



## Learning from US bed bug control experience

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**Old Boys' Club?**  
**New applicants needed!**  
Directing passion for the industry



**Buying your loyalty**  
Investigating pest control reward schemes



**PestEx: seminar programme**  
Giving you the skills to stay one step ahead



**Introducing alexo**  
Meeting the pest problem head on

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## Networking Events



With a full exhibition hall and a series of technical seminars and panel discussions on all the current industry issues, PestEx 2011 is a must. See pages 19 & 21 for further information – we'll see you there.

[www.pestex.org](http://www.pestex.org)

### PWIPM

6 April / PestEx

Guest speaker: Layla Bennett from Hawksdrift Falconry

[www.pwipm.co.uk](http://www.pwipm.co.uk)

### SOFHT: Breakfast Club

12 April / Scores on the Doors

Special discount for BPCA members

[www.sofht.co.uk/events](http://www.sofht.co.uk/events)

### ConExPest and EUROPEST 2011

19-20 May / Kraków, Poland

[www.conexpest.pl](http://www.conexpest.pl)

### Pest Control: Front Line Public Health

19 May / RSPH, Portland Place, London

<http://goo.gl/bdpJB>

### 7th International Conference on Urban Pests

7-10 August / Ouro Preto, Brazil

[www.icup2011.com](http://www.icup2011.com)

### PestWorld 2011

19-22 October / New Orleans, USA

[www.npmapestworld.org](http://www.npmapestworld.org)

### Pest Odyssey 2011: 10 years later

26-28 October / British Museum, London

[www.pestodyssey.org](http://www.pestodyssey.org)

### PestTech 2011 & PCN Dinner

2 November / Solihull, West Midlands

[www.pesttech.org.uk](http://www.pesttech.org.uk)

### Parasitec 2011

16-17 November / Madrid, Spain

[www.parasitec.org](http://www.parasitec.org)

## Training

BPCA's training courses and examinations are run throughout the year at venues around the UK. The programme is always changing, so stay up to date by visiting [www.bpct.org.uk](http://www.bpct.org.uk)

Examinations	2011 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
RSPH/BPCA Level 2 Award in Pest Management  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	Halo Crowwood Hotel, Glasgow		
	24 June	Hilton Newbury North, Newbury	£130	£145
	22 July	BPCA offices, Derby		
	19 August	BPCA offices, Derby		
NEW BPCA/RSPH Level 2 Certificate in Pest Management Technique Units members only	6 April	PestEx, ExCeL, London	£50	N/A
	7 April			
BPCA Accredited Technician in Pest Control	15 September	BPCA offices, Derby	£225	£305

Courses	2011 dates	Venue	Member cost (exc. VAT)	Non-member (exc. VAT)
General Pest Control	8-13 May	Halo Crowwood Hotel, Glasgow	£875*	£1045*
	4-9 September	Warwick University, Coventry		
So you want to be a Field Biologist?	22 September	Hilton Newbury North, Newbury	£165	£195
BPCA Stored Product Insect Inspection and Control	25 May	BPCA offices, Derby	£165	£195
Five day Fumigation Course	16-20 May	BPCA offices, Derby	£875	£1075
NEW BPCA Heat Treatment Course	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](http://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. Book your place by calling 01332 225 111 or via [www.bpca.org.uk](http://www.bpca.org.uk)

Date	Venue	Time
31 March	Plymouth Pavilions, Plymouth	5pm-8pm
14 April	TBC, West Midlands	5pm-8pm
5 May	BPCA offices, Derby	5pm-8pm
12 May	Halo Crowwood Hotel, Glasgow	5pm-8pm
26 May	TBC, London	TBC
26 May	TBC, North West	TBC

## Online learning

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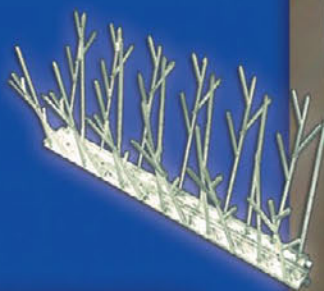
[www.tasonline.org.uk](http://www.tasonline.org.uk)

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

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## Annual General Meeting 2011

**BPCA's AGM will be held at the association's new offices in Derby, (page 22) on Wednesday 8 June. The meeting is open to BPCA members only.**



**PestEx see pages 19 and 21**

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**BPCA is moving see page 22**

# Chain reaction

The reaction in the industry to our relaunch of PPC has been amazing. Lots of positive responses, a flood of PCOs joining the mailing list, and new interest from advertisers – useful for keeping subscription costs down! We also hope we'll get a good reaction to our new magazine, **alexo**. This is designed to get our servicing membership in front of end users – over five thousand end users to be precise. When I started with BPCA the membership clearly said "we want more good quality work". You asked for it, and the Board told us to deliver. Our aim is to get you in front of buyers with commercial pest control contracts to fill. The rest is up to you – supported by us, of course.



The Executive Board has finalised our Strategic Plan for the next three years, which we've set out inside. We hope you can now see where BPCA is heading, and want to be part of it. Speaking of the Board, would you like to join? If you think you've something to contribute, then put your name forward - see page 9. As it says in the strategy, we want to do more research. We've a great article on how reward schemes work in our sector – backed up with some data supplied by you. We've also asked members to help further by completing a membership survey, and copies should be with you now.

We're very pleased to announce the launch of a new industry award: the Del Norton Award for Heat Treatment, which links to our new course. BPCA is moving forward apace, and all these new developments are setting off a chain reaction, raising both standards of professionalism and the value of membership. To find out more see us at PestEx – you know the details!

**Simon Forrester**  
BPCA chief executive



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## PPC

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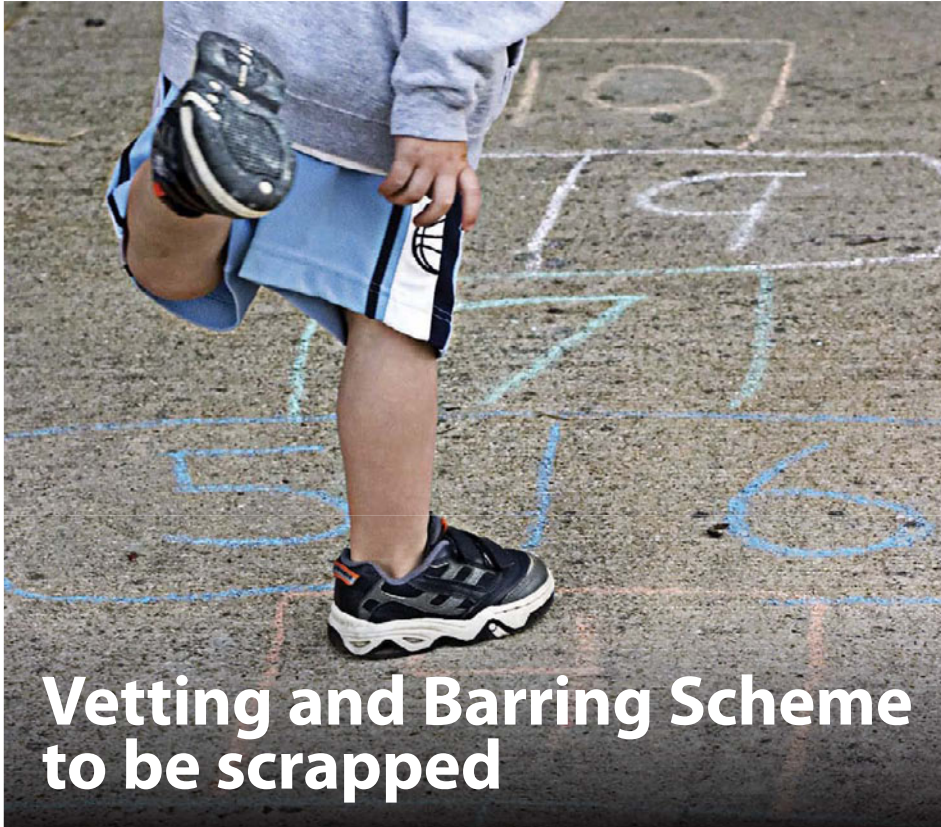
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## CPD for 2011: 2 points



BASIS reference: PC/18449/1011/g

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## Vetting and Barring Scheme to be scrapped

The Government has announced plans to scrap the controversial Vetting and Barring Scheme (VBS) in England and Wales. However, the changes will require new legislation, so employers should continue to use current arrangements until new laws are passed – which will be 2012 at the earliest.

VBS would require many pest technicians who only had occasional contact with children to register on the central database and be subject to continuous monitoring.

The coalition government has promised to scale the scheme back to what it called 'common sense' levels. The result is a scheme that is being comprehensively remodelled – and which will bear many similarities to the equivalent Protecting Vulnerable Groups (PVG) Scheme

introduced in Scotland in March 2011.

Plans include making CRB checks portable and updatable. However, current proposals involve an additional cost which either the employer or the employee will have to pay, and where an update is required, an additional CRB check would also need to be paid for.

For SMEs whose business is not care or education – but whose activities might involve visiting care or school premises, such as pest control – workers will no longer need to be registered or checked just because they occasionally visit care or school premises.

Until the new law comes into force (mid 2012), employers must follow the rules introduced by the changes that came into effect in October 2009.

[www.crb.homeoffice.gov.uk](http://www.crb.homeoffice.gov.uk)

## Paternity Leave change

Under new legislation from 3 April, fathers will be able to take up to six months' Paternity Leave when their child's mother returns to work. Fathers will have a legal right to take the last six months of the mother's twelve-month Maternity Leave, allowing high-earning mothers to return to work earlier if they

choose to, increasing flexibility for families.

Research has found that less than half of fathers take even the existing two weeks' Paternity Leave at statutory pay levels, so the increase in 'paid' Paternity Leave is unlikely to be attractive to many fathers.

<http://goo.gl/2SDAr>

## DEL NORTON AWARD IN HEAT TREATMENT

BPCA is very pleased to announce the launch of a new industry award, the Del Norton Award for Heat Treatment. The Award is given to the best mark on the recently-launched BPCA three-day Heat Treatment Technicians Course (see PPC62), the first of which will take place from 24-26 May in Derby. Further courses are to follow round the UK. The award will be presented next year, and the winner will receive a certificate and prize. Del's widow, Barbara said "I and my two sons are highly honoured that BPCA want to put Del's name to this award, and thank you for your thoughtfulness as I know Del always enjoyed the work he was involved with at BPCA." David Heaton, chairman of the BPCA Fumigation and Controlled Environments (FaCE) Forum said "The FaCE Forum consider this a fitting tribute to one of the industry's greats".

[www.bpct.org.uk](http://www.bpct.org.uk)



## Credit checking: victim of our success!

Mindful of the needs of PCOs, last month we also launched our credit checking service – the first user was Deb Green of Andrew Green Pest Control Ltd – well done to her for starting things off. Since then we've had a great response, with several members checking out their whole supply chain (and finding out some very useful information!). Please note we can't do more than ten checks per member company each day – we're having to ration the service to make sure everyone can use it. To use the service (worth £500 per year), email [checkit@bpca.org.uk](mailto:checkit@bpca.org.uk) with the company name and registration number (if known) and we'll email a full report. To see a sample report visit <http://tinyurl.com/BPCAcheckit>

# The value of networking

In late February BPCA ran its first Regional Networking Meeting of 2011 in Ballymena. Northern Ireland was specifically chosen for the launch of the new format PPC magazine and member logo; and if that wasn't enough, we also launched **alexo** – a new approach to targeting potential pest control customers (see pages 12-14).

So, a night of firsts in Northern Ireland, and to cap it all we were able to introduce our local authority colleagues to BPCA membership, which they enthusiastically welcomed.

Members and non-members alike were able to network with their peers, discuss the issues that affect them, and learn about asbestos awareness and face-fit testing.

Alan Forbes of Hygienezone, said "these meetings are invaluable. It's good to meet colleagues, catch up with latest techniques,

and also find out what BPCA is doing for us. I was pleased to hear about **alexo**, something I hope we can use to promote our business to difficult-to-reach potential clients."

A special guest at the meeting was Lindsay Shaw from the University of Ulster who is running a research project into the incidence of pests in Northern Ireland. She already has contact with the local authorities in the province and now wants to broaden the scope of the research by including information from commercial pest control companies. To this end BPCA was asked to assist by circulating a regular questionnaire for completion on the incidence of pests. The University of Ulster will then send this information to all those who have contributed on a regular basis.

Contact Lindsay Shaw (tel. 028 90368389) at the University of Ulster or Gary Moore, Chairman of NIPAG (tel. 028 92509416)

## BPCA TV



BPCA continues its marketing 'blitz', launching an internet TV channel alongside the new logo, PPC magazine, website, and **alexo**. Simon Forrester, BPCA chief executive said "we know that pest control is a subject that many people want to know more about, so we investigated the key routes people use to find out information. YouTube was in the top three. At the moment we have some short movies from PestEx, but we will be putting more clips on the site, and hope to feature our members in them to raise our profile and that of our member companies".

So, if you have a burning desire to get some free promotion for your company and help BPCA at the same time, contact Rob George at the BPCA office [rob@bpc.org.uk](mailto:rob@bpc.org.uk) tel. 01332 225 115 and see us at PestEx. [www.youtube.com/user/BPCAvideo](http://www.youtube.com/user/BPCAvideo)

## Small firms given help to compete for public contracts

The government has outlined a series of reforms aimed at helping SMEs compete for public sector contracts. Under the new system, companies will be able to pitch directly to Whitehall buyers as part of the Government's efforts to make public procurement more accessible to smaller firms.

The requirement for businesses to complete a pre-qualification questionnaire (PQQ) before bidding for contracts worth less than £100,000 will also be abolished - a move welcomed by many business groups.

Kevin Higgins, BPCA membership manager said "the red tape surrounding public sector contracts has always proved too restrictive for most SMEs. This is a welcome change, as long as civil servants ensure that SMEs get a fair chance, and contracts are not doled out to the same few companies."

## Feral bee code launched

At PestEx (6-7 April, ExCel London) the Pest Management Alliance (BPCA, NPTA, CIEH and UKPCO) is launching a code of practice for the treatment of feral bees. Information via BPCA and NPTA stands. [www.pmalliance.org.uk](http://www.pmalliance.org.uk)



## PM launches Contracts Finder

On 11 February the Prime Minister launched Contracts Finder; the new online service available from Business Link that displays details of public sector procurement opportunities, tender documents and contracts over £10,000.

Contracts Finder will become the main source of government opportunities over £10K, with smaller contracts being awarded through the Supply2 website. A recent search on the new site gave 32 contracts involving pest control. PCOs are urged to register for these free services.

[www.contractsfinder.businesslink.gov.uk](http://www.contractsfinder.businesslink.gov.uk)  
[www.supply2.gov.uk](http://www.supply2.gov.uk)

## Pest control in the news

Last month Radio 4 ran a programme on rats and foxes. Dr Robert Smith gave an excellent overview of the role (if that's the right word) of rats and foxes in the UK. The Lodge Brothers of Beaver Pest Control were featured.

A recent article on the BBC news website entitled "Bedbug rise a 'public health issue' for Scotland" featured John McNeice, from the Fife-based Scottish Pest Control Services, which has contracts with councils and firms including Scottish Power and BP. John said he had seen about a 20% increase in bed bug business over the past two years mainly in B&Bs, hotels and domestic properties.

If you've featured in the national media on a pest story, please let us know.

## Of mice and men...



A pizzeria owner in Pennsylvania sabotaged competing shops by infesting them with mice, police say. The man has been charged with animal cruelty and other offences in Upper Darby, near Philadelphia. He was arrested after officers found a man had stuffed a sack containing live mice into the space above a ceiling panel in a pizzeria bathroom.

Investigators said Mr Galiatsatos, 47, had been grappling with a mouse problem in his own shop, Nina's Bella Pizzeria. "We have never had anything like this where mice have been used as an instrument of crime," Upper Darby Police Supt Michael Chitwood told reporters. "This is food terrorism by mice."

## NEW AIRGUN OFFENCE IN FORCE

New legislation was introduced on 10 February 2011 which makes it an offence to fail to properly secure airguns in order to prevent them falling into the hands of children.

Owners will be liable for a fine of up to £1,000 if they do not take reasonable precautions to stop unauthorised access to their airgun by people under 18.

Young people who are legally allowed to use airguns will not be affected by these changes. Airgun safety is a matter of good sense and good practice by legitimate users. Further information and a BASC fact sheet entitled Young People and Airguns can be found at

[www.basc.org.uk](http://www.basc.org.uk)

## What do we do now?

The Society of Food Hygiene and Technology (SOFHT) breakfast club meeting 'What do we do now' was an excellent opportunity for BPCA to present to key people in the pest control and food-related industries, and we appreciated the invitation from SOFHT and Dr. John Simmons of Acheta, who sponsored the event.

Delegates were informed of the current pressures on insecticides and rodenticides by Dr Alan Buckle of Reading University. Richard Moseley from BPCA gave a presentation on working relationships between contractor and customer. Delegates agreed that these were essential to ensure pest-free environments and rapid infestation eradication. BPCA members can attend future SOFHT meetings at a specially reduced rate.

[www.sofht.org](http://www.sofht.org)

## Book now for the latest Pest Control conference from RSPH



### Pest Control: Front Line Public Health

Thursday 19<sup>th</sup> May 2011

28 Portland Place, London W1B 1LY

2011 will be an exciting and challenging year for pest control. Reduced Local Authority provision, a greater reliance on the private sector, emerging disease problems and a reduction in the pest control armoury all combine to create a challenge that we need to meet and deal with. This conference will look in depth at these changes and challenges to see where we are going and how we are going to get there.

Speakers will include:

- Richard Moseley of the BPCA
- Savvas Othon of Rentokil Pest Control
- Clive Boase, The Pest Management Consultancy



**Book before 25<sup>th</sup> March 2011 and receive a 15% early bird discount!**

**Book Now** For more information please visit [www.rsph.org.uk](http://www.rsph.org.uk).

If you have any queries please contact Claire Robins at [crobins@rsph.org.uk](mailto:crobins@rsph.org.uk) or call 020 3177 1614



# OLD BOYS' CLUB? NEW APPLICANTS NEEDED!

Simon Forrester scotches a few rumours about the BPCA Board – and shows how you can direct your passion for the industry.

Since I joined BPCA several industry 'characters' have told me "the BPCA Executive Board is an old boys' club, a closed shop of duffers who think they're better than the average pestie". That's not what I'm seeing. I see a range of committed individuals with different experience and age from right across pest control, all working together to make a better industry.

## What is the Executive Board?

The Executive Board (EB) is the governing body of BPCA made up from up to 15 people. EB members are company directors of BPCA, and have a duty of care to both the membership and staff team. With their industry knowledge and experience, their focus is on strategy and performance, so they set targets for the BPCA team (including me) to deliver. The team does the day-to-day running, the EB see that BPCA's being run well.

## Who can join the EB?

The EB can be joined by anyone – I'll repeat that: anyone. You just need to be a full BPCA member in good standing (i.e. membership matters, including subscription payments, are up-to-date). EB members need to be registered on a BPCA-recognised CPD scheme (e.g. PROMPT) within the first year of joining the EB (Executive Board members voted for this because they believe the EB must 'practice what they preach' on CPD).

## What does being on the EB involve?

There are five EB meetings each year, held mid-week usually in Derby. EB members receive all paperwork in advance, gather opinions before attending meetings, and come along ready to give their views and those of their peers.

## The vacancies

There are four Board vacancies to be decided at the next AGM being held at BPCA's offices on 8 June. These vacancies are open to ALL



full BPCA members (no 'closed shop'). If you'd like to be nominated, look out for the forms being circulated to members after PestEx, or contact the office. Once complete, as long as you meet the criteria and deadline, your name will be on voting papers sent to all members. If there are only 4 nominations, those names go forward, and if more than 4, there's a vote by the members - simple as that.

## DON'T JUST TAKE OUR WORD FOR IT...

"I very much enjoy being on the Board. It's broadened my outlook and made me think harder about the industry we are in, and how the association can improve it.

"The other Board members and BPCA team are extremely friendly and very knowledgeable about their own particular fields. I have felt very welcome and the view points I take to meetings are respected and constructively discussed.

"The experience has also made me look at my own business from a different point of view and what improvements I can make."

**Jenny Humphrey, D.R.E. Pest Control Ltd, Cambridgeshire, EB member since May 2010**

EB members are required to stand down after three years which promotes 'new blood', but may offer themselves for re-election, Doesn't sound much like an 'old boys' club', does it?

## What is needed from EB Members?

- Passion for the sector, competency and commitment
- Honesty, trustworthiness and integrity
- Responsible decision making
- Transparency and accountability
- Respecting the rights and expectations of members
- Willingness to put forward a point of view
- Ability to respect the three Cs:
  - 1 Confidentiality: what is said in EB meetings remains confidential unless otherwise stated
  - 2 Conflict of interest: EB members will raise any potential conflict of interest that may arise, in the interests of transparency and fairness
  - 3 Competition Law: EB members avoid falling foul of competition regulations

## Those who need not apply

Yes men; those 'only there for the sandwiches'; those who can't put the association and the sector above their own interests; those with a single-issue axe to grind; and those who aren't prepared to spend time outside meetings on the role. Not reading the paperwork and just turning up is not acceptable.

## What is on offer

- Excellent experience as a non-executive director
- Profile and kudos of being an active member of an internationally recognised association
- Networking opportunities
- Transferable skills (budgeting, strategic planning, project management)
- fun! (and hard work too.)

So, if you think you can make your industry better, get nominated or join a committee. And if you're a member of another association, join their board. The industry needs people who can give something back – in the words of Lord Kitchener, Your Association Needs You!

# buying your loyalty

Simon Forrester investigates distributor loyalty schemes.



We're all familiar with the concept of loyalty schemes - Nectar, Tesco, Shell and the like – but the pest control industry has its own schemes and their scope and benefit vary widely.

Reward schemes are designed to encourage purchasing decisions in customers: whether a specific product, volume of sales or just to keep people coming back. The data that's collected is then used to build a profile of the customer to target with new, more attractive offers. There's a trade-off: customers get a reward such as discounts on purchases or collectable 'points', while suppliers get brand loyalty and, ideally, increased sales. Adrian Batty of AB Pest Management said "Loyalty is rarely rewarded these days, so it is nice to feel your custom is appreciated. A good loyalty scheme is the icing on the cake."

One size clearly does not fit all. The needs of the sole trader will be very different from larger PCOs and loyalty schemes need to concentrate on relevance to the people they are trying to influence. For some PCO segments, particularly high-value ones, it's all about service, convenience and added value. Special deals, special treatment at point of sale, and recognition of customer value are all considerations for an effective loyalty programme.

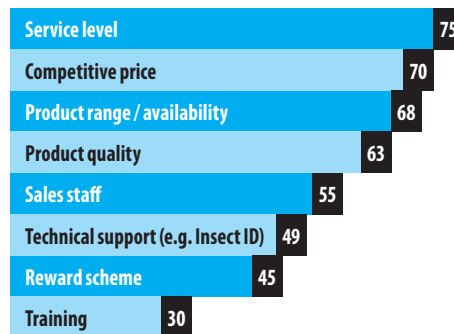
So what do the distributors say about their schemes? Amanda Comish, Killgerm's marketing manager said "Plus Points was the industry's first loyalty scheme, rewarding customers with products and training that will support and grow their business". SX Environmental are unique among the loyalty schemes – they allow a rebate to be offset

## Comparison of major distributor schemes

	Barrettine	Killgerm	SX Environmental
<b>SCHEME NAME</b>	<b>MINT</b>	<b>PLUS POINTS</b>	<b>LOYALTY BONUS SCHEME</b>
<b>Launched</b>	2010	April 2009	June 2009
<b>Cost to join</b>	Free	Free	Free
<b>Minimum spend</b>	None	None	None
<b>First order</b>	Survey pack, umbrella	None	Not generally
<b>Initial Benefit</b>	Buy 4 get 1 free during first month	2 points per £1 spent; advance notice of special offers	2% rebate against invoices, or retail vouchers
<b>Ongoing Benefit</b>	Monthly offers e.g. no VAT	2 points per £1 spent	2% rebate against invoices, or retail vouchers
<b>Side benefits</b>	40% off tool hire and access, monthly £100 prize draw, annual city break draw, training days, website	Draw each month to win 3,000 points; some offers just for Plus Points customers	Special offers on products, exclusive training; points can be used on any products
<b>Membership information</b>	Card, e-newsletter	Plus Points number issued, regular letters advising of points total and special offers	Statements sent every 6 months for a reminder of points total
<b>More info</b>	<a href="http://www.barrettine.co.uk/b1">www.barrettine.co.uk/b1</a>	<a href="http://www.killgerm.com/pluspoints">www.killgerm.com/pluspoints</a>	<a href="http://www.pestcontrolonline.com">www.pestcontrolonline.com</a>



Factors influencing buying decisions among independent PCOs (Jan/Feb 2011)



against invoices, or exchanged for retail vouchers. Richard Lunn of SX said “last Christmas we converted customers’ bonus points, who requested it, to Tesco or Argos vouchers to the value of their bonus. Customers were able to spend all year then save all year, and in many cases it paid for their Christmas.”

Chris Parmiter of Barrettine said “we wanted a scheme that didn’t discriminate purely on spend, and didn’t just reward back on product. Benefits are hopefully simple – we wanted to move away from the petrol station stereotype of spend £hundreds to get a free glass!”

While at first glance reward schemes can seem appealing, pest controllers’ loyalty can’t be easily ‘bought’. A quick-and-dirty survey of independent PCOs (see bar chart above) reveals three quarters put service as the number one

purchasing influence, and in particular those distributors who go the extra mile (e.g. extending credit in a difficult time, or taking back unused / out-of-date product). Price is

a close second, while less than half of PCOs see reward schemes as a major inducement to purchase. Mark Pass of M&S Pest Control, Kilkenny said “service is most important – if I’m to offer my customers a quality service, then I’m reliant on quality backup from my suppliers”. Clearly a reward scheme is part of the buying decision, but not the main element.

In the age of the internet, it’s becoming easier and easier to compare prices on specific products or generics, and so the relationship between supplier and customer is key. Bruce Blything, Industrial

Pesticides’ general manager said “We have served the industry since 1980, and regard our customers’ ongoing loyalty as an indication that the value, quality and service offered continues to be recognised as of importance.

“Our focus continues to be on improving our service and range of products and always listening to our customers in these challenging times to deliver ongoing value, support and understanding of our customer’s needs. We firmly believe that offering straightforward, competitive transactions is preferable to using loyalty schemes or other promotional means which appear to give value. This clarity of offer is, we believe, the key to creating long term loyalty and customer satisfaction.”

Reward schemes are not a ‘magic bullet’ for distributors to increase sales, and there

are downsides for both the suppliers and PCOs. For example, some types of benefits from reward schemes are classed as taxable income, and so if

you’re a company director, or you earn at a rate of £8,500 or more in a year then you may have to pay tax on any benefits you get. Similarly, a recent court case between the company running the Nectar scheme and the European Court of Justice showed that the VAT position for suppliers who offer rewards is not yet clarified.

Christopher Hallam of Robinsons Solicitors, advises “The introduction of the Bribery Act 2010 also throws a potential spanner in the works of reward schemes. In the coming months, a corporate offence of failing to prevent bribery by people working on behalf of the business will be introduced.”

**“The door is wide open for one distributor to change the nature of its loyalty scheme.”**

**“...less than half of PCOs see reward schemes as a major inducement to purchase.”**

Our industry’s schemes also vary widely in their terms and conditions, with some limiting the life span of the points, and others limiting the range of goods which can be exchanged. And what protection exists if a reward scheme is wound up, or the terms change? Those points you’d banked for a new fogger may simply disappear overnight. Always keep an eye on this.

Loyalty may also prevent due diligence in procurement, i.e. if you’re getting points, you may not shop around for the best deal. The advice is to always look beyond the points or discount to the whole offer, and to regularly review purchasing decisions and processes.

In marketing terms we all know that customers are encouraged to use a preferred supplier. Ensuring service excellence and relevance of offering not only encourages customers to remain loyal but gives margins room for growth throughout the supply chain.

Successful loyalty programmes should take the high ground, and offer a differentiated proposition, i.e. something customers aren’t getting elsewhere. One PCO I spoke to confused the names of the three schemes, and when prompted said “well they’re all the same, anyway, aren’t they?”

The door is wide open for one distributor to change the nature of its loyalty scheme, to get smarter and deliver real relevance and benefit to PCOs. We all know it’s important to keep the best (most profitable) customers, and maximise the profit per customer.

On first analysis, the schemes out there, at present, aren’t delivering what PCOs want – let’s see what’s around the corner. But for now, they are and should be seen as a nice incentive, but not the sole reason for a purchase.

BPCA is proud to announce  
the launch of a new  
magazine for the sector.  
Introducing...

# alexo

THE ASSOCIATION IS LAUNCHING A NEW MAGAZINE DESIGNED TO GET PEST CONTROL PROFESSIONALS IN FRONT OF BUYERS OF PEST CONTROL SERVICES. HERE'S WHAT IT'S ALL ABOUT.

BPCA has been asking members in various ways "what do you want?" The top answers are:

- More work
- Stability of business
- Decent contracts with reputable companies

So BPCA asked itself "how can we offer this?"

Clearly to win work, you need to promote yourself and that is the role of BPCA as well as our members. Demonstrating professionalism to clients is the key.

As part of our Strategic Plan to deliver benefits, and make BPCA membership a 'no-brainer', the BPCA Board agreed to develop this new magazine for the sector.

BPCA President Martina Flynn said "alexo offers a real innovation for the pest control industry. We believe it will make buyers of pest control services much more aware of the importance of our industry, and also the need to use professionals for pest control."

We have also been asking end-users what they want. The short answer is 'professionalism' – they

want to know the companies they use for pest control are proper and legitimate businesses, trained to deliver results and minimise risk. alexo is designed to demonstrate how the BPCA supply chain delivers exactly that.

## The magazine

alexo means 'I protect' in Greek – and the focus for the magazine and BPCA is public health protection and promotion.

One key thing the magazine promotes is BPCA and our members to buyers of pest control services – the target audience.

The magazine is around 56 pages long, A4 size, and is perfect bound (like a book, i.e. no staples) for a professional, true magazine format.

Copies are free to registered users, and the magazine has an ISSN (International Standard Serial Number) and barcode, just like every magazine in your high street newsagents.

Clearly there is no precedent for a magazine of this

Meeting the pest  
problem head on.

# XC



type in pest control. Not even the biggest national servicing companies produce a large magazine specifically for customers and potential customers. BPCA is leading the sector by being first to market with a publication of this type, designed to drive more work to our members.

The magazine is printed hardcopy twice a year and available online all year round. The online version has clickable links wherever possible to drive clients to the membership.

### The features

**alexo** will mainly feature member companies' products and services. There will be large feature articles on specialist pest control of interest to clients (tricky jobs, public interest, seasonal, trends, latest research and so on).

**alexo** will be very visual, using plenty of space and high quality images. No images, no story. Articles will focus on how pest control

is vitally important to public health, and will feature the people our industry protects and how our members are at the leading edge in all areas. We will also run profiles on member companies in each issue.

### The directory

We will be featuring a 12 page directory including the contact details for every full member company. All entries get equal space, so whether you're a global name or a sole trader, you get the same opportunity to get your company name in front of end-users.

What else you do is up to you. What we would advise is this: if you want to compete on a level playing field, you should get yourself a web site and a proper email address as soon as possible, ready for the directory – 'jimmydapestie1981@hotmail.com' probably won't inspire the greatest confidence during the supplier selection process!

### The writers

The magazine will be edited in-house by Lorraine Norton, BPCA operations manager. Copy will be written by the BPCA team, independent journalists selected by us and of course by you, our members. We will also welcome articles from external companies and organisations, like professional institutions and universities, as long as they fit our criteria, which is of course to focus on professionalism and the importance of pest control in the protection of public health.

### The news

The magazine will be full of stories about all aspects of pest control, an industry driven by you. So what have you got for us? Have you done something you'd like to tell 5,000 potential customers about? We are looking

/continued over...

# What news will we see in alexo?



## YES!

- 'Celebrity' pest control
- Pest control in the news e.g. Downing Street Rat
- Pest control in unusual locations e.g. heritage, overseas
- The result of your work or research
- Latest trends in pest control



## NO!

- Share price of your company
- Your change of logo
- New employees for your company
- Clichés like 'UK's leading pest control company'
- Your take on an existing product or service

for news and feature articles on subjects that will interest clients. Maybe you've triumphed over an unusual or particularly difficult infestation, found a new method of control or prevention, developed a new product or service, are aware of common misconceptions of end-users and want to set the record straight or have outstanding examples of IPM techniques and successes they bring. We also understand that many members do not have PR resources, so we're here to help bring your news to life where we can – just ask.

## The contributors

That's you, the membership. Of course, on occasion we will use quotes and comments, even articles from non-members, but mainly this is a means of BPCA's membership being promoted to buyers and new markets. No membership angle on the story, no story.

## The advertising

Advertising is open to all, but non-members pay a hefty premium, which allows us to offer members a free directory entry. Members can build on this by having extra advertising in the magazine, from a small spot to a full page. Don't worry if you have never done this before – a design service is available for members to use. All adverts will be given the new BPCA member logo and returned to you for your use elsewhere at no cost. On offer is a free QR code generation service for advertisers (QR codes can be scanned by mobile phones to open a web page, for example). Non-members, subject to available space, will be allowed to advertise in the magazine, at a premium, but will not be allowed to associate themselves with BPCA in any way.



A typical QR code, try this one for alexo.org.uk

## The spin-off

So what does a magazine generating all this copy and advertising do? It drives awareness and business. This is in the form of:

- Interest from the media e.g. local radio or national TV
- Articles for other magazines e.g. re-used in FM World, the Retailer, Construction News – the magazines your potential customers read
- Links to members' websites via the online version of the magazine
- Articles you can reproduce for use in local press, or on your own website to improve your position on search engines
- Copy on the alexo website plus longer articles and extra information, back issues and advertising information
- The readership - 5,000 circulation.

alexo will have a mainly UK readership and focus. We are already working with other sector associations such as the Chartered Institute of Environmental Health, the British Retail Consortium, and the British Institute of Facilities Management. We will target their membership both with the magazine itself, and information and articles to ensure they are well aware of the benefit of BPCA and using BPCA members on contracts.

Copies of the magazine are available to any bona fide reader who is placing pest control business. If you know anyone who should be receiving alexo, then let us know – who can't you get to see? Tell us and we'll make sure alexo lands on their desks and in their inbox.

We offer free circulation of the magazine to registered users – and of course to all BPCA members. Additional copies are also available, and specific articles featuring your company can be emailed to you for your own use.

The first edition of the magazine will be circulated in June 2011 to an initial print run of 5,000, including:

- Members
- Facilities managers
- Architects
- Local authorities / environmental health officers
- Retailers
- Food manufacturers
- Auditors
- Main contractors
- Premises managers
- Opinion formers (MPs, MEPs, government departments)

## The future

We aim to...

- grow and refine the readership to include those with a direct influence on the purchase of commercial pest control contracts
- review the magazine by asking readers their views on it – what they want to see, where they want to see it, and when
- deliver content of relevance to buyers of pest control services, and of benefit to our membership.

## The next steps

We'll be giving a presentation on what the magazine can do for your business, and how you can be a part of it, at our regional meetings (see page 3) and on each day of PestEx at 10.00am. 'Issue Zero' will also be launched at PestEx: this is a mock-up of the magazine so you can see what it will look like.

Things for you to do in the mean time:

- Check the information we hold for your business is up-to-date. Do you have a web address or email address we don't know about? Do you need help setting one up? Contact BPCA membership officer, Rachel Eyre [rachel@bpc.org.uk](mailto:rachel@bpc.org.uk)
- Have you any news articles that end-users would like to read? We're looking for good copy, with images. [editor@alexo.org.uk](mailto:editor@alexo.org.uk)
- Let us know who you want the magazine to go to – who can't you get to see? Send in their details and we'll make sure they get alexo – and see your details for when they are next choosing a pest controller.
- Consider additional advertising – do you want to stand out, or tell buyers why your company is exceptional?
- Keep a close eye on [alexo.org.uk](http://alexo.org.uk)
- Not in it? Not a BPCA member? Get your membership application in before the close of PestEx to be included. Or miss out.

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Photograph courtesy of CDC/ Harvard University, Dr. Gary Alpert; Dr. Harold Harlan; Richard Pollack. Photo credit: Piotr Naskrecki



# Learning from US bed bug control experience

Dense urban populations, major movements of people and increasing restrictions on residual insecticides have contributed to a major resurgence in North American bed bug problems in recent years. Add to this an alarming level of resistance to key insecticides and it's not difficult to see why a good 75% of US pest controllers rated bed bugs as their single most difficult-to-control pest in the benchmark 2010 National Pest Management Association (NPMA) study with the University of Kentucky.

That this has risen from less than 60% in an almost identical survey conducted in 2008 underlines the scale of the recent increase in the US bed bug challenge. As does the growing extent to which infestations are being reported in every conceivable location (figure 1).

The recognition that bed bug infestations can extend well beyond bedrooms is vital for pest controllers everywhere. It highlights the fact that the pest can be carried over great distances on luggage, clothing and second-hand furniture, amongst other methods. And it underlines the importance of extending inspections and, if necessary, treatments to other parts of premises found to be infested and, indeed, to locations not normally associated with the pest.

Thankfully, US public concerns over the use of pesticides to treat bed bugs appear to have declined markedly as problems with the pest have grown. In 2008, for instance, pest control companies reported just under 60% of their customers were 'not very' or 'not at all' concerned about applying insecticides to control bed bugs. By last year's survey this had grown to comfortably over 90%.

This is just as well since insecticide sprays and dusts remain overwhelmingly central to successful treatment. What is more, over 80% of US pest controllers now use insecticides on beds and three quarters spot treat mattresses as well as box springs – a marked turn-around from the past reluctance of most people to have beds treated.

While synthetic pyrethroids continue to be widely employed in US bed bug control, growing resistance problems have led to a significant shift in active ingredient use over the past two years.

Despite research showing zero mortality to 10 times the label rate of deltamethrin in 14 of 16 bed bug populations from eight different states, a product based on this active remained the most widely used insecticide in

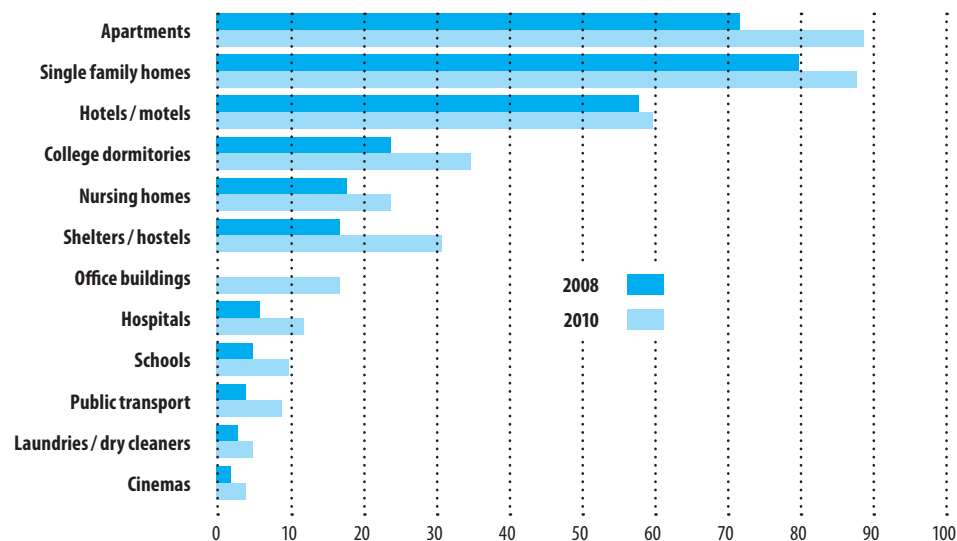
Insect management specialist, Roland Twydel of BASF Pest Control Solutions looks at what we can learn from the extensive experience of US pest controllers in tackling the major international challenge of bed bugs.

2008. By 2010, however, this had been comprehensively displaced by Phantom (chlorfenapyr) proven to be highly effective against resistant as well as susceptible populations (Figure 2).

Only approved for controlling the pest in 2006, chlorfenapyr has rapidly become the first choice US bed bug insecticide for its non-repellent, non-irritating and virtually odourless nature as well as its resistance-beating mode of action. Although not yet registered in the UK, it is being increasingly employed this side of the Atlantic over the past year, following the approval of the first European formulation, Mythic in both Germany and France.

Even with the availability of chlorfenapyr, our specialists find US bed bug controllers

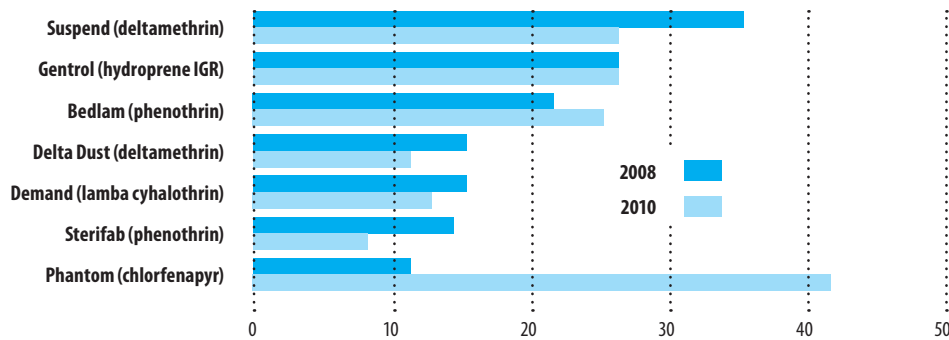
Figure 1: US bed bug infestation locations by proportion



Source: University of Kentucky surveys of more than 500 US pest control companies in 2008 and 2010.



Figure 2: Most widely used US bed bug treatment products by proportion



Source: University of Kentucky surveys of more than 500 US pest control companies in 2008 and 2010.

generally utilise it alongside other actives – mainly pyrethroids – to give the best balance of immediate knockdown and consistent long-term control.

Top quality products like Demand (lamba cyhalothrin) or Fendona (alpha cypermethrin) – preferred in the UK for the superior activity and extended residuality of their micro-encapsulated and top quality suspension formulations respectively – are widely considered to be the best partners in this respect.

Equally important in the fight against bed bugs, US controllers recognise, is the application of sprays as precisely and thoroughly as possible within infested areas,

their combination with other physical controls and, above all, the maintenance of sufficient treatment pressure over time.

In apartments, for instance, detailed survey work has highlighted a wide range of common bed bug hiding spots, more than a quarter of which are beyond the bed itself (Figure 3).

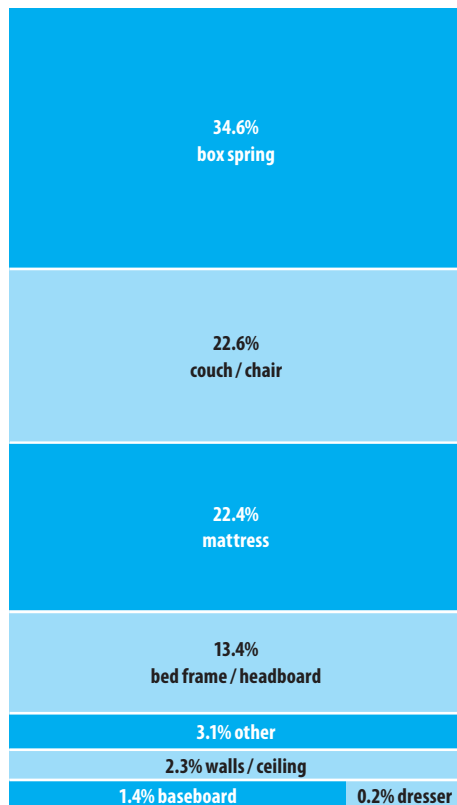
Spraying clearly has to target all these areas if beds are not to be rapidly re-infested from other harbourages in the immediate vicinity. Which, in most cases, will necessitate substantial movement, if not dismantling, of furnishings.

The sheer scale of inspection and treatment work required means many initial US bed bug treatments are currently taking five hours or more, with an average of between two and three treatments needed to get an infestation under control.

Both the amount of time per treatment and number of treatments required increase markedly with the degree of clutter in the environment. Indeed, over half of pest controllers reckon it takes more than three treatments for effective control where the environment is cluttered. This compares with less than 10% in uncluttered surroundings (Figure 4).

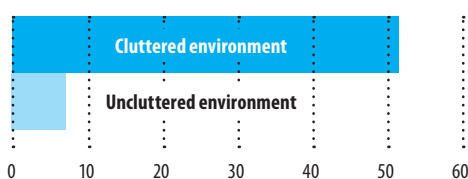
US professionals insist that success also depends on removal of visible bugs ahead of spraying by thorough vacuuming, together with sufficient co-operation from customers and tenants in removing, laundering and, if necessary, disposing of infested mattresses, bedding and other soft furnishings.

Figure 3: Typical bed bug hiding spots in US apartments



Source: University of Kentucky study of 13 infested apartments.

Figure 4: US bed bug control in different environments requiring more than three treatments by proportion



Source: University of Kentucky surveys of more than 500 US pest control companies in 2008.

## KEY LESSONS

- Bed bugs are widely recognised as today's hardest to control pest.
- Bed bug control needs to extend to locations well beyond bedrooms.
- Pesticides are now extensively used on mattresses (spot treatments only).
- Pyrethroid insecticides remain important in most bed bug control programmes.
- Non-pyrethroid, chlorfenapyr is now the most widely used bed bug insecticide.
- In the absence of this chemistry, top quality pyrethroid formulations are essential.
- More than a quarter of apartment bed bug harbourages are beyond the bed itself.
- Bed bug treatment requires considerable time, good teamwork and several visits.
- Treatment time depends heavily on the extent of clutter and resident co-operation.
- Specific, non-standard contracts are highly advisable for bed bug treatment.

Many are further finding it better to work in teams, or at least have assistance available to help dismantle beds and move furniture to enable jobs to be undertaken thoroughly enough within the time available.

Under these circumstances, it is hardly surprising that, rather than relying on their standard pest control terms, the majority of US companies now employ separate contracts for bed bug treatment.

As well as accounting for the fact that treatments generally take far longer than other pests and tend to require substantial amounts of insecticide – often more than 3.8 litres for a typical apartment – these are valuable in setting out clear customer responsibilities and protecting operators against the growing threat of litigation.

[www.pestcontrol.basf.co.uk](http://www.pestcontrol.basf.co.uk)



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Registration is only for those who have achieved the required level of training and experience and want to show customers, colleagues and employers alike that they are truly professional and progressive pest controllers.

Do you have the necessary professional qualifications to achieve BASIS PROMPT registration?

For further information on achieving BASIS PROMPT status, go to [www.basis-reg.com/pestcontrol/promptabout.aspx](http://www.basis-reg.com/pestcontrol/promptabout.aspx)



PROFESSIONAL PEST  
CONTROLLERS REGISTER



# PestEx seminar programme

## Business theatre Wed 6 April

### 10.00AM BPCA: our plans for your future

BPCA's strategy for the next three years, and how the Association intends to grow and develop.

Also featuring the launch of **alexo** magazine, designed to raise profile with pest control customers.  
**Speaker: Simon Forrester, BPCA chief executive**

### 11.30AM SUD and BPD – just tell us how to get it right

Recent conversations with Government indicate the goalposts on certification of pesticide users have changed – yet again. Find out what this means to your business, and what the industry is doing to safeguard the commercial pest control sector.

**Chair: Ian Pepper, RAMPS (UK)**

**Paul Butt, Natural England**

**Paul Chambers, NFU**

**Dr Anne Buckenham, Crop Protection Association**

### 1.00PM Panel discussion: Comprehensive Spending Review

The changes to public sector pest control offer huge opportunities for servicing companies. Find out the latest on how PCOs can benefit.

**Chair: David Oldbury, Manchester City Council**

**John Bell, Rentokil**

**Dave Clements, Pestokill**

**Ian Masterson, Leeds City Council**

### 2.15PM Panel discussion: Understanding qualifications – the career path for pest controllers

Addressing the following questions:

- What should the minimum standard qualification be for pest control?
- Is the BPCA/RSPH Level 2 Award fit for purpose?
- CPD: how should it be delivered? What are the responsibilities of each section of our industry?
- What should be the career path for pest technicians?
- Should we introduce apprenticeships for pest control?

**Chair: Simon Forrester, BPCA**

**Dr Mike Ayers, Precision Pest Management**

**Trevor Green, SX Environmental**

**Adrian Meyer, Acheta Consulting**

**Rob Simpson, BASIS Registration**

**Dr Chris Suter, Royal Society for Public Health**

### 3.30PM Taking the pulse of UK pest control

The seminar will unveil results of the first-ever National UK Pest Management Survey organised by BASF Pest Control Solutions and Pest magazine to establish the best possible benchmark of current public and private sector attitudes and intentions.

As a unique 'coal-face' barometer of our industry's structure, health, opportunities and challenges, it will enable managers, technicians and self-employed pest controllers to set their understanding, experience and planning in the most reliable national context. It will also provide everyone involved with solid data to help reinforce the value of their work to the wider world.

**Speakers from BASF Pest Control Solutions and Pest Magazine**

## Business theatre Thurs 7 April

### 10.00AM BPCA: our plans for your future

BPCA's strategy for the next three years, and how the Association intends to grow and develop.

Also featuring the launch of **alexo** magazine, designed to raise profile with pest control customers.  
**Speaker: Simon Forrester, BPCA chief executive**

### 11.15AM Panel discussion: Pest control and the law

Pest control operates in a minefield of sometimes conflicting and often confusing legislation. Discover safe paths through, and the consequences when it goes wrong.

**Chair: Jonathan Peck, managing director, Killgerm Group**

**Dr Alan Buckle, Reading University and**

**Rodenticide Resistance Action Group Chairman**

**Paul Butt, Natural England**

**Plus a local authority speaker (TBC)**

### 12.30PM Taking the pulse of UK pest control

The seminar will unveil results of the first-ever National UK Pest Management Survey organised by BASF Pest Control Solutions and Pest magazine to establish the best possible benchmark of current public and private sector attitudes and intentions.

As a unique 'coal-face' barometer of our industry's structure, health, opportunities and challenges, it will enable managers, technicians and self-employed pest controllers to set their understanding, experience and planning in the most reliable national context. It will also provide everyone involved with solid data to help reinforce the value of their work to the wider world.

**Speakers from BASF Pest Control Solutions and Pest Magazine**

### 2.00PM RAMPS (UK) update

Addressing the following questions: An overview of progress so far regarding metallic phosphides in pest control.

**Ian Pepper, RAMPS (UK)**



**CPD POINTS AVAILABLE**

**Items common to both days...**

## Technical theatre programme

**To include:**

- 21st century challenges for the pest management industry
- Bird control
- Flying insect control
- UV light: legislation, safety, role and properties
- Digital pen systems

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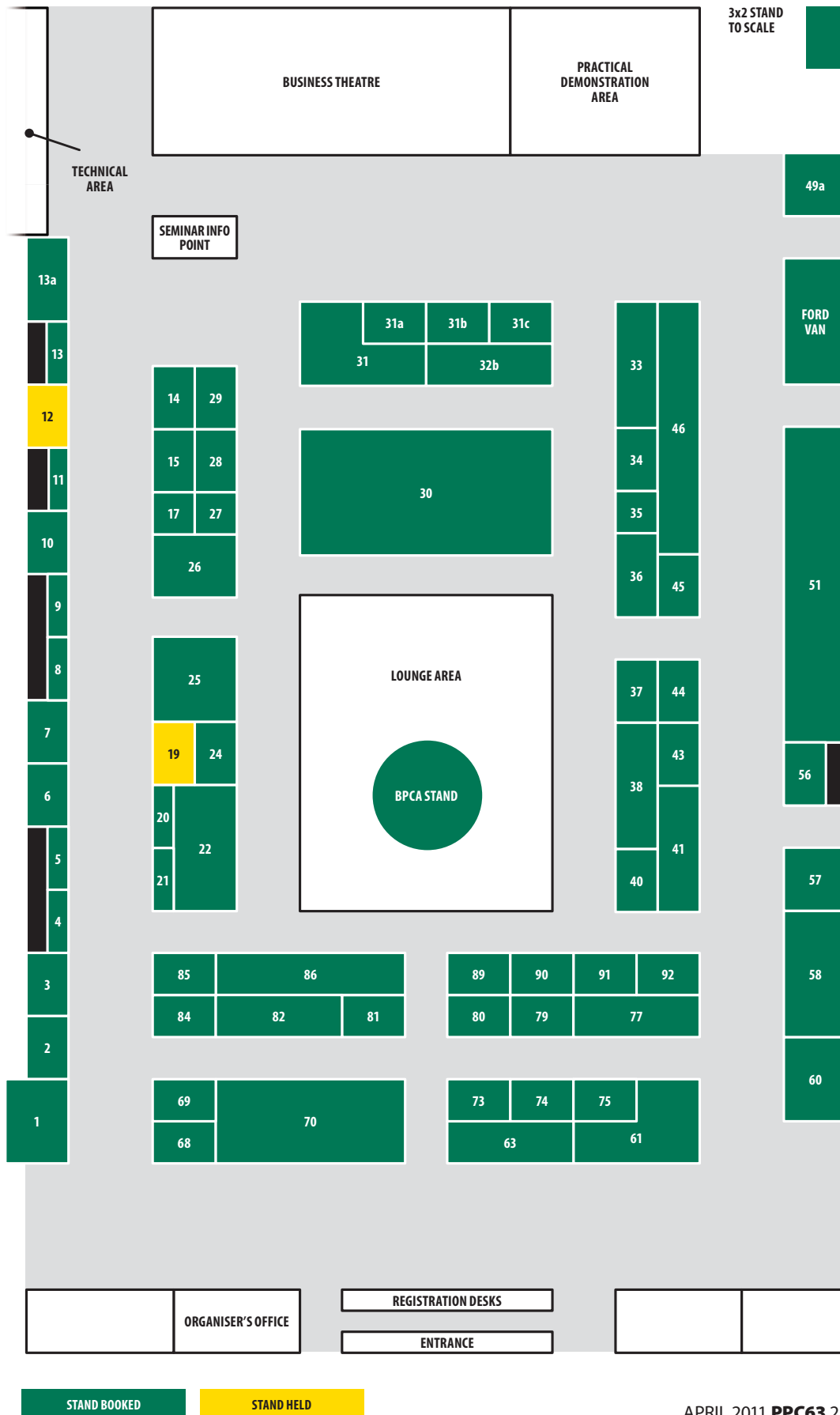
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Alcohem Hygiene	31
AP&G Co. Inc.	40
Azura Group	21
Babolna Bioenvironmental Centre Ltd	41
Barrettine Enviromental Health	61
BASF Pest Control Solutions	30
Bayer Environmental Science	38
Bell Laboratories Inc.	22
Bird Deterrent Systems	13a
Bower Products Ltd	63
Bradshaw Bennett Ltd	24
Brandenburg UK Ltd	51
Certis UK	34
CRRU	68
DuPont Professional Products	2
Earth Care	43
EcoTrade Italy	14
Exosect	31a
Flybird Installations Ltd	9
Green TrapOnline	13
HEM	49a
Hockley International Ltd	74
HQ Suppliers	80
Huck Nets (UK) Ltd	56
Igeba Geraetebau Gmbh	92
Industrial Pesticides (NW)	36
International Pest Controller	10
JAFO AB	5
Killgerm Chemicals	70
Kness Mfg. Co. Inc.	44
Liphatech	32b
Lodi UK	60
Mesto Gmbh	28
NPAP	69
NPTA	15
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
Riwa Ltd	17
RSPH	20
Russell IPM	58
Scanwise Ltd	31c
Shenzen Longray Tech Co Ltd	75
Silvanderson Sweden AB	7
Sitno Ltd	84
Spray Systems	73
Starkeys Products	3
SX Environmental Supplies Ltd	26
Technicide	11
Telex (Hong Kong) Ind. Co. Ltd	27
The Bed Moat	90
The Pest Management Consultancy	79
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Unichem D.O.O.	6
Waspbane Ltd	89
Watertight International	31b
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The Scheme Managers, Bradshaw Bennett Ltd, Catherine House, Catherine Street, Macclesfield, Cheshire SK11 6BB

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



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Financial Services Authority



## BPCA is moving

Work continues apace at BPCA's brand new office.

For the last ten years BPCA has rented offices at Gleneagles House in Derby. Back in 2009, with 18 months to go on our current lease, the Executive Board investigated options for the future.

At the time, commercial property prices were beginning to tank, and rents were holding steady. After a scoping exercise, weighing up the costs and benefits of buying versus renting, it was clear to the Board that buying now was the right thing to do.

Purchasing land on Pride Park, near Derby rail station and the former home of Derby's railway industry, we have worked with a developer to erect purpose-built offices. The premises will be BPCA headquarters, and also the hub of our training programme.

Lorraine Norton, BPCA operations manager said "There is clear benefit to BPCA and its members in buying premises now. The new offices are good quality, built to a reasonable specification, and will meet our needs for the foreseeable future.

"We have planned the move in April, but after PestEx. Managing the project has been hard work for all the staff team. We are all behind the move to the new offices, built to meet the needs of our membership. It's very exciting and, while we hope to minimise any disruption during the move, we will possibly be without phones and/or email for a very short time, so we're asking members to bear with us."

For those of you planning to visit us, there is plenty of parking nearby, and we are just a few minutes walk from Derby Station.

And as an added bonus, if your team is playing Derby County let us know in advance and you can park on site for free – we're a few minutes walk from the ground.

To meet the team and attend the 'unveiling' sign up for the East Midlands Regional Networking meeting on 5 May from 5-8pm (see page 3).

**Our new address  
from 18 April 2011:  
BPCA  
4a Mallard Way  
Pride Park  
Derby  
DE24 8GX**

<http://goo.gl/bc91N>

# Your association: where we're heading

Earlier this year the BPCA Executive Board and staff team worked together to set a Strategic Plan for the next three years. We want to make a stronger, better association for the benefit of the entire sector, so here's a breakdown of the five strategic priorities...

## Clarify membership criteria and benefits

- We know members' needs are continuously changing. We will review what members receive and criteria to be met in order to join.
- We know clients value professionalism above all else. Our focus will remain on Continuing Professional Development.
- We will find out what members value and need, introduce new benefits accordingly and publicise widely.

## Consolidate market position

- We will focus on raising client awareness of BPCA and our membership through **alexo** (see pages 12-14), our website, TV and radio interviews, and articles in trade press.
- We will continue to deliver high quality independent industry training, and move to make assessment of all our membership groups compulsory.
- We will improve Board governance, making sure we have a strong Board of respected, skilled and passionate individuals.

## Set recruitment and retention targets

- We will grow membership in our core area – pest control companies who value professionalism.
- We will develop additional networking opportunities for members, and improve retention rates.

## Increase non-subscription income

- We will grow our income from areas other than subscriptions, developing additional income streams from new sources.

## Develop research capacity

- Understanding members' needs is paramount. We will begin to undertake research to improve knowledge.
- We will work with external partners to deliver quality research in pest control to the benefit of our membership.

Don't agree? Have we missed something?  
Want to join BPCA to be a part of this?  
Want to set the future agenda?  
Want to join the Board or a BPCA Committee (see page 9)?

Contact the BPCA Office on 01332 294 288  
or [enquiry@bpca.org.uk](mailto:enquiry@bpca.org.uk)

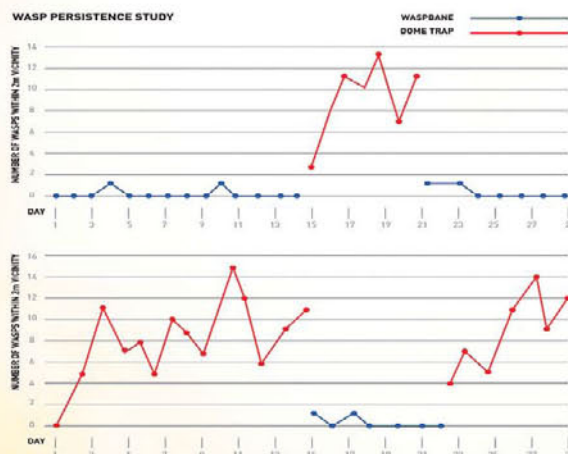
## Health and Safety ALERT

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](mailto:info@waspbane.com)

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

**WASP BANE**  
EFFECTIVE ELIMINATION

\* Sirkiewicz et al. Allergic Myocardial Infarction, *Cardiology Journal* 2008, Vol. 15, No. 3, pp 220-229

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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.



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