



THE Bell Report

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FROM THE FIELD

Contrac® & Protecta® LP keep popular Tuileries Gardens in Paris free of rodents

A trip to the Louvre Museum wouldn't be complete without a leisurely stroll through the adjacent *Jardin des Tuileries*, the largest and oldest public park in Paris.

With its ancient and contemporary statues set amid a natural backdrop, the Tuileries Gardens is a popular gathering spot for children, lovers, visitors and Parisians alike. Covering 64 acres that stretch from the Louvre to the Place de la Concorde, the gardens draw nearly nine million visitors a year.

Maintaining the integrity of the gardens is important to the Louvre. Some 20 gardeners keep the park's many flower beds blooming and trees well manicured.

What visitors do not see, however, is the behind-the-scenes work of two pest control technicians whose job it is to rid the gardens of unwanted visitors: rats.

Discarded Food Scraps Attract Rodents

Like many public places with a high volume of foot traffic, discarded food scraps in the gardens were attracting rats.

"The problem is the gardens are public," said Emmanuel Boulay, CEO of the French pest control company, L'Etoile, which began servicing the Tuileries Gardens in May.

"Someone comes with a sandwich and it



The gardens were incorporated into the Louvre Museum in January, 2005.

is not a problem, but with thousands of people a day, it becomes a problem," he said.

Compounding the situation, the Seine River borders the gardens on one side and a popular street with restaurants and shops on the other. Several cafes within the gardens also sell food.

"The gardeners would see rats running through the gardens every day. Rats were damaging the gardens and the bushes," Boulay added, speaking from L'Etoile offices on the world-famous Rue de Faubourg Saint

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Bell's tamper-resistant PROTECTA LP blends with foliage for discreet baiting outdoors.



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PERSONNEL NEWS

Lublinkhof oversees product registration as Bell's new Director of Regulatory Affairs



John Lublinkhof

John Lublinkhof joined Bell Laboratories as Director of Regulatory Affairs where he oversees the registration of Bell products in the United States and abroad.

Lublinkhof ensures that all requirements for registering new products and re-registering existing products are fulfilled. With products registered on six continents, updating registrations is on-going at Bell. Lublinkhof works closely with Bell's biology and chemistry laboratories, coordinating the regulatory agencies' requirements for research data.

Lublinkhof represents Bell on Task Forces and other external committees. He is currently a member of the Rodenticide Registrants Task Force whose members contract for large research projects, such as ecological risk assessments.

He also keeps Bell's staff informed of relevant issues at the Environmental Protection Agency (EPA) and other similar government agencies, and he works with Bell's marketing staff on product label development.

Raised in Calgary, Canada, Lublinkhof

moved to the U.S. to study agriculture/entomology at the University of Idaho. He holds a M.S. degree in entomology from Texas Tech University and a Ph.D. from Iowa State University in Economic Entomology.

His professional career spans 25 years beginning as an extension entomologist for the University of Illinois. He then moved to the private sector where he gained extensive experience coordinating and evaluating field research programs and development activities on insecticides, fungicides and herbicides.

From 1991, Lublinkhof worked for nearly a decade for Aventis (Bayer CropScience), managing product development, and later, registration for pesticide active ingredients.

Most recently, he was involved in field development for biological fungicides in the northeast and midwest U. S. for the California-based company, AgraQuest Inc.

"I'm pleased to be working for such a progressive, innovative and reputable company as Bell Laboratories," said Lublinkhof, who assumed his responsibilities in August. ■

Chan hired as Territory Manager for Canada



Alex Chan

Alex Chan joined Bell Laboratories this fall in the newly created position as Territory Manager for Canada. Based in Toronto, Chan will oversee all facets of business in Canada.

Working with Bell distributors and pest control companies already established in Canada, Chan will provide product and promotional expertise to support their businesses and to develop new markets for Bell products. He will further aid their marketing efforts by training distributor sales staff and pest management professionals (PMPs), including accompanying them on field inspections where he provides technical assistance to solve rodent infestations.

Chan also represents Bell at distributor sales meetings and national industry shows.

A native of Toronto, Ontario, Chan earned a Bachelor of Commerce Degree from Ryerson University in Toronto in 2001. While in college he worked as student security manager at Ryerson's Hotel and

Conference Centre.

His career began as a sales representative in new business development for Canada's largest trade bindery. In 2002, he accepted an account manager position for Hilti Canada Corp. where he covered the Greater Toronto area in the government, telecom and rail industries for this global leader in construction systems/solution manufacturer.

A top sales performer, Chan launched a plan for market expansion into large, complex accounts which included the City of Toronto, the Toronto District School Board and the Toronto Transit Commission.

After working in an industry that took him deep into the infrastructure of cities, Chan is amply prepared and is "looking forward to delving into the pest control industry in Canada."

To ease the transition with accounts, he will work closely with Canada's former technical rep, Sara Knilans, during the next few months. ■

FROM THE FIELD

Tuileries Gardens - continued from page 1

Honoré near the Louvre.

The city of Paris had provided rodent control services once a year which proved to be too little. In spring, the Louvre awarded a contract to L'Etoile to service the gardens four times between May and December.

Boulay assigned two technicians to the job – one to control rats in the gardens and the other to control mice indoors in the administrative offices, equipment storage facilities, and other indoor structures.

Baiting Strategy - Safe & Discreet

Servicing such a prestigious and public location required great care. L'Etoile, which was founded in 1964 by Boulay's father, N.A. Shimshi, had earned a reputation for fast immediate intervention with high-profile

“The idea was to make the baiting invisible.”

– Emmanuel Boulay

clients, including American hotels and world banking facilities in the luxury part of Paris.

“The idea was to make the baiting invisible,” said Boulay.

Besides the potential image problem rats posed, the Louvre officials were particularly concerned about the safety of children who come to the park to ride the merry-go-round, take boat rides, and enjoy other activities.

“We didn't want the bait to be seen because of the children,” Boulay stressed.

L'Etoile's baiting strategy therefore focused on baiting the many burrows rats had created in the gardens.

“The bait was underground and out of sight of visitors,” Boulay noted.

In the few areas where technicians baited aboveground, bait was placed in green Protecta LP Bait Stations which blended with the bushes.

CONTRAC in Burrows and Bait Stations

For bait, Boulay chose Bell's CONTRAC Blox and pellets with the active ingredient, bromadiolone. He'd used CONTRAC before and felt it was very effective especially in difficult situations with tough competition from food.

“In my view, CONTRAC is the best quality product on the market, and especially for this kind of place where we cannot take any risks,” Boulay said.

To keep their activities discreet, the technicians treated the gardens early in the morning, spending about four hours each visit. They mapped out where they baited burrows and where bait stations were placed.

Situation Changed from Black to White

By their second visit in July, their efforts were paying off.

“The gardeners reported seeing dead rats. It was a good sign,” Boulay noted. “And, our technicians saw CONTRAC Blox that had been eaten. Some blox were completely consumed.”

By the third visit in October, except for a few dead rats outdoors and two mice captured on glue traps indoors, the technicians saw no new activity.

“Our client reported everything is great,” Boulay said. “Before, the situation was black; now it is white. They are really happy.”

Family Tradition of Service

With its final visit in December, Boulay is confident the infestation is under control. In January, L'Etoile will bid for a contract to continue baiting the gardens and, in addition, to provide services within the Louvre.

“The problem is bigger in spring and summer,” he said. “We have many problems with rodents here in old cities. The buildings are very old and full of entries for rodents.”

The company's thirteen employees provide commercial and residential pest control which includes rodents, birds and insects.

Succeeding his father in the business in 1998, Boulay said L'Etoile's strengths continue to be “our know-how, service, meeting customer expectations and our image of quality and professionalism in the field.” ■



L'Etoile CEO, Emmanuel Boulay (l) with Bell Labs' rep, Agostino Panetta.



Emmanuel Boulay (l) carries on the company standards set by his father, Nissim André Shimshi (r) who at 78 is still involved in the business and is an honorary member of the U.S. National Pest Management Association.

PESTWORLD 2005

Protecta® Sidekick Bait Station makes debut at PestWorld 2005



PestWorld 2005, the National Pest Management Association's annual convention and exposition, drew some 3,000 attendees to the Opryland Resort in the country music capital, Nashville, Tenn., from October 14 -17.

The NPCA annual convention is the largest gathering of pest management professionals from around the globe with 350 international delegates representing 56 countries this year.

Bell Laboratories, one of 150 companies exhibiting, debuted its new bait station, Protecta Sidekick, to the gathered attendees.

Protecta Sidekick is Bell's new, smaller tamper-resistant bait station that comes with all the features of Bell's top-of-the line bait

stations.

Attendees also picked up copies of Bell's newly revised Rodent Pest Management brochure. The 16-page booklet contains a wealth of rodent control information and tips based on scientific research and real-life experience from Bell's field staff.

Other highlights from the convention included sessions specifically designed for international attendees and a Research Symposium where 20 researchers presented their latest work.

Bell also sponsored the FirstTimers/New Members Dessert Reception which gave new attendees an opportunity to mingle with association staff, industry leaders and other newcomers to the convention. ■



Outgoing UPF&DA president Rick Veatch (l) accepts an appreciation plaque presented by incoming president, Steve Levy. (Photo courtesy of PCT magazine)

Bell's Levy elected president of UPF&DA '06-'07

Bell Laboratories' CEO, Steve Levy, was elected president of the United Producers, Formulators & Distributors Association (UPF&DA) at the October *PestWorld 2005* conference.

With some 85 members, UPF&DA is a valuable networking organization and one that helps members better their business.

"This is a great group of people that allows us to mobilize on initiatives that will help our industry," said Levy.

Among the items on his docket, Levy

said the group will conduct a coordinated examination of bar codes on products. "We'll look at how it may or may not benefit our industry and members," he noted.

The organization's spring meeting is set for April 17-19, 2006, at the Mirage Hotel in Las Vegas, Nev.

Levy joined Bell in 2000 as general manager where he has been focusing the company on product leadership to pest management professionals and distributors. In 2002, he was appointed Bell's President & CEO. ■

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