voiced while they have confidence that their needs are being fought for and any impact is being reduced. For example, rodenticide use is currently a hot topic, and

professional pest controllers wishing to purchase rodenticides have to prove their competence to provide effective and least toxic rodent control methods. Working with CRRU and fighting for their members, BPCA was able to put forward and get approval for a syllabus which saved an estimated 1,000 pest controllers having to sit new examinations. Stewardship brings in a whole new level of red tape – but all our members already meet or exceed this bar so the impact is minimal.

Many trade associations provide training, seminars, events, business support and good ones are forward thinking and can foresee change. This was evidenced when BPCA adopted CPD and changed its membership criteria years before it became industry standard practice, and as a result our members were prepared for this change. By understanding industry challenges, trade associations can develop training to meet the needs of their members.

A key consideration when developing our online training was the impact training has on businesses, especially small ones. Taking staff away from the business costs money and time – by using remote technology employers can train staff with minimal impact.

Events run by trade bodies provide business owners and their staff with excellent networking opportunities with other industry professionals. With these

What is the cost



being free or of minimal charge it is an excellent way of gaining industry information, allowing you to keep up to date with industry changes as well sharing ideas and influencing best practice.

Support can help businesses manage practices such as HR and marketing as well as providing customer lead generation. BPCA members had over 60,000 referrals directed their way in the last 12 months via our customer search facility. Not being a member means that you aren't able to access benefits such as these.

With the pest control industry often being a reactive service, contracts can provide businesses with a constant and

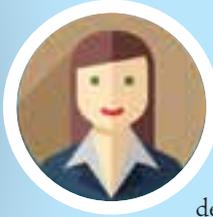
“ Do you have an opinion on recent legislation changes? You probably do, but not being an association member means your voice is unlikely to be heard. ”

of membership?

CA

n Pest troll iation

MBER



organisations of membership of the recognised and respected trade association or body. CIEH always recommends that businesses should use companies and practitioners that have such membership."

Ian Lucas MP, Minister for Business and Regulatory Reform
Department for Business, Innovation and Skills said, "Trade associations have a crucial role to play in promoting best practice, helping

companies become more competitive and formulating effective public policy and delivery. They have tremendous potential to act as a co-ordinated voice of business when talking to Government, and great value in terms of quickly disseminating messages about Government policy to their members. Productive engagement between associations and Government is very important for the policy making process."

It's not just corporate clients that should be considered, customers are doing their research and are far more informed when choosing a service, making considerations of cost versus quality. With more informed customers, businesses must ask themselves the question: 'How do customers view us?'

The mark, or badge, of a trade association is a powerful marketing tool, it conveys a message of credibility. Customers are told that you are committed to an industry standard, you are qualified and believe in training and, most importantly, you believe in excellent service.

It's easy to tell customers this and you could shout this from the roof tops, but a member logo will quickly convey this to a customer – it's a vital marketing tool. Trust is created and customers find comfort, knowing that if they are not

satisfied or have any concerns, by relaying these to the trade association their concerns will be listened to.

Understanding the benefits of a trade association membership allow businesses to make tough decisions, especially evaluating how to use their resources, and rightly so after the tough economic circumstances businesses have faced since 2009. Would you be better off spending resources on membership or increasing the marketing and advertising budget? A single advert in a local newspaper costs several hundred pounds, equivalent to a typical trade association membership.

However, when facing such a question, the financial cost will be a key consideration and can be a factor in the trade association that is chosen. Looking beyond this and evaluating the decision from a non-financial view can change the perception that it's a high annual expense to a valuable investment for the business, and that being a member is an excellent marketing activity.

Only you can make that judgement, but researching all the facts will make your decision clearer and easier. With that in mind, the next question is, can you afford not to join a trade association?

Find out more!

If you are thinking of joining the BPCA or would like more information on membership, you can contact our membership team...

Kevin Higgins
Membership Manager
kevin@bpca.org.uk
07809 567765

Rachel Eyre
Membership Officer
rachel@bpca.org.uk
01332 225 112

Alternatively visit our website
www.bpca.org.uk/join

reliable source of turnover. The tendering process can often be a daunting prospect especially if unfamiliar with it, and business support from your trade body can help you navigate through potential minefields. Another key aspect is that often tenders specify membership of a relevant trade association as a pre-qualification criteria. Not having membership could cost you a very lucrative contract.

And what do regulators say about trade associations? Bob Mayho, Principal Policy Officer at the Chartered Institute of Environmental Health said, "As a membership organisation CIEH is acutely aware of the benefits to individuals and



BPCA membership – the **mark** of a **professional**.

Take your company to the next level with our member benefits...



Use of the
Association logo



CPD opportunities and
discounted training



Technical
support



Business promotion
through BPCA



Referrals from
consumer searches



BusinessShield
support when needed



Influencing via
committee meetings



Lobbying to represent
your interests



Additional Chas
accreditation



Help to get
CEPA Certified®



News and
industry updates



A dedicated Members
Area in our website

The British Pest Control Association (BPCA) is the leading trade association for the UK public health pest sector. Our 500+ members receive many benefits as we promote best practice while minimising the risk of public health pest problems. Whether you are a pest controller or a facilities manager, BPCA can support your company needs through training, support and advice.

VISIT www.bpca.org.uk/join

Contact our membership
team for more info

MEMBERSHIP MANAGER
Kevin Higgins
07809567765
kevin@bpca.org.uk

MEMBERSHIP OFFICER
Rachel Eyre
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rachel@bpca.org.uk

Getting the message across



PPC interviews BPCA Events Officer Lauren Carter about how the Association is getting the BPCA message out to your customers.

**MOST
IMPORTANTLY
BPCA PROMOTES
RESPONSIBLE PEST
CONTROL.**

PPC: What's the thinking behind putting resources into external events?

LC: BPCA's strategy is to raise its profile and that of its members with the pest control customer base. This is basically anyone who places pest control business, so there's a lot to go at. We've spent a long time identifying some key target areas, and our focus for the next three years is to get in front of those people and influence them.

PPC: What are your key messages at client trade events?

LC: They all vary subtly depending on the audience, but the core message is: if you need a pest controller, make sure it's a BPCA Member. This is designed to drive people to

use our 'Find a pest controller' 24/7 helpline. However, we have a variety of messages that support BPCA's brand and what it stands for, promoting the importance of training and continual development within the industry. Promoting BPCA as an association that actively engages for the benefit of the industry with stakeholders that influence or specify the standards, and most importantly, BPCA promotes responsible pest control.

PPC: What other methods have you been using to get the message out there?

LC: We produce issues of **alexo** magazine and, depending on the audience, swap the articles round and change the focus – we now have issues targeting lots of groups including farmers, facility managers, and the hospitality,

construction and healthcare sectors. We also place articles in a wide variety of trade press – in July we had an article published in a GP Practice Manager magazine, for example.

PPC: What's next for this strategy?

LC: Obviously PestEx was a priority for this year, and we attracted some clients to attend that – something we'll really be building on for 2017. We are also visiting a range of other shows to check them out with a view to exhibiting. If readers have any other ideas of shows they think BPCA should attend, or would like to discuss partnering with BPCA at events, then please get in touch with me – we're always on the lookout for new ways to spread the message.

lauren@bpca.org.uk

EVENTS	LOCATION	DATES	AUDIENCE
Cereals	Lincolnshire	10-11 June 2015	Hosted on a working farm, Cereals attracts over 25,000 farmers, agronomists and industry professionals over two days with outdoor stands and working demonstration areas.
SOFHT – Pest control: is it bugging you?	Kegworth, Derbyshire	2 July 2015	SOFHT brought together industry professionals from the pest control and food catering sectors to cover the changes in third party auditing standards set by retailers and the BRC.
Takeaway Innovation Show	ExCel, London	29-30 September 2015	The Takeaway Innovation Expo is held at ExCel, London and runs alongside the Food Entrepreneur Show and Street Food Live for anyone who supplies into the food and catering industry. BPCA will be joining Beaver Pest Control on its stand to promote BPCA Member companies throughout the UK.
CIEH	Nottingham	20-21 October 2015	The conference attracts over 300 delegates including government agencies and departments, environmental health related businesses and CIEH members. This year's conference has grown to include a full exhibition of around 48 exhibitors.
Education Estates	Manchester	10-11 November 2015	The exhibition attracts visitors who are responsible for the whole spectrum of education facilities, from village primary schools to major metropolitan universities. BPCA will be located in the new 'Maintaining Buildings in Education' area to promote the use of BPCA Members for pest control contracts.
LAMMA	Peterborough	20-21 January 2016	LAMMA is the UK's largest annual trade show. Over two days it attracts 40,000 farmers from the UK and overseas to both indoor and outdoor stands.
Cleaning Show	ExCel, London	14-16 March 2017	This event brings together 10,000 contract cleaners, facilities managers, healthcare estates managers, public service providers and local government bodies all under one roof at ExCel in London.

safety not vanity



Pest control work often involves the introduction of harmful substances into the breathable airspace around the operator, or the contamination of air through disturbance. These substances can take the form of dusts, mists, fumes, gases, fungal spores or bacteria and can be harmful to the health of anyone breathing them in. Dave Cross, Head of the Technical Training Academy at Rentokil, investigates.

The Control of Substances Hazardous to Health Regulations (2002) makes it clear that technical and operational controls should be put into place to try to eliminate the risk of exposure to harmful substances.

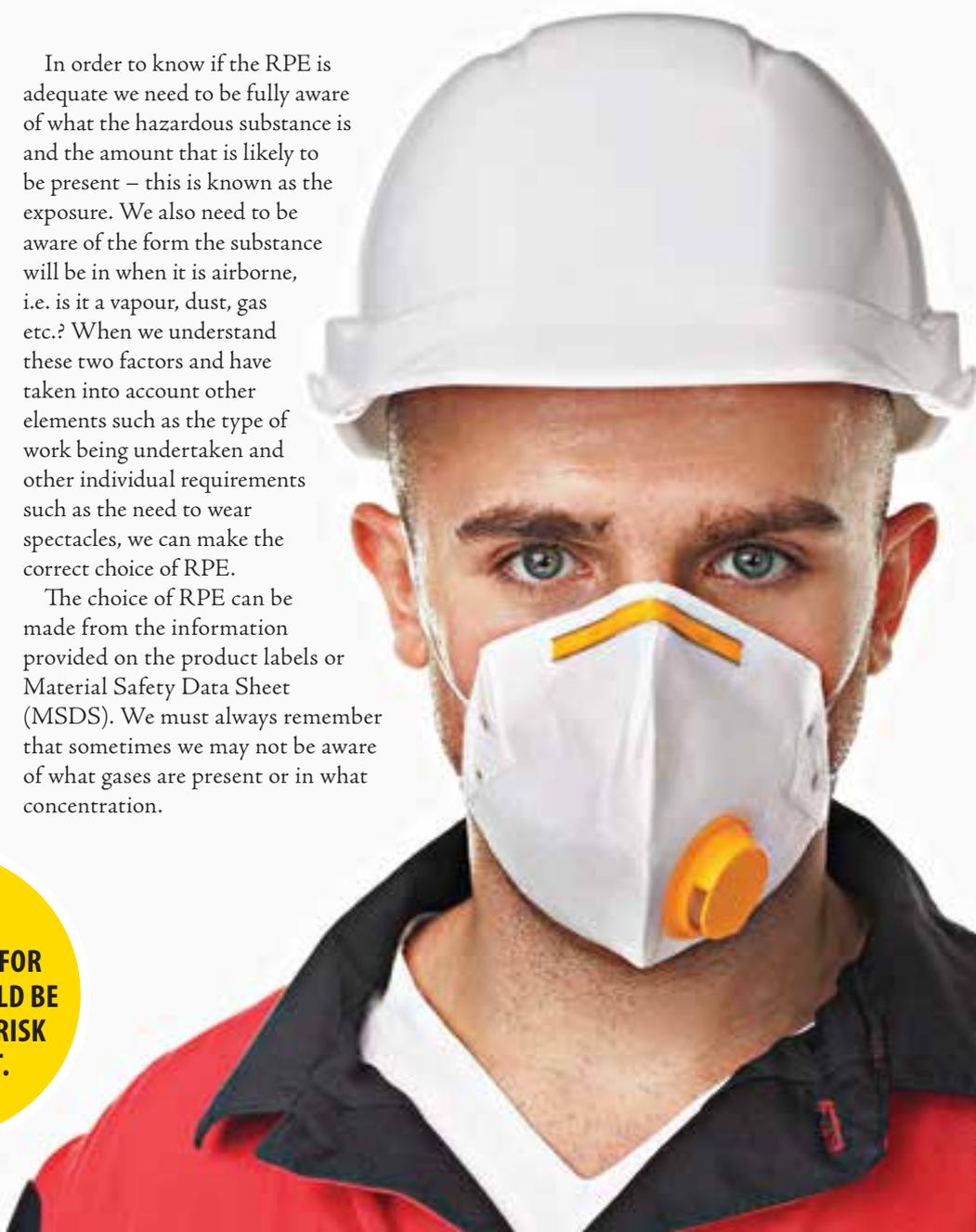
In most practical pest control situations it is necessary to be present in the area at the same time as the hazardous substance. This is when the selection, correct use and maintenance of our Respiratory Protective Equipment (RPE) can make a significant difference to our wellbeing. Clearly RPE should only be used as the last option after you have taken every other reasonable step to control the exposure, and improve air quality and ventilation in your work area. Your justification for using RPE should be clear in your risk assessment.

We should always ensure that our RPE is adequate and suitable for the task being undertaken. In other words, it needs to be right for the hazard and must reduce exposure to the level required to protect the wearer's health. It also needs to be right for the wearer, task and environment and in particular, it needs to fit the face securely.

In order to know if the RPE is adequate we need to be fully aware of what the hazardous substance is and the amount that is likely to be present – this is known as the exposure. We also need to be aware of the form the substance will be in when it is airborne, i.e. is it a vapour, dust, gas etc.? When we understand these two factors and have taken into account other elements such as the type of work being undertaken and other individual requirements such as the need to wear spectacles, we can make the correct choice of RPE.

The choice of RPE can be made from the information provided on the product labels or Material Safety Data Sheet (MSDS). We must always remember that sometimes we may not be aware of what gases are present or in what concentration.

**YOUR
JUSTIFICATION FOR
USING RPE SHOULD BE
CLEAR IN YOUR RISK
ASSESSMENT.**





FILTER CLASSIFICATION

Filters are classed with a number ranging from 1 to 3 with 1 being low capacity and 3 being high capacity. They are also identified by a letter:

CODE SUITABLE TO FILTER

- P** — dust, mist, smoke and micro organisms
- A** — organic gases and vapours with a boiling point above 65°C
- B** — inorganic gases and vapours
- E** — sulphur dioxide and other acid gases
- K** — ammonia and its organic derivatives



24 HOURS OF BEARD GROWTH ON AN AVERAGE MALE WILL DECREASE THE EFFICIENCY OF THE RESPIRATOR BY 20%.

We may also work in areas where oxygen levels may be depleted. In these cases RPE designed to filter the air we are breathing will not be enough and we need to use Self Contained Breathing Apparatus (SCBA) which requires specialist training.

However, in most cases RPE that uses a filtration system will be sufficient. Filters are available for solid or liquid particles, vapours and gases. They can be used as an intrinsic part of a disposable respirator or come separately so the mask can be re-used. It is vital that we are able to identify the type of filter that we need from the different ones that are available either for the protection from airborne particles, gas/vapour, multigases or combined particle and gas/vapour. We also need to be able to identify the level of protection that will be required.

For most of our work a combination of A and P filtration (A2P3) will provide sufficient protection e.g. when spraying a range of insecticides, or B and P filtration (B2P3) will provide sufficient protection while loading applicators with aluminium phosphide for vertebrate control. The filters

will not be suitable if the respirator is a poor fit, badly maintained or if the filter has been used beyond its useful life.

Other than physical damage to the mask there are a number of factors that can affect the efficiency of the mask in protecting us from inhaling harmful substances. Weight loss or gain can cause the face to change shape and will affect its fit. To address this there are different sized respirators available from manufacturers to cater for most face shapes. One of the most significant factors affecting face fit is facial hair. It is a fact that 24 hours of beard growth on an average male will decrease the efficiency of the respirator by 20%. Full beards or just a few days' stubble could make the difference between our RPE providing the protection that it is designed to do or being ineffective and allowing us to inhale those harmful elements that we can be exposed to on a regular basis in our line of work. The message is clear – don't let vanity spoil a long, healthy and successful career.

For a handy RPE selector tool, visit <http://tinyurl.com/RPEcheck>

TIPS TO STAY SAFE

- 1** Never use unopened filters that have gone beyond their shelf life.
- 2** Some filters start their useful life as soon as you open the box – A, B, E and K filters begin to bind with contaminants as soon as they are taken out of their packaging.
- 3** Filter lifespan depends on how long it has been open, the concentration of contaminant that has been filtered, and how hard the wearer has been working – with deeper breaths a greater volume of contaminated air enters the filter.
- 4** HSE recommends changing class 1 filters at least every two days and class 2 filters at least once a week.
- 5** Check your mask every time you use it.

HOW TO CHECK A MASK



Check the mask for damage and degradation around the face seal and the one-way valves prior to every use.

Before entering a contaminated atmosphere, carry out a simple fit test to make sure the respirator continues to provide a tight fit to the face. Cover the intake orifice and breathe in, the mask is a good fit if you cannot take in any air and you feel the mask pulling in around your face.

ONLINE
CPD

An online CPD quiz based on this feature is now available on the BPCA website. Each quiz is worth three PROMPT CPD points – register to take part at www.bpca.org.uk/affiliate



Want to train?

Why not share your knowledge and experience with new pest controllers?

Training is integral to our sector's success. Good training promotes, educates and ensures responsibility within the industry. There is no better way to have an influence than starting from the ground up, or in this case, by becoming a trainer.

If your knowledge and experience could benefit new pest controllers, now is the time to take action to make a difference. If you think you have the ability to teach we can help with our new Level 3 Education and Training course. The course is interactive and will prepare you to become a fully-fledged trainer.

You'll learn about:

- Training
- Learning needs
- Delivery methods
- Creating lesson plans
- Evaluating learning
- ...and much more!

You'll practice three training sessions enabling you to try out ideas in a safe and supportive environment.

The course covers four days: 30 September-1 October, and 28-29 October 2015.

Cost: £450+VAT (members) / £650+VAT (non-members)

Venue: BPCA offices, Derby

Have you heard the latest rodenticide news?



Everything is changing! To purchase or use rodenticides you will need a valid CRRU approved certification (see PPC 79 pg15) or if you don't have one yet there are three options:

CLASSROOM EXAM

If your CPD knowledge is up-to-date you can book and sit a 45 minute exam.

Price: £50+VAT (members) / £75+VAT (non-members)

CLASSROOM COURSE

Delivery: one day in class with a 45 minute exam.

Price: £165+VAT (members) / £225+VAT (non-members)

ONLINE LEARNING

Delivery: online followed by booking and sitting a 45 minute class exam.

Price: £50+VAT (members with BPC Diploma Part I as a refresher) / £100+VAT (members), £150+VAT (non-members)

For more information on all our courses and qualifications go to www.bpca.org.uk/training or contact BPCA Training Manager Mandy McCarthy-Ward mandy@bpca.org.uk

Invigilators wanted!

- BPCA is looking for freelance invigilators within the UK to support BPCA exams.
- Some travel is required.
- Pay is £7.00 per hour plus expenses.

Interested? State the locations you can travel to and send your CV to mandy@bpca.org.uk



BPCA
British Pest Control Association

BPCA partners up with The People's Pension

A lot of people simply aren't saving enough for retirement which is why the Government has introduced auto-enrolment to help provide them with a workplace pension.

Auto-enrolment is affecting every employer with at least one employee so it's important to understand what the changes mean for your company. There's a lot to think about so you shouldn't underestimate how long it can take to get ready for auto-enrolment.

With this in mind, BPCA has teamed up with The People's Pension to provide BPCA Members with a workplace pension provider.

The Pensions Regulator will write to you 12 months before your company's staging date to remind you to start planning. You can also go to their website to find out your staging date, and you'll need your company's PAYE reference to hand.

www.thepensionsregulator.gov.uk

If you miss your staging date, penalty notices and even imprisonment may be applied so you should ensure your plans are in

place to make auto-enrolment run smoothly. The right auto-enrolment pension scheme will provide benefits to your business by being affordable, hassle-free and giving you the tools you need to run the scheme efficiently.

This is where The People's Pension, provided by B&CE, can help you. Some of its features include:

- Award-winning customer service teams
- Hassle-free administration
- A simple online sign up process
- Systems linking with most payroll software
- Clear and engaging communications for you to use with your staff
- Run by B&CE, a not-for-profit company which puts people first
- Over 70 years' experience providing financial benefits to employees.

the
people's
pension

Over 1.4 million employees from over 5,800 companies have enrolled into The People's Pension (as at 31 May 2015) so you can trust them to get it right for your company.



Visit The People's Pension website to find out about simple auto-enrolment.

www.thepeoplespension.co.uk/employers

Are you the best in your field?



- Could you teach pest controllers?
- Could you teach management, interpersonal skills, food safety, health and safety or pest-related subjects?
- Would you like to work for BPCA?

If the answer to these questions is **YES**, then read on...



BPCA works with some of the best trainers in the industry. We are looking for more people with the skills, knowledge, passion and experience to train the next generation of pest controllers.

If you think you are the best, have qualifications and experience in your chosen subject, and have training qualifications, send your CV in the first instance. This should be accompanied by a covering letter stating why you are the best, what you can do for BPCA, whether you are looking for permanent or freelance opportunities, and what rates you seek.

▶ Send your information to mandy@bpca.org.uk and we will be in touch.

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What is the cost of sales?

There are sectors of the pest control industry, as with many walks of life, which are heavily sales focused. I know this from first-hand experience – I was a surveyor and then a sales manager for a large national operator. Just lately though, I've been wondering what place salespeople have in our industry.

Don't get me wrong, there is always a need to drive business forward, and for that matter I guess any right-minded businessperson 'sells', but is having salespeople the way to do it?

I often experience that competitors with sales teams on a monthly target will undercut and promise the world to get another client on the books. I also see with these businesses that subsequent service is often substandard because they've lowered their price so much to make the sale that there's no money left to do a proper job.

Ultimately, the customer realises they aren't receiving what they need, and they look elsewhere for someone who will do what they say they'll do.

Does this make sense? No – I don't think so. The customer is actually paying money for a service they aren't getting and often they are being asked to pay more to put right what should have been done in the first place.

The company that comes in and looks at the job properly (with a detailed survey to understand the site issues and re-infestation risks) and prices appropriately is seen as honest and professional (but often more expensive). The outgoing company is cursed with "never darken our door again" but the industry is also tarnished by the initial poor experience. On an Association level, I would be happier if this type of thing was limited to companies and individuals outside of BPCA but sadly this is not always the case.

I wear two hats: the BPCA hat and my own Harvey Environmental one. From my own stance we can tell the world that we think we're good at our job – and we have lots of references from delighted customers to back our beliefs. The key thing is that we don't 'arm-twist', promise jam tomorrow and lead people into never-never land.

I suggest the above philosophy is one that would suit the industry well.



“ Professional companies will solve pest problems, and clients are willing to pay for it (despite what they might tell you). ”

I also think that we should be honest at all times and by doing so we earn trust. When selling we're not only representing the standards of our companies – we are also representing the standards of the Association.

It pays to take less money out of a deal initially – by doing this the client thinks more of us and it can lead to longer term benefits such as repeat orders, more sites to service and better contract longevity. This strategy also protects the contract from competitor approach and from the swipe of the accountant's pen when cost savings are being sought.

I believe that quite the opposite of the 'sales at any price' ethos, quality of service and quality of customer relationship must be one of our top one priorities.

I have lots of friends whose businesses wouldn't be what they are today without sales teams, but I don't think that is how pest control should work.

We aren't selling cars, we're a service, and a service that can't afford to cut corners. We can't get a bulk deal on a load of technicians and sell them on at a discount. The cost is what it is.

Professional companies will solve pest problems, and clients are willing to pay for it (despite what they might tell you).

You could say that the modern way of promotion should be the perfect way of doing business for BPCA members. With the way that the industry is moving, and has moved already, it could be said that the days are gone where we had to promise to be cheapest just to get a foothold.

Nowadays people can search easily to see what's on offer, and find out for themselves who can meet their needs – but we can also make it clearer in a much easier fashion that we're in the market, offering good quality pest control solutions.

I don't believe that this industry is that complicated, quite the contrary actually – and I don't believe that we need to complicate it to make sales. A straightforward and honest approach has to be the way to go – backed up with a quality survey and good references.

It matters to me that my customers do well as I want to work with them for a long time. It makes financial sense for my turnover, and their reputation is my reputation.

I'll continue to sell them exactly what they need, but it won't be a salesman on a monthly target who sells it to them.

Martin Harvey
BPCA President
Managing Director,
Harvey Environmental Services Ltd

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bloglexo.wordpress.com



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