

## Cutting out callbacks

For both immediate and long-term results, Fendona CS Insecticide offers effective, flexible pest control

**E**liminating the pest means eliminating customer callbacks. And that's exactly what Integrated Pest Management, Richmond, Texas, has done.

Jeff McQueen, general manager, says he's found Fendona CS Controlled Release Insecticide to be the most effective product



Jeff McQueen

that acts quickly and continues to work for months by providing perimeter pest control for the client.

The insecticide is labeled for treatment of more than 60 arthropod pests, including mosquitoes.

Along with using Fendona CS insecticide for mosquito abatement, Integrated Pest Management has used the insecticide for controlling general pests, including spiders. McQueen describes a residential account in a heavily wooded area that was experiencing a spider problem. His team treated the property with Fendona CS, a new insecticide, just released in the summer of 2017.

"It was the best product for their situation. I haven't had a call back from them since," he says.

For their mosquito abatement program, McQueen says the team uses Fendona CS insecticide in backpack sprayers for application.

"After we saw how well it was working on our general pest control service, we started using it for our mosquito abatement program at all of our commercial and residential accounts," McQueen says. "We have had great success."

Because of the product's controlled release, application intervals are longer — decreasing material and labor costs.

"I like that it has cut down on our material cost, and I have been very pleased with its effectiveness on hard-to-control pests," McQueen says. "I have and will continue to recommend this product."

For its general pest service, Integrated Pest Management has cut down on material costs by mixing 6 to 7 fl. oz. of Fendona CS insecticide in 50 gallons of water.

"We apply a perimeter treatment on a band of soil 6 to 10 ft. wide and 2 to 3 ft. up the foundation," McQueen says.

"I have witnessed the results and have been using numerous BASF products for years," McQueen says, noting that the company, founded by his father, has been a BASF customer for more than three decades.

McQueen says having a good BASF representative, Ronnie Holder, has made all the difference: "He is always there for us, and will keep us informed of all the new products and changes to existing product labels."

## MOSQUITO BATTLE

**COMPANY:** Integrated Pest Management

**BATTLEFIELD:** Residences and commercial properties including churches, office buildings, hospitals, daycare facilities, kennels, hotels, manufacturing and food-processing facilities

**WAR STORY:** "We had only been doing a customer's pest services for six months and ... we had decent control, but not quite good enough for the customer's expectations. After we treated with Fendona CS, the customer has been happy with our services and has even referred family members."

### WEAPON OF CHOICE

**PROVEN SOLUTION:** Fendona CS Controlled Release Insecticide by BASF

**WEBSITE:** PestControl.BASF.us



## 'Joe' knows what works

National franchisor Mosquito Joe has partnered with CSI to fight for public health, regardless of the weather

Usually wet weather can lead to stagnant water and other damp conditions, creating the perfect breeding ground for mosquitoes. The United States saw its 20<sup>th</sup> wettest year on record in 2017, which led to a particularly strong mosquito season — especially in the hard-hit South.



Lou Schager

One company that was up for the challenge was Mosquito Joe. The Virginia Beach, Va.-based franchisor offers mosquito, tick and flea control services to mostly residential clients. It's set to have 147 franchise locations in 2018, covering 35 states and 292 territories, says Lou Schager, president and COO.

To control mosquitoes, Mosquito Joe primarily uses Control Solutions Inc.'s (CSI's) Cyzmic, which is labeled for fleas and ticks as well. Its teams nationwide also use CSI's Stryker, an insecticide concentrate, and Tekko Pro, an insect growth regulator (IGR) concentrate.

CSI's Cyzmic was particularly useful during last year's wet conditions. The controlled-release insecticide helped technicians ensure customers were

receiving the best possible service no matter the weather, Schager says.

"When there was heavy rainfall, we saw the mosquito presence really spike in the South," he adds. "Our franchises and technicians are cognitive of those weather conditions."

While mosquito-friendly environments aren't uncommon — 2017 was the fifth consecutive year with above-average precipitation — they do require additional planning. The company made sure to keep open lines of communication, telling customers how its teams would adjust their schedules and maximize the effectiveness of the product during the time of intense mosquito pressure.

"It created a great peace of mind for us and for customers, knowing they'll be satisfied," Schager says.

The Mosquito Joe teams look to apply quality products that will limit callbacks and increase customer satisfaction, regardless of the weather.

"We keep a close eye on the effectiveness of our products, based on re-spray rates and what

## MOSQUITO BATTLE

**COMPANY:** Mosquito Joe

**BATTLEFIELD:** Residences and some commercial properties including restaurants with outdoor seating, child care centers, recreation centers, outdoor reception areas and public and private golf courses

**WAR STORY:** Heavy rains don't put a damper on mosquito, flea and tick control, thanks to CSI's lethal combination of Cyzmic, Stryker and Tekko Pro.

### WEAPONS OF CHOICE

**PROVEN SOLUTION:** Cyzmic, Stryker and Tekko Pro, by Control Solutions Inc.

**WEBSITE:** ControlSolutionsInc.com

customers are saying back to us," Schager says. "In using the CSI line, our customers have remained very satisfied with the services they're getting and the effectiveness of the products."

Schager says they've watched their net promoter score steadily improve each year, and that's aligned with their use of CSI products.

"They go hand-in-hand," he says. "We're really proud of the collaborative efforts we've had with CSI, and I think their products stand out. They're a first-class organization, well run and with great leadership."

CSI sales manager John Kurtz is Mosquito Joe's primary point of contact nationwide.

"We've enjoyed forming a relationship with John and the CSI team, and they've been extremely responsive," Schager says. "They offer great products that are effective, along with a supportive staff."

