



Dead mammals leave their bodies to science



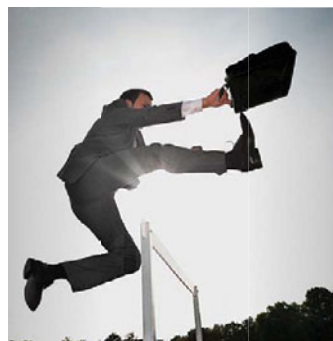
Credit where it's due

BPCA offers ways to minimise risk in these uncertain times



Key to 'challenging rats'

The secret to farm rodent control



The first hurdle

How to pre-qualify the easy way



Business sluggish?

Ask yourself these key questions



WISE UP!

PestEX
THE PREMIER PEST CONTROL EVENT
LONDON - 6 & 7 APRIL 2011
www.pestex.org

PestEx 2011 gives you a unique chance to see the widest range of Pest Control exhibitors, learn about the latest products and techniques, network with the best, and even earn Continuing Professional Development (CPD) points.

Exciting new features include:

- Seminars from a wide range of industry experts and major clients
- Business Theatre – how to improve your Pest Control Business
- Technicians Theatre – How to improve your Pest Control Practice
- BPCA Training Theatre – Interactive area to test your knowledge of Pest Control

All features and seminars have been accredited by Basis.

Visiting will enable you to...

- Network
- Make the right investment decisions on Pest Control equipment
- Realise your company's full potential
- Find the right suppliers of pest control solutions, including new products and services
- Meet innovative suppliers and manufacturers
- Be inspired!

To register for the show for FREE and for fast-track entry please visit **www.pestex.org**



Networking Events



The Event of the Year is approaching: PestEx will be held in April on Wednesday 6 (10am-5pm) and Thursday 7 (10am-4pm) at ExCeL, London Docklands. For more information and a list of exhibitors, see the article on pages 16-17, or register at

www.pestex.org

ConExPest 2011

The ConExPest 2011 exhibition in Krakow, Poland 18-20 May will be linked with EUROPEST, organised by CEPA – the Confederation of European Pest Management Associations. The event includes presentations by researchers and practitioners associated with the pest management industry from all over the world. Entry to ConExPest is free for visitors.

www.conexpest.pl

EMCA

European Mosquito Control Association (EMCA) Workshop: 12-16 September 2011, Budapest.

www.emca2011.com

Pest Control

Pest Control: Front Line Public Health 19 May 2011, Royal Society for Public Health, 28 Portland Place, London.

goo.gl/bdpJB

Training

BPCA's training courses are run throughout the year at a range of venues round the UK. The programme is always changing, so stay up to date by visiting www.bpct.org.uk

Examinations and courses	2011 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
RSPH/BPCA Level 2 Award in Pest Management	7 April	PestEx, ExCeL, London		
Exams can be arranged to suit other requirements at the discretion of the BPCA, minimum of six candidates, there may be an additional cost.	13 May	TBC, Bristol	£130	£145
	13 May	TBC, Scotland		
	24 June	TBC, Newbury		
NEW BPCA/RSPH Level 2 Certificate in Pest Management Technique Units members only	6 April 7 April	PestEx, ExCeL, London	£50	N/A
BPCA Accredited Technician in Pest Control	3 May 15 September	BPCA offices, Derby	£225	£305
General Pest Control	8-13 May	Halo Crowwood Hotel, Glasgow	£875*	£1045*
So you want to be a Field Biologist?	30 March	BPCA offices, Derby	£165	£195
BPCA Stored Product Insect Inspection and Control	25 May	BPCA offices, Derby	£165	£195
Five day Fumigation Course	16-20 May	Hilton Newbury North, Newbury	£300	£365
NEW BPCA Heat Treatment Course See news section	24-26 May	BPCA offices, Derby	£450	£575

* includes full-board accommodation, BPCA/RSPH Level 2 Award in Pest Management exam fee and 6 weeks' access to the BPCA Online Learning programme prior to the course.

Book by calling 01332 225 113 or via www.bpct.org.uk

Every effort is made to ensure all events run to plan, but BPCA reserves the right to cancel events. A full refund will be given for a booking that is removed by the BPCA.

Regional networking meetings

BPCA is running a series of events round the UK designed to help your business compete, and your staff stay safe.

Date	Venue	Time
24 February	Leighinmohr House Hotel, Ballymena	5pm-8pm
10 March	Mercure Hotel, Washington	5pm-8pm
17 March	Millennium Stadium, Cardiff	1pm-5pm
31 March	Plymouth Pavilions, Plymouth	5pm-8pm
14 April	TBC, West Midlands	5pm-8pm
5 May	TBC, East Midlands	5pm-8pm
12 May	Halo Crowwood Hotel, Glasgow	TBC
26 May	TBC, London	TBC
26 May	TBC, North West	TBC

Online learning

The flexible approach to pest control training www.tasonline.org.uk

	Member cost (exc. VAT)	Non-member (exc. VAT)
Individual modules		
Principles of pest control		
Birds	£100 per module per year	£100 per module per year
Insects		
Mammals		
Rodents		
All modules	£300 per year	£500 per year



The Society of Food Hygiene and Technology (SOFHT) offers special discounts on their events for BPCA members. These events are also an excellent opportunity to network with clients, auditors and colleagues from other companies.

www.sofht.co.uk/events

NEW!

Now you're the expert on ant control



Black Ants



Ghost Ants



Pharaoh Ants



Argentine Ants



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- Rapid control
- Quick and easy to apply
- Remains attractive for up to 3 months



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**MAXFORCE
QUANTUM**

Be part of the game

Welcome to the new-look Professional Pest Controller magazine – BPCA's eye on the industry. We've aimed the content squarely at our membership and those companies we think should be in BPCA, so if you're reading this but aren't yet a member, why not?

The magazine is focused on pest control professionals looking for the latest information on trends in business, marketing tips, new products, and features on pest-related subjects. It's designed to give you the advantage over your competition. If it isn't doing that, let me know – we're always keen to develop both the content and balance of the magazine.

Apart from a change of image, we've also updated the BPCA logo and web site after a million-pound branding exercise*. If you'd like the new BPCA logo to use on your vans, letterhead, advertising, website etc. contact the BPCA office at the number below.

This month sees us focusing on preparations for PestEx, the launch of a membership survey designed to make BPCA more representative of your needs, and also a new benefit for businesses – free credit checking. We've worked out that if members did just one credit check on someone in their supply chain each week (e.g. potential and existing clients, suppliers, even themselves), more than half our members would get more than their membership fee back in direct benefit.

Over the past few months we've heard a lot of horror stories about building drying companies trying to heat treat bedbugs. Melted TVs, warped floors and even outbreaks of fire have resulted. That's why we have launched a new course in heat treatment to point clients to using professional companies, properly trained to the right standard.

On the networking side, we'll be travelling to the four corners of the country, visiting the membership in our programme

of regional networking events (see page 3 for details). At those meetings you can find out about 'Project X' – something designed to rock the sector. See us at members' meetings to find out more, and how this will make your business better, stronger, and more professional than ever.

BPCA is a whole new game. Be part of it.



Simon Forrester
BPCA chief executive

*not true – just over £100 in fact!



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CPD for 2011: 2 points



BASIS reference: PC/18449/1011/g

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BPCA turns up the heat



In response to concerns from members and clients alike, BPCA is launching a three-day course in heat treatment designed to give a strong basic understanding of the key issues in this method of pest control. The course is aimed at owners of pest control companies, technical managers of food factories and pest control / heat treatment technicians who haven't attended any formal heat treatment training course. It is a mixture of theory and practical work. Although not compulsory, attendees would benefit from a fundamental understanding of science and basic computer skills.

The course explains how to carry out heat treatments safely and without causing damage to meet the requirements of high standards of insect control in the food, hospitality and phytosanitary industries amongst others.

Richard Moseley, BPCA technical manager said "we have been approached by lots of members recently asking about how they can move into providing heat treatment. In parallel, we have seen a significant increase in unqualified

companies moving into the pest control sector from areas like house drying. Some of these companies are damaging furniture, flooring – even structures. That's why pest control by heat treatment must be done properly."

Dave Hammond of Thermokil, who helped set up the course said "clients are moving away from methyl bromide treatment of imported/exported wood towards heat treatment for a variety of reasons including safety, health and environmental. The relevant legislation (ISPM 15) is designed to prevent the international transport and spread of disease and insects that could negatively affect plants or ecosystems. The course covers this in detail."

Course delegates will be taught the types of heat treatment available, how to achieve target temperatures, the limitations of and options for heat treatment, and how to insulate and monitor properly to achieve results first time. Safety is of course key, and delegates will first risk assess and then set up a small job or demonstration, followed by an examination. The course covers heat treatment in a range of settings including silos, machinery, hotels, even vehicles. Those attending also have opportunities to discuss problem sites, real events, and the business side of heat treatment to ensure profit and success.

Tammy Pratt, BPCA training officer said "we are running a pilot course in May, and there has already been a lot of interest through word-of-mouth. We will definitely be running other courses through the year, so if you'd like to attend please give me a call on 01332 225 113."

www.bpct.org.uk



Hall of Fame Expands

At the Pest Control News Dinner, BPCA membership manager Kevin Higgins joined the 'great and the good' in the PCN Hall of Fame – an honour introduced to recognise those individuals whose contributions have been 'over and above the call of duty' and so have made a lasting impression on the European pest control industry.

Kevin began his pest control career as an army health inspector, then set up servicing company (Baron Nationwide Services). He went on to be President of BPCA before joining the staff team. Kevin said of his award "it's a great honour to be admitted to the hall of fame, alongside some industry greats."

Other inductees were Iain Turner of Alpha Pest Control, John Davison of Charnwood Borough Council, Shirley Wilson of BASF Pest Control Solutions, Richard Bevan Bristol City Council's pest control manager, and John Charlton formerly of Rentokil Pest Control and now an industry consultant.



PRODUCT INFO Nectar points the way

Insect-O-Cutor have launched a new in-counter protection system against wasps and fruit flies, called 'Nectar'. The device keeps food display units free from unhygienic pests, using a range of food-safe methods to attract pests which have entered the counter away from food. Nectar uses a combination of dual wavelength light, liquid attractant and impregnated glueboards to trap insects.

www.insect-o-cutor.co.uk

What do you want? And when?

March sees the launch of the BPCA Membership Survey, designed to clarify what members want from their association. Kevin Higgins, BPCA membership manager said "by telling us what services and benefits they need, we can deliver a much more efficient service, and more value for money. I urge every member to complete the survey to let us know how we can improve."

GREEN COMPLIANCE GROWS - AGAIN

green compliance

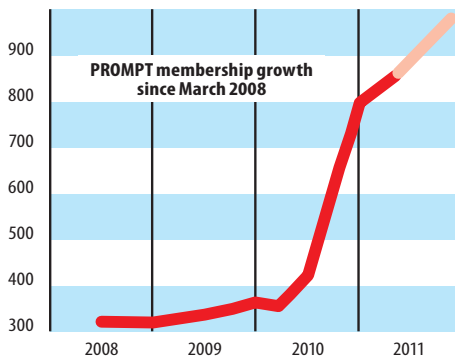
On 9 December Green Compliance acquired Enviroguard (UK) Ltd, their third purchase in the pest control sector last year, following PestFree and Envirocare. The rapid expansion gives Green Compliance additional expertise in bacterial control primarily to the public sector, retail and leisure industries.

This means the likely absorption of the three companies' brands into Green Compliance, under the pest division; the other divisions being fire and water. In the meantime, John Somner, the current managing director of Enviroguard (UK), will remain as a consultant to the business for a period. Trevor Brennand joins from Connaught Compliance (now Santia) as managing director of the pest division.

Iain Whatley, Enviroguard (UK) and BPCA director commented "we live in exciting but uncertain times: future developments are eagerly awaited as the young, vibrant, organisation gains respect in the market place."

www.greencomplianceplc.com

PROMPT scheme grows



Latest figures from BASIS, the organisers of the PROMPT CPD scheme for our industry, show that membership continues to rise at a steady pace, with 851 signed up to date. Rob Simpson, managing director of BASIS said "numbers are looking extremely healthy, and we are on target to reach our thousandth member soon. We'll be exhibiting at PestEx, so if visitors want, they can sign up for PROMPT at the show, and get the lion's share of their CPD points for the year on the day."

To find out more see the articles on pages 16-19 or visit www.basis-reg.com

PRODUCT INFO Bee health with Bayer

Bayer CropScience has acquired an innovative product for the control of varroa mites in honey bees from Exosect Ltd. The product is based on Entostat™ powder, Exosect's patented platform technology and the active ingredient thymol. The Entostat™ powder, which is derived from a natural 'food grade' wax, develops an electrostatic charge, even through very slight movement. When placed in contact with bees, the powder



adheres to them and can be passed from one bee to another through direct contact. The technology means that only minute quantities of thymol are required, which reduces the potential for thymol residues in honey crops.

www.exosect.com

www.bayercropscience.co.uk

Project SOE

Do you have biocides or pesticides you shouldn't? Do you need to dispose of illegal or out-of-date products safely? UK Government are funding Project SOE (Security in the Operational Environment), a subsidised scheme to help industry safely dispose of chemicals at a fixed fee (£20 inc VAT for up to 15 products)



Richard Moseley, BPCA technical manager said "we recommend pest controllers check their stores, and get in touch with us, your distributor, or Project SOE if you are unsure of any items. The risks associated with these products cannot be underestimated."

Project SOE runs until 14 March, so move now to benefit.

www.projectsoe.org

ROKILL RAISES THE ROOF – AND £2,000

Rokill enjoyed their (belated) Christmas party at the Haven Hotel in Poole last month, and through a raffle and auction raised £2,000 for the Victoria Education Trust, a local charity offering specialised education, care and therapy for young people with physical impairments and associated neurological and learning difficulties. Prizes came from a variety of companies including BPCA members Pestwest, Killgerm, and Town & Country.

www.rokill.co.uk



Downing Street rats

BPCA member Jim England from Protex Pest Control Services featured on the ITN news recently, being interviewed about the recent spate of rat sightings at Number 10 Downing Street, and the introduction of Larry the cat. Jim has also featured on other TV and radio shows, including Sarah Beeny's forthcoming 'Help, my House is Infested'. Jim said "In the past I've been contacted by BBC news about 'ratzilla', urban foxes, and red squirrels. You get to show your expertise, and it's all good publicity. Do it right and journalists will ask you back again and again."

Richard Moseley, BPCA technical manager said "three important things to remember are: get your point across concisely, don't let them put words in your mouth, and of course always mention BPCA!"

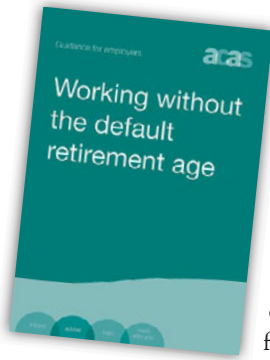
For more information on how to raise your profile, contact the BPCA office.

Default retirement age scrapped

The abolition of the default retirement age (DRA) on 1 October 2011 will have a significant impact on the way many businesses plan their workforces and manage staff, warn employment specialists.

Currently, employers can use the DRA to compulsorily retire workers when they reach the age of 65, but from 6 April organisations will be unable to issue new notifications of retirement, and the DRA will be completely abolished on 1 October. What these changes effectively mean is that no employee can be compulsorily retired by an employer because they have reached the age of 65 unless that retirement can be objectively justified.

Commenting on the Government's decision, employment relations minister Edward Davey said: 'Retirement should be a matter of choice rather than compulsion - people deserve the freedom to work for as long as they want and are able to do so. Older workers can play an incredibly important role in the workplace and it is high time we ended this outdated form of age discrimination.'



The removal of the DRA not only raises practical issues for employers in managing older workers but also across the workforce in a wide range of areas such as succession and workforce planning, performance management and ensuring consistency and fairness in their policies and practices. The removal of the

DRA will also have implications for all employees in terms of career expectations and advancement.

Key things to remember:

- Workers can retire when they are ready to, enforced retirement will only be possible if it is objectively justified
- Companies must avoid discriminating against all workers on the grounds of age
- This legislation will be applicable to all employers and all company sizes and sectors
- These changes do not affect an employee's state pension age and entitlements, which may well be separate from the age at which they retire.

Download a guide from www.acas.org.uk

Get set for pension reforms

In order to encourage more people to save towards their retirement, the Government is making significant changes to pensions, known as Pensions Reform.

From 2012 employers will be required to automatically enrol all eligible job holders into a qualifying workplace pension and to make minimum contributions into it.

All employees in the UK aged 22 and over, who have not yet reached State Pension age and are earning more than £7,475 (in 2011-12 this is aligned with the income tax personal allowance) will need to be automatically enrolled into their employer's workplace pension.

Jobholders aged between 16 and 22, and between State Pension age and 75 who are earning more than £7,475, will be able to opt in to their employer's workplace pension, as will those earning below £7,475. (Earnings figures are subject to pending legislation.)

The new requirements will be staged in over a four year period depending on the size of the employer. The minimum contribution requirements will also be phased in to help both employers and individuals adjust to the additional costs gradually.

www.hmrc.gov.uk

Staging in dates

Employees	Staging dates
120,000 - 800	Over 12 dates from 1 October 2010 to 1 October 2013
799 - 250	Over three dates from 1 November 2013 to 1 February 2014
249 - 50	Over four dates from 1 April 2014 to 1 July 2014
49 - 1	Over 18 dates from 1 August 2014 to 1 February 2016

Contribution levels

Period	Total minimum contribution	Of which employers contribute
Your staging date – September 2016	2%	1% minimum
October 2016 – September 2017	5%	2% minimum
From October 2017	8%	3% minimum

CERTIFICATE IN PEST MANAGEMENT LAUNCHED

BPCA is happy to announce that it is now a registered exam centre for the new RSPH level 2 Certificate, and our first Level 2 Certificate practical assessments will be held at PestEx. The new assessment units ensure that pest controllers have the skills required to deliver safe and effective pest control, as recommended by the Royal Society for Public Health.

One of the three technical areas at PestEx will be dedicated to the Level 2 Certificate over the two days of the show. Examinations will take around 1-1.5 hours, and there are eight places available for potential candidates.

For further information on the exam format, or to register, contact Tammy at the BPCA office on 01332 225 113.

N.B. exams must be booked in advance via BPCA.

www.bpct.org.uk

EXOSECT APPOINTS NEW TOP TEAM



David Richardson



Peter Keen

David Richardson has been appointed financial director, and Peter Keen as new chairman of Exosect Ltd. A qualified accountant with more than 20 years' financial experience, David has worked for a range of biotechnology companies. Peter is also a chartered accountant and brings with him over 25 years' experience in financing and management of companies within the emerging bio-technology and pharmaceuticals sectors.

www.exosect.com



New logo for BPCA

This month saw the launch of the new BPCA logo, designed to improve our brand with clients and the pest control industry alike. BPCA chief executive Simon Forrester said "After speaking to a range of clients and pest controllers to get their views, we found the old logo was difficult to read, and didn't fully represent a strong and professional organisation. While we don't want change for change's sake, the new logo is a lot clearer. It also fits with our plans for the relaunch of PPC, the new website in late 2011, and some other projects which are to be revealed. We'll be telling all at regional meetings and PestEx".

Members can use the new BPCA member logo with immediate effect, and the existing one does not expire, so no need to throw away items with the old logo on. BPCA will also be taking a firm line on misuse of the BPCA logo by companies not entitled to use it.

CEN Project update

In April last year the Italian standards agency UNI proposed a common European standard should be created for pest management. This proposal was prompted by the principles of the 'Roma Protocol' to set common operating principles and goals across Europe. Member states in Europe were invited to create their own committees to collate a response and decide if they supported the principles of the CEN standard. In the United Kingdom, this committee is chaired by the British Standards Institute.

Simon Forrester, BPCA chief executive said "currently there are limited requirements and regulations in EU countries governing pest control standards and delivery. We strongly support the establishment of a common CEN standard. BPCA is

determined to lead the standard setting, and we are represented at the highest level on CEN and the BSI committee."

The creation of the CEN standard is still in its early stages, and the UK is involved in deciding what makes a competent pest controller. A draft document is being circulated to interested parties in the United Kingdom in February, and CEN meets again in May in Milan, where national views and documentation can be discussed.

BPCA will ensure that the CEN project is discussed at its Servicing Committee, and that members are kept informed of developments throughout. To find out more contact BPCA technical manager Richard Moseley richardm@bpc.org.uk

VAT'S NOT GOOD

Research shows more than a third of small businesses are absorbing the VAT rise rather than passing it on, thus affecting profitability. In January, pest control businesses had the added cost and pressure of ensuring invoicing for services and contracts straddling 4 January reflected the correct VAT rate. BPCA helped some members with this problem. Many businesses thought the VAT increased on 1 January, rather than 4 January, which created a number of problems with automated recurring contract invoicing.

BPCA members can contact the office for advice.

www.hmrc.gov.uk

Name change – again?



Last year Connaught Compliance rebranded as Santia in an attempt to move away from the Connaught name. It's now been confirmed that Rentokil Initial have acquired Santia's fumigation and pest control division which merges with Rentokil's UK pest business effective immediately.

Proving that industry rumours are sometimes right, there will be no change of colour on the letterhead and the acquisition, which includes Santia's water treatment and hygiene and fire and protection services, sees the transfer of 430 employees to Rentokil.

WHAT'S UGLIER THAN A DEAD MOUSE IN A TRAP?

We're sure you can think of something. . .but, to your customers, a dead mouse is disgusting.

So we developed the *Snap-E Mousetrap Cover* to keep mousetraps and dead rodents concealed and out of reach.



- Can be used with wooden snap traps or Snap-E mousetraps
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CREDIT WHERE IT'S DUE

Kevin Higgins, BPCA membership manager offers a few ways to minimise risk in these uncertain times.



In the current market businesses are suffering from a lack of cashflow. We are seeing our members' clients paying later and later, and on some occasions delaying payment then arguing that the service is not up to requirements. I remember from my days as a pest controller, clients that looked a safe bet, but proved to be anything but. So what can the pest control company do to protect itself from poor cashflow?

With clients driving prices down and buying on price alone, all pest control companies are feeling the pinch, and many are cutting margins to win work. However, if profit margins are trimmed, it's vital to minimise risk and ensure you get paid. There is no point in working for a client if they do not actually have the money to pay you! Therefore, before entering into a contract with anyone, you should satisfy yourself that they have the financial ability to pay you for the work you are going to carry out. By conducting basic checks on potential and existing clients, you can greatly increase your chances of getting paid. By also checking your suppliers, you can get an idea of their average payment terms too.

When you allow customers time to pay, it should be a conscious decision – 'we believe this customer can and will pay us on time' – based on knowledge, not an accident of selling.

- If you knew a customer was about to go bust, would you allow 30 days credit?
- If you knew a customer paid others very late, would you expect payment on time?

So it makes sense to find out. Credit managers know that sales are increased, not reduced, by checking credit worthiness because sales efforts can be intensified with sound customers and not wasted on a mass of unknown prospects.

There are many competitors for your

customers' funds and a supplier less tolerant than you may have started legal action or even winding up proceedings. You need information to find out how others have fared recently.

There are two powerful reasons for managing credit risk:

- Commercial: future sales are more reliable.
- Financial: profit is increased by fewer bad debts and lower borrowings.

Remember the Banker's mantra, which stands us in good stead: "Turnover is vanity, profit is sanity but cash is reality." If you own your own business, don't fall into the ego trap of turnover for the sake of it, and let it influence your decisions. It's profit and cash that matter. Focus on improving the bottom line profit and turning that increase in wealth into cash. The simplest way of improving profit is to ensure you get paid in full for work carried out, so check that clients are credit worthy. The following are simple ways of checking credit worthiness:

- Your records allow you to check, if you are in the habit of recording your experiences with clients, whether you have had any

problems with someone in the past.

- Bank references are fairly reliable because they reflect the current cash position of a company. However, they are notoriously vague and will not simply state 'do not extend credit to this company'.
- Trade references from a company's regular suppliers can offer an insight into payment practices e.g. whether he pays on time. However, bank and trade references should not be relied on, just used as part of a proper checking procedure.
- Company accounts at Companies House www.companieshouse.gov.uk
- Register of County Court Judgments contains details of all money judgments from the County Courts of England, Scotland, Wales and Northern Ireland. But the best way of checking whether your client is credit worthy is by obtaining a credit rating from a credit reference agency. BPCA provides its members with access to a free credit checking service – see the box for details.

For more information visit

www.payontime.co.uk

NEW BENEFIT FOR BPCA MEMBERS

BPCA can now offer free credit checking to our members. This service is worth £500 per year. Members can gain access to unlimited credit checks, subject to a fair use policy.

Simply email checkit@bpc.org.uk the company name and registration number (which should be on their letterhead) and we will send you a detailed report containing:

- Credit assessment of risk (credit limit, credit score, recommendations, payment expectation, CCJs, insolvencies and writs)
- Purchase assessment (the maximum level of goods and services recommended the company be employed to deliver at any one time)
- Key financial data (P&L, accounts, ratios, comparison with the sector)
- Directors list, including addresses and other directorships, current and former directors, and company structure and shareholdings.

View a sample report at tinyurl.com/BPCAcheckit

DO YOU NEED AN INSURANCE HEALTH CHECK?

When did you last review your company insurances?

Does your insurance broker understand the pest control industry?

Does your policy cover all your business activities including the use of firearms and work at heights?

Do you have a specialist insurance policy?

Bradshaw Bennett Ltd have been providing specialist insurance to the pest control Industry for 30 years and are approved by the British Pest Control Association. It is essential that you have the right insurance to protect your business and Bradshaw Bennett's Specialist Liability Scheme provides the cover you need.

Does your policy include the following:

Efficacy cover

This covers loss or damage caused by failure of a product supplied or work carried out to perform the function for which it was designed, and is almost always excluded from standard product liability policies.

Advice, formula and design

Unless this is included in your policy, then claims arising from advice given in connection with your work will be excluded.

Financial loss

Does your policy include cover for claims made against you for pure financial losses, when there is no injury or damage? For example, if you carried out a contract at a hotel, and it had to be closed because it was alleged that you did not carry out the work properly, would your policy cover you for any claims made by the hotel for loss of income?

Professional indemnity

This provides cover for claims as a result of errors or omissions in advice given where a fee is charged, if for instance you carried out a survey or provided training and made a charge to the client.

Why not visit us on stand 24 at PestEx where we can discuss your insurance needs with you in more detail?



Bradshaw Bennett Ltd
Catherine House, Catherine Street,
Macclesfield, Cheshire SK11 6BB
Telephone 01625 505870
Email sch@bradshaw-group.co.uk

www.bradshaw-group.co.uk



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For further details or an immediate quote, please complete the enquiry form below and return it to:

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T: 01625 505870 F: 01625 511691

E: sch@bradshaw-group.co.uk W: www.bradshaw-bennett.co.uk

Business name and address:

Tel:

Name of contact:

Please tick areas of activity:

- | | |
|---|---|
| <input type="checkbox"/> Pest Control Servicing | <input type="checkbox"/> Manufacture |
| <input type="checkbox"/> Fumigation | <input type="checkbox"/> Bird Work |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Timber Treatment |
| <input type="checkbox"/> Other (please specify) | |

Are you a member of BPCA? Yes No

Please indicate your current turnover by ticking the relevant box:

- Under £100,000
- £100,000 - £250,000
- £250,000 - £500,000
- £500,000 - £1M
- Over £1M



Authorised and Regulated by the Financial Services Authority

Dead mammals leave their bodies to science



DR ELIZABETH CHADWICK, MANAGER OF CARDIFF UNIVERSITY OTTER PROJECT EXPLAINS HOW CORPSES CAN SHED LIGHT ON THE LIFE OF ANIMALS.

Throughout history, a great deal of knowledge has been gained from the study of corpses. Detailed analysis of a body can reveal information not only about how a life was ended, but also about how it was lived.

At the Cardiff University Otter Project (CUOP), we have been putting this idea into practice for some 18 years, using the carcasses of dead (primarily roadkilled) otters to find out about their health, their ecology, and even their behaviour. Such information is of great value, particularly when finding out about wild species that are elusive, and therefore difficult to study by observation. A common misconception is that post mortem examination aims primarily to establish the

cause of death. While this is one of the details that we record, our aims are much broader.

We use the information gathered to:

- generate detailed biological information to guide effective conservation
- share information on casualty blackspots
- monitor otter health, and screen for disease and parasites that might affect humans, livestock or other wild animals, and
- monitor the condition of freshwater ecosystems using the otter as an indicator of contamination, by testing tissue samples for pollutants.

To achieve these aims, CUOP work in close collaboration with the Environment Agency (EA). The EA coordinate collection



Post mortems yield valuable insight.

of dead otters from across England and Wales, and arrange delivery to CUOP. We examine each otter, and retain a wide range of samples (from major organs, blood, muscle and bone) and data, which form an internationally important Environmental Specimen Bank. This information helps

How to tell an otter from a mink

	Otter	Mink
Size (nose-tail)	120cm	60cm
Weight	8kg	1.2kg
Tail	Long, tapering, sleek, muscly	Round and furry
Face	Broad muzzle	Pointed muzzle (cat-like)
Habits in water	Swim low in water, head and back barely showing	Swim buoyantly, most of body on surface
Habits on land	Most travel in family units	Usually solitary
Typical droppings	(spraint) musty, fishy smell, visible sign of fish bones/scales	(scat) pungent, rancid, contain mammal hair

guide resources to conserve protected species like otters.

Efforts towards otter conservation are now paying off, with population recoveries reported across much of western Europe. In the UK, a recent survey reports an encouraging comeback, with otters once again found in every English county except Kent. This has the unfortunate consequence that numbers killed on our roads have dramatically increased (CUOP received 230 otters last year, as compared to only five in 1992).

Increasing otter numbers also leads to increased conflict with fisheries – although otters eat a wide diversity of prey, including amphibians, birds, smaller mammals and invertebrates; fish dominate their diet. Otters are occasionally killed illegally, for example by shooting, snaring,

or drowned in crayfish nets. Richard Moseley, BPCA technical manager said “the welcome increase in otter numbers should act as a reminder to the pest industry of the impact we can have on non-target species. The greatest care should be taken by operators to ensure pesticides and trapping methods are used in an appropriate and safe manner.”

Although some 90% of otters received by CUOP are killed by road traffic, it is likely that other causes of death are underestimated because carcasses go unnoticed or are hidden.

A less welcome semi-aquatic mammal in UK waters is the American mink (*Mustela vison*). Both mink and otters are members of the mustelid (weasel) family, and the two

species are similar in shape if not in size. Mink is a non-native species, introduced for fur farming in the 1930s, with numerous releases and escapes leading to peak numbers in the UK estimated at some 110,000 during the 1980s. In direct contrast to the conservation efforts made to protect the otter, mink are a pest, and efforts should be made to trap and kill them. First tested in 2002, the Game and Wildlife Conservation Trust’s ‘mink raft’ has since been widely deployed as a sensitive means of detecting and trapping mink. Trapping programmes are being

actively pursued in many areas, particularly as a means of protecting the water vole (*Arvicola amphibius*), the well loved ‘Ratty’ of Wind in the Willows fame. Water voles are extremely vulnerable to mink predation, and the UK’s most rapidly declining

mammal. Mink are indiscriminate killers, and if allowed will decimate native species in wild habitats.

In the same way that otter carcasses found on roads have provided a valuable resource to study otter ecology, trapping programmes now potentially provide an equally valuable source of carcasses that can be used to study mink. Comparative analyses between the two species can give us a greater insight into a wide range of ecological processes. For example, by comparing prey remains found in stomachs we can assess the degree of dietary overlap between the two species, and by recording the incidence rates of transferable parasites, we can assess the potential for

OTTER FACTS

- Otters (*Lutra lutra*) are at the top of the freshwater food chain
- They feed in both marine and fresh waters
- Otters are found across Eurasia, from Ireland to Japan and from north Africa to the Arctic
- Otters suffered extreme population declines from the late 1950s primarily due to changes in habitat
- They are now strictly protected under the Wildlife and Countryside Act 1981, and under the EC Habitats Directive (UK Conservation (Natural Habitats etc.) Regulations 1994). Under the Habitats Regulations otters are classed as a European protected species – the highest level of protection.

disease transfer. Direct interactions between the two species have been recorded – anecdotal reports record otters attacking and killing mink, and CUOP often record mink tooth marks on otter carcasses. Indirect interactions, such as competition for food resources or habitat, are also likely to be significant. Now that our waterways are cleaner and otter populations are increasing, it seems that otters may be helping to drive out mink in some areas.

Richard Moseley summarised by saying “I am sure all professional pest controllers welcome the news that otter numbers are on the increase. We also welcome any information and guidance on the level and extent of mink activity in the UK. Mink have decimated native species in a number of areas and pest controllers should support this research wherever possible.”

www.otterproject.cf.ac.uk

In the event of finding a dead otter, please telephone 08708 506506 (Environment Agency) and ask for your nearest conservation / biodiversity officer. You will be asked for the location of the otter and some other basic information.



Four otters found dead in a fyke net set illegally in Cumbria. Two mink were also killed in the trap. Photograph by John Martin, EA



Understanding the sheer scale and extent of rat infestations is the key to overcoming control difficulties that could easily be put down to poor bait palatability or even rodenticide resistance, reveals a practical BASF Pest Control Solutions study.

The study involved a carefully-structured, professional approach to persistent rat problems on a large West Midlands farm which were proving impossible to tackle despite regular rodenticide use as part of a strict quality assurance regime.

Following a four night pre-baiting period using untreated grain and sand tracking patches to assess rat numbers and areas of activity, an intensive three-week treatment programme was conducted using a top quality Fortec bait.

More than 160 separate baiting points were put down in key areas around the entire premises, together with a similar number of tracking patches, and these were visited daily throughout the study, with weights of bait consumed and levels of rat tracks in the sand patches recorded in detail. On each occasion the points were topped up with fresh bait.

"My initial visual assessment suggested there was substantial rat activity across the whole site as well as in the area where the main problems were reported," recalls independent pest controller, Euan Bates who undertook the study.

FARM STUDY SHOWS UNDERSTANDING IS KEY TO 'CHALLENGING RAT' CONTROL

"This was borne out by the pre-treatment baiting and tracking which showed activity at between 70 and 110 of the locations. And grain consumption averaging well over 5kg per night over the first four nights indicated we were looking at well over 500 rats.

"The scale of the problem was underlined by the fact that fully 20 kg of the bait was consumed in the initial week of treatment, with 5.5 kg going in the first night alone – a finding which also confirmed the extreme palatability of the bait, by the way!"

After the first week bait takes fell away dramatically, as did tracking patch scores, indicating a sharp fall in both bait intake and rat activity. By the middle of the third week when all bait take and tracking activity had ceased across the entire site, the rodenticide was removed. After a short break, a further four days of baiting with untreated grain accompanied by tracking at the same locations revealed only minimal activity and an overall control level of 96%.

"Regardless of the location, our study highlighted there is far more to effective control than just putting out a bit of bait when and where you see rats," Euan Bates stresses.

"Like so many infestations, the problem wasn't an insufficiently palatable bait or even rodenticide resistance, as it could easily have appeared to the less-experienced eye.

Instead, the bait points weren't in the right place, there weren't nearly enough of them, and baiting was far below the level required to deal with the rat population.

"Most of the rats in the originally-identified problem area were almost certainly living elsewhere on the premises – and eating elsewhere too. As a result, very few were actually visiting the bait boxes in the first place. And even those that were consuming the bait were replaced by others from nearby immediately they succumbed to it, suggesting no control whatsoever.

"As soon as sufficient, palatable bait was placed throughout the site, covering all the main areas of rat activity, though, we saw massive uptake and a high level of rapid control," he observes.

"Interestingly too, although we actively searched for them as part of the study, we only recovered seven dead rats. Yet we know

from the bait and tracking records we killed more than 500. The fact that today's anticoagulant rodenticides work stealthily over 3-4 days means rats crawl away to die. So you don't see bodies. Which could lead people to conclude the bait isn't working.

"Providing you bait correctly, though, levels of bait consumption and simple activity tracking will tell you what's actually happening; by far the most important measure of good longterm control being how few rats are left alive, not how many you kill."

So what are the key rat control lessons Euan Bates draws from the BASF study? In addition to the value of getting the job done by a professional, of course!

First and foremost, he is adamant it is all too easy to underestimate both the scale and extent of farm rat infestations, pointing out that the rats you see are only ever the tip of the iceberg and many will be living at some distance from where they are eating.

This makes it vital to employ more than enough baiting points and site them everywhere rats are active, protecting them adequately from the elements and non-target species.

Perhaps the most important essential, in his view, is to use a good quality rodenticide in sufficient quantity.

"The overall value of a rat bait depends far more on its effectiveness than its price," Euan Bates insists. "Quality is especially important where populations are large and alternative food sources plentiful. Equally, with a typical initial bait consumption of 3-4kg per night on a reasonable-sized infested premises, it's vital to use enough if you want an effective first clearance".

"I'm delighted to say follow-up monitoring nine months later showed only a minimal number of rats around the original problem area and almost none elsewhere.

"This really underlined the lasting value of hitting infestations hard with sufficient understanding. And the fact that even the most challenging infestations can generally be overcome with a top quality bait like Neosorex Gold and the best professional control practice."

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- What the Comprehensive Spending Review means for Pest Control – how to profit from it
- Understanding qualifications: the career path for pest controllers that makes your business more effective
- Pest Control and the Law: avoiding the traps that catch out the unwary
- BPCA: our plans for your future
- RAMPS (UK): keeping metallic phosphides in your tool kit.

Technical theatre

There will be seminars on the latest products and services for the industry, designed to give you the information you need.



Practical area

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- The launch of BPCA's practical-focused RSPH Level 2 Certificate in Pest Management
- Regular CPD workshops and seminars on how to survey for profit

Also...

- Visitors can take the CPD test to get PROMPT CPD points
- Latest research – see what pest control students have been finding out – it could surprise you!

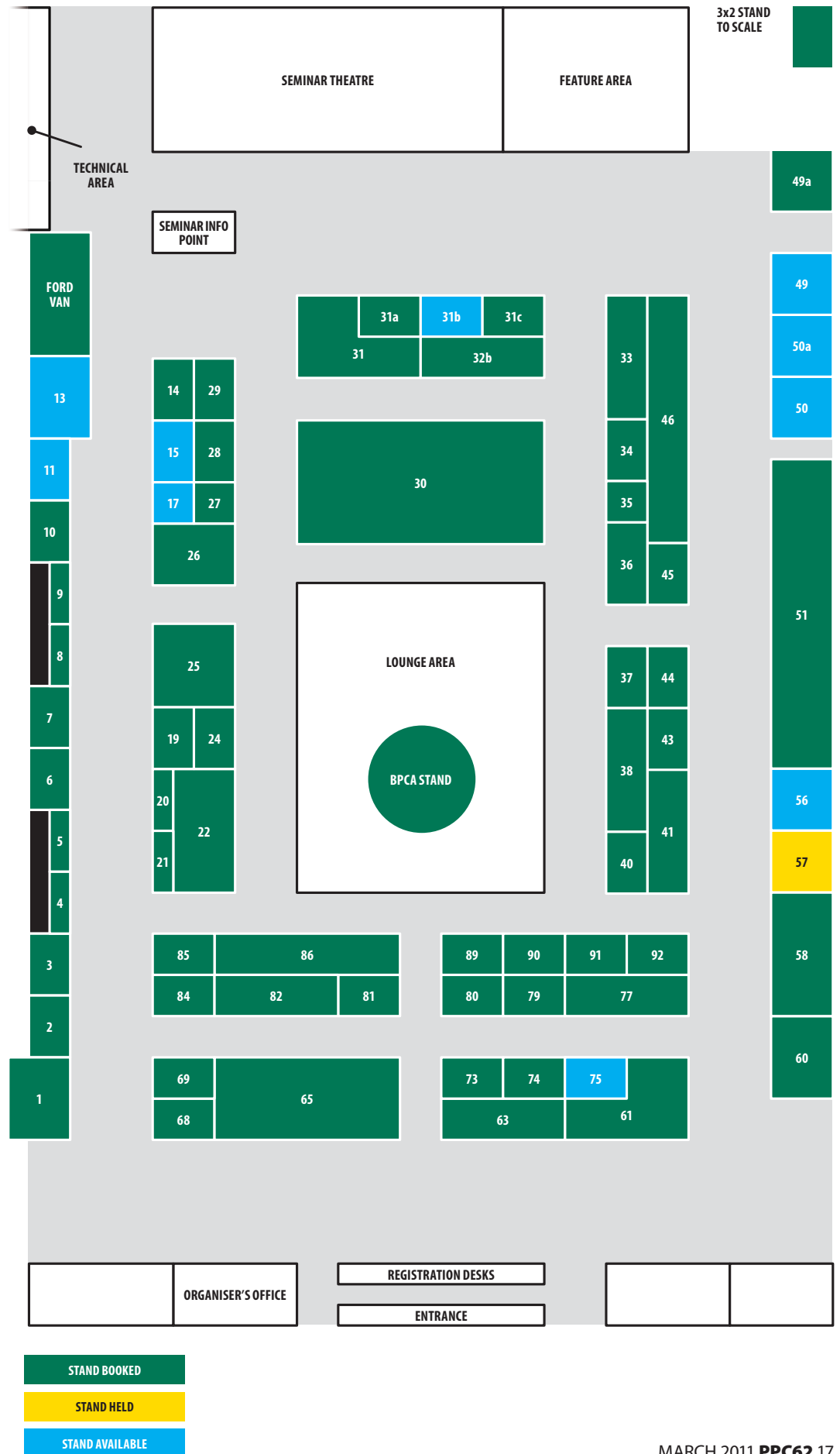
Over two days, delegates can receive six CPD points, up to 33% of their annual total requirement.

Each day can earn three CPD points: two for Pest Control and one for Environment. Most of the brief talks available at PestEx attract one CPD point each.

Visit www.pestex.org to register – show this ad to a colleague.

Company	Stand
Agrisense	33
Agropharm	1
Airofog Machinery Co. Ltd.	81
Alcohem Hygiene	31
AP&G Co. Inc.	40
Azura Group	21
Babolna Bioenvironmental Centre Ltd	41
Barretine Enviromental Health	61
BASF Pest Control Solutions	30
Bayer Environmental Science	38
Bell Laboratories Inc.	22
Bower Products Ltd	63
Bradshaw Bennett Ltd.	24
Brandenburg UK Ltd	51
City & Guilds	8
CRRU	68
DuPont Professional Products	2
Earth Care	43
EcoTrade Italy	14
Exosect	31a
Flybird Installations Ltd	9
HEM	49a
Hockley International Ltd	74
HQ Suppliers	80
Huck Nets (UK) Ltd	90
Igeba Geraetebau GmbH	92
Industrial Pesticides (NW)	36
International Pest Controller	10
JAFO AB	5
Killgerm Chemicals	65
Kness Mfg. Co. Inc.	44
Liphatech	32b
Lodi UK	60
Mestro Spritzenfabrik Ernst Stockburger GmbH	28
NPAP	69
NPTA	19
Or. Ma. S.a.s	91
P+L Systems	46
Pelgar International	25
Pest Magazine	4
Pestwest	82
Pisys Digital Ltd.	29
Plastdiversity LDA	77
Proctor Bros Ltd.	85
PROMPT	37
RAMPS (UK)	35
RSPH	20
Russell IPM	58
Scanwise Ltd.	31c
Silvandersonn Sweden AB	7
Sitno Ltd	84
Spray Systems	73
Starkeys Products	3
SX Environmental Supplies Ltd.	26
Telex (Hong Kong) Ind. Co. Ltd	27
The Bed Moat	34
The Pest Management Consultancy	79
Thermokil	45
Unichem D.O.O.	6
Waspbane Ltd	89
Xenex Associates Limited	86

PestEx exhibition plan





BPCA and PROMPT answer your questions about Continuing Professional Development (CPD)

CPD 101

1 How long does the PROMPT application process take?

If a fully completed application form is received, with proof of relevant qualification and photograph, then the process should take no longer than five working days after receipt. Application forms, qualifications and photos can be submitted by either post or email to michele@basis-reg.co.uk

2 Once registered, can I access my training record online?

Yes. You will need your current email address and PROMPT account number (200.....) to login at <http://goo.gl/ejKxM> where you can request a copy of your training record. The record will be emailed to you within a minute of your request.

3 How do I register my points and can somebody else do it for me?

Points should be registered automatically for qualifying events by event organisers, so make sure you always sign the attendance lists or have your PROMPT card scanned. Your points log builds over the year and can be viewed at any time (see question 2) and additional points registered by you – so no need to keep your own training and CPD log.

4 I haven't got access to a computer or the internet – can I still be a member?

Yes. However, in order to maintain or obtain your CPD record, you will need to ring the PROMPT team who will be happy to assist. Most local libraries have internet services which anyone can use, or maybe your employer can help with access.

5 How can I find how many points I've still got to record?

The annual requirement is only 20 points. Once you have accessed your training record (see question 2) this will show your current points achieved and areas where you still need to obtain CPD.

6 I've just accessed my training record online and not all the points I've earned are there, what do I do?

If some events are missing from your record then print a copy and write on the events which are missing. Return the amended training record to the PROMPT team who will amend your record to include the missing events or, alternatively, email the PROMPT team with the details michele@basis-reg.co.uk

7 I can't remember what points were available for an event I attended last year. Where can I find out?

There is no need to refer to past events unless an event has been missed off your training record, in which case contact the PROMPT team (see question 6). The online events diary lists current and future events only, to avoid confusion when there are many events listed, so it is a good idea to keep your online CPD record updated after each event.

8 Where can I see a list of points available for future events?

See the Diary of Events on the PROMPT website <http://goo.gl/ckwoa>

9 What is the minimum number of hours I'm required to complete?

You are required to obtain a minimum of 20 CPD points per annum, which should take around 10-20 hours of qualifying activities depending on content and level of participation. Many members gain in excess of 20 points each year and are clearly benefiting from the experience of this additional CPD. Remember an event does not have to be an expensive training course: it could be an internal team meeting, BPCA

regional meeting, supplier day, attendance at an exhibition or an update from your own technical reading and/or research.

10 I've recorded in excess of 20 points, can the surplus be carried forward?

Unfortunately the scheme does not allow CPD points to be carried forward. The purpose of CPD is to record current training and learning activities, however, account will be taken of fluctuations in CPD activity from one year to the next depending on the individual's record and circumstances.

11 I've not managed to get 20 points this year. Will my membership be cancelled?

No. The PROMPT team make every effort to determine reasons for any shortfall. Where there are good reasons these can be taken into account. It is often the case that there are some CPD activities that have simply been missed from an individual's training record.

12 Many customers ask me for ID – can PROMPT help and what does it mean to the customer?



The PROMPT ID card demonstrates that PROMPT members have up-to-date knowledge and skills to perform pest control duties and employers/clients can be assured that a PROMPT member is recognised as being suitably qualified and holding the relevant knowledge to carry out his work in a professional and efficient manner. Clients are being encouraged to ask for the card, so getting one is even more important.

13 I've just spent an hour reading the General Licence updates, how can I record that on my training record?

Any CPD activities which have not been pre-registered with PROMPT can be

assessed and added to your record – see question 6.

14 Are there any restrictions on how many points can be earned from specific items, e.g. magazine subscriptions?

Yes. Each category of CPD activity has a minimum and maximum points allocation. Individual magazine subscriptions (e.g. PPC) are allowed a maximum of 2 points, with an annual maximum of 4 points for ALL magazine subscriptions in any membership year.

15 I've lost my PROMPT card, can I get a replacement?

Yes. Please contact the PROMPT team to arrange a replacement.

16 My employer won't pay the PROMPT subscription, can I still join personally?

Yes. PROMPT is a register of individual pest controllers and, although many employers pay employees' registration fees, there is no reason why individuals can't pay for themselves. PROMPT registration cards carry the employer's business logo on the reverse which is an option regardless of who pays the subscription – but a good incentive for the employer!

17 I've changed employers; will my points earned with them be lost?

No. PROMPT is a register of the individual's CPD activities, retained under the individual's name. Companies may sponsor employees but PROMPT is NOT a company scheme.

18 My company holds weekly team briefings, does this count towards CPD and how is it registered?

Yes – team briefings can be awarded as CPD. They need to be registered by the employer as events which will then be assigned points and processed in the normal way. The employer will simply need to submit an attendance list following the meeting for the individual's records to be automatically updated.

19 I've recently passed Level 2 and joined PROMPT free of charge as a result. When does my free membership expire?

Free membership expires at the end of the current membership year i.e. 1 January of the year following qualification.

20 What are the options for my non-field based colleagues / employees?

Colleagues who have not yet achieved the BPCA/RSPH Level 2 Award in Pest Management (or equivalent) may join PROMPT as an Associate Member working towards full membership. They will receive an Associate card, and be able to track their CPD.

And finally: so how can I get CPD points?

There are a huge number of ways to get CPD – and you're doing one right now! Reading industry magazines is an easy way of picking up points. However, you can also get a good range of points from in-house training, visiting exhibitions such as PestEx, or even technical conversations with BPCA's own staff. Most manufacturers and distributors have CPD available in a variety of forms, including online and paper tests. To see if something qualifies, just contact the PROMPT team.

PROMPT
Direct Line: 01335 340855
Fax: 01335 301205
Email: michele@basis-reg.co.uk
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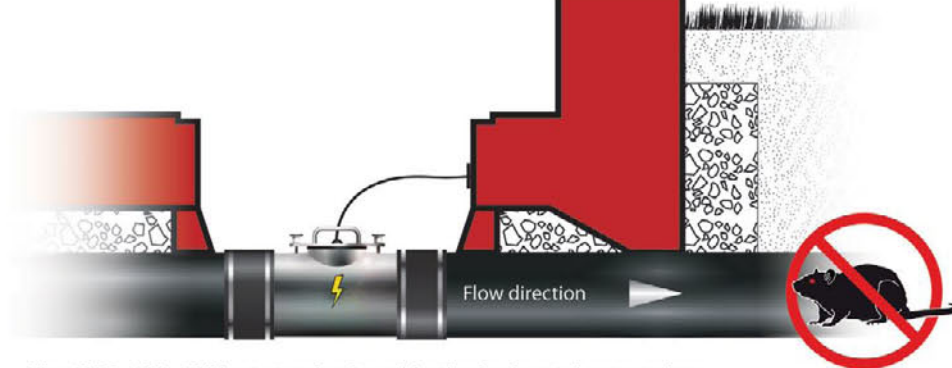


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Getting over the first hurdle

INCREASINGLY, SERVICING COMPANIES NEED TO SHOW CLIENTS AND OTHERS THAT THEY HAVE HEALTH AND SAFETY CAPABILITIES. SIMON FORRESTER INVESTIGATES.

If you want to work for government clients (including local authorities, MOD etc.) you need to be health and safety pre-qualified before you are allowed to tender for the contract. Pre-qualification means someone external looks at your procedures, and approves what you are doing. Successful pre-qualification can be a very effective 'licence to do business' in pest control. It can provide a competitive advantage in a tough commercial

environment, and help to open up new areas of opportunity.

You might think "this doesn't affect me, I don't do that type of work" – well think on. Many clients are seeing the benefit of thinning out the number of companies who might be able to carry out a pest control contract for them. Shortlisting needs to be done, and eliminating the vast majority of 'possibles' quickly saves the client time and money. So, by using a pre-qualification scheme they can begin to sort the wheat from the chaff. And if you're not on a scheme, you won't get past the first hurdle.

But there are a wide range of pre-qualification schemes out there. To join all the schemes that different potential clients require would cost a huge sum, and take months to complete – very wasteful. This waste has been reduced by the introduction of Safety Schemes in Procurement (SSIP). Pre-qualification by a member of the SSIP Forum means that you are being assessed to a recognised Stage 1 standard, as approved by the HSE. In short, you and your clients can have confidence in the credibility of pre-qualification assessment by a SSIP Forum member.

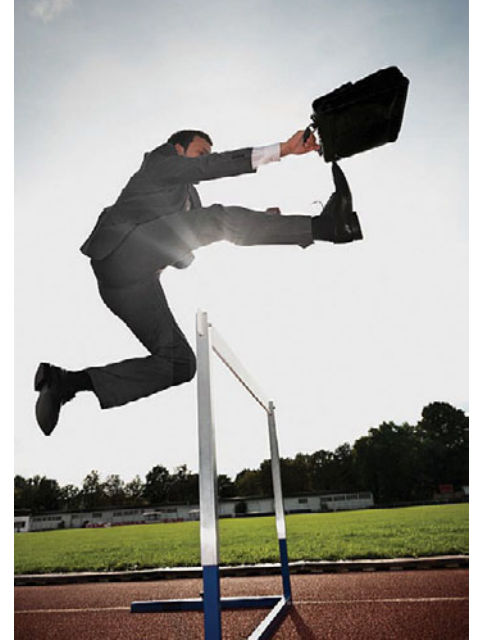
You might think "this doesn't affect me, I don't do that type of work" – well think on.

With SSIP, companies only have to go through the initial assessment process once in order to register with a number of pre-qualification schemes. SSIP is working to ensure all schemes recognise each other at Stage 1 – ensuring that you fill in far fewer health and safety assessments. CHAS, Constructionline, Exor, SAFEcontractor, Facilities Services Group, Altius and many others are all in SSIP right now, so

membership of one means mutual recognition by the sixteen others. This allows for concentration on the Stage 2 (project or job specific) tasks of ensuring that you have: specific

experience in the type of work contracted; trained staff; and enough resources to meet the client's needs.

You will not have to complete any additional questionnaires if you want to work for a client who understands the value of SSIP and the processes involved. Please



note, however, that some clients do require additional information on matters other than health and safety, for example handling of waste or equal opportunities. Because of this, Exor Management Services accept CHAS fully but have some additional criteria that is required by the client. In most cases, a servicing company will only need one SSIP Forum scheme membership to meet their clients' needs.

It's worth noting that SSIP isn't a scheme itself, it's just a way of showing one scheme is equal to another. So, you now only need to fill in one scheme membership, but which should it be? If you are in a scheme at the moment, stick with it. But once it starts to reach expiry, you should consider this: all BPCA members can benefit from FREE accreditation to CHAS (Construction Health & Safety Scheme) – the normal cost being £160 plus VAT each year for most businesses. We even offer assistance in getting your paperwork right first time. You're welcome to stay in the scheme you're in – but why pay when you can get it for free?

THINK: does your current association offer this service?

If not, maybe the time is right to consider BPCA. If you're already a member, then call the office to book in for your CHAS assessment today, and start saving time, money, and lost opportunities. To find out more about how BPCA can help your business, contact Kevin Higgins kevin@bpca.org.uk

To find out more about CHAS visit www.chas.gov.uk



To find out more about SSIP visit www.ssip.org.uk



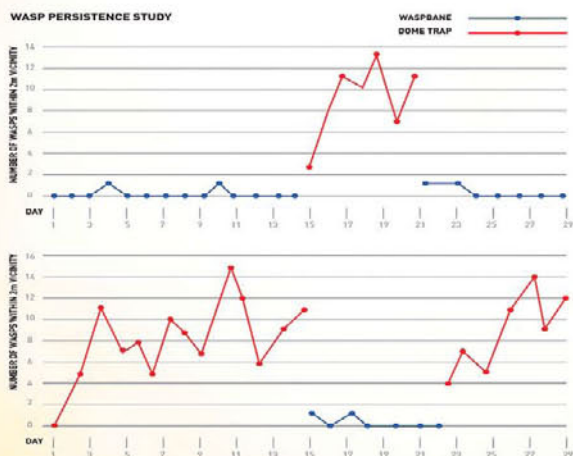
Health and Safety ALERT

An article recently published in the *Cardiology Journal** suggests that the number of people killed in the UK each year by wasp stings could number in excess of 1000.

It now appears that wasp stings can trigger heart attacks in a number of susceptible people several days after being stung. This is known as

Kounis Syndrome.

WaspBane is the only high efficiency wasp trap on the market proven to reduce risk by up to 97.5% compared to other traps.



Wasp persistence cross over studies have shown that that unlike other traps, WaspBane reduces the number of wasps persisting in the area to be protected.



For more information on the WaspBane wasp trap, please call 01480 414644 or e-mail: info@waspbane.com

Use WaspBane - the safe, professional solution to reducing risk.



* Sinkiewicz et al. Allergic Myocardial Infarction. *Cardiology Journal* 2008, Vol. 15, No. 3, pp 220-225



New medical data on wasp stings

Recent publications in medical journals suggest that the health risk posed by wasps is far greater than originally thought.

There is evidence to suggest that thousands of people each year may be dying from wasp sting induced heart attacks. Because the onset of these heart attacks can be several days after the person has been stung, such heart attacks have not been linked to wasp stings until very recently.

The *Cardiology Journal* reported that eight patients presented to one cardiac care unit over a two year period with wasp sting induced heart attacks. When this is scaled up for the UK, this represents roughly 1,000 people a year presenting to cardiac care units. These figures do not include those people who have died from their wasp sting induced heart attack, as autopsies do not presently look for wasp stings as the cause. It is understood that more work has to be done to understand the true extent of this problem.

In light of this emergency health risk data, businesses providing outdoor catering need to be made aware that they have a duty of care towards their patrons to protect them from nuisance wasps.

WaspBane is the only high efficiency wasp trap on the market that has been scientifically proven to reduce risk rates compared to other traps. Using wasp persistence studies, WaspBane has been tested against other traps and has been shown to significantly reduce wasp numbers (by as much as 97.5%). Choosing inefficient wasp traps may therefore actually increase the risk of people being stung.



WaspBane
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www.waspbane.com

Business sluggish? Kick it into life!



Over the last year BPCA has heard many servicing companies say their business has gone quiet. And yet when asked, these companies often admit to not putting major effort into growing their business. So, are you asking these vital questions..?

- What extra products or services can I offer my customers?
 - How can I streamline my systems so I can spend more time with my customers?
 - How can I improve my service delivery?
 - Do I take time out to thank my customers for their business?
 - What new markets can use my products or services?
 - How can I network with the right people to promote my business?
 - What three things can I do to improve the visibility of my business?
 - What's the best way to encourage others to recommend my business?
 - Is my marketing focused enough?
 - Do I take action on my ideas to generate a difference to my business?
 - Should I consider a joint venture with other companies?
 - Am I limiting my business by not asking for help?
 - Have I asked my customers what they think of my services and asked them what other services they would like?
 - Have I got some written down marketing goals?
 - How can I make my service look different to my competitors?
 - Does my corporate image (or lack of it) put people off?
 - Have I got a website, and is it generating quality leads?
 - How many other websites or blogs link to my web site?
- And finally...
- What question(s) would you add to this list?

WATCH OUT FOR PPC63...

PESTEX ROUND-UP

Everything you need to know to get the best from the event

THE VALUE OF TRAINING

What difference does it make to your success?

HEAT TREATMENT

How to win work using this technique

NETWORKING MEETINGS

The value to your business

BACK TO BASICS

Surveying for profit

AND THE LAUNCH OF BPCA'S NEW PROJECT – SET TO ROCK THE INDUSTRY!

PPC63, hitting desks late March 2011!

And finally...

RAT TAILS NEEDED FOR RESISTANCE TESTING

A survey is underway which aims to show the distribution of anticoagulant resistance in the Norway rat. This survey is funded entirely by the pest control industry (BPCA, BASF, Bayer, Bell, Killgerm, PelGar, and others), but is managed by an independent scientific committee to ensure results are seen to be both rigorous and fair. Between 600 to 1,000 tail tips are required from seven areas across mainland Britain. The organisers require your help, now. Can you assist by sending in tail tips?

www.bpca.org.uk/rrag/index.html

Sometimes Copied...



NEVER Beaten

Contrac® Blox®

Contrac Blox is a bait technicians can trust for use on any rodent infestation. Contrac is a single-feeding anti-coagulant versatile enough to be used as a clean-out or maintenance bait. Contrac achieves superior rodent acceptance due to its highly palatable formula. Go with the original and experience for yourself the superior results Contrac provides. Available from your Bell distributor.

Use rodenticides safely. Always read the label and product information before use. Contrac Blox contains Bromadiolone.



www.belllabs.com • emea@belllabs.com

