

5 Critical Questions to ask before selecting a Pest Control Company

1. HOW LONG HAS THE COMPANY BEEN IN BUSINESS?

You need a company with a proven track record . . . one that will be around for the long-term.

2. IS THE PEST CONTROL COMPANY PROACTIVE?

Your pest control company should have a proactive plan to keep pests out of your structure - before they get in and contaminate your living or work space. Many pest control companies are reactive, treating pests after they have penetrated your environment. That doesn't keep bugs away for long, and it can actually compound the problem.

3. WILL A TRAINED, CERTIFIED TECHNICIAN INSPECT AND TREAT MY HOME OR BUSINESS?

The technician inspecting and treating your home or business should be professionally trained and continually educated. Truly Nolen employs trainers who make sure our state-certified technicians are up to speed on the latest technology and most advanced techniques available.

4. THERE HAVE BEEN MANY TECHNOLOGICAL ADVANCES IN THE INDUSTRY. DOES YOUR COMPANY TAKE ADVANTAGE OF THESE IMPROVEMENTS?

Your pest control company should use state-of-the-art methods that are environmentally sensitive. Truly Nolen technicians combine the strategic application of baits with natural, long-lasting materials to treat the interior of your structure.

5. WHAT IS THE COST OF THE PEST CONTROL SERVICE?

There are many variables in the price that pest management companies charge. What you are purchasing is protection - for your home or business, your family and your customers. While Truly Nolen is not the least expensive, we take great pride in delivering the most value for your money. Keep in mind that the difference between the most and least expensive companies is often just a dollar a day.

Ask your Truly Nolen inspector for a . . .

Complimentary Pest Inspection



You'll receive a written report describing the pest management tasks that need to be addressed in your home or business. You'll find that this report is a valuable tool, regardless of your final decision.

[Location] Pest Division
[address]



Truly on . . . the Bed bug

"Need to know" information on residential pest issues and pest management



Courtesy of the
[Location] Pest Division

1-000-000-0000

Facts

- First formally documented in eleventh century Germany, the bed bug traveled with the colonists to the America's. The demise of the bed bug as a nemesis to a comfortable night's sleep was affected in the 1940's with the introduction of DDT.
- The bed bug is a blood-feeding parasite that prefers a human host, but will also feed on chickens, bats and domesticated animals, including the family dog and cat.
- This insect has always co-existed with man and thrives in the temperate human environment. Bed bugs are attracted to their warm-blooded hosts by body temperature and odor.
- Sanitation and cultural changes also reduced the number of bed bugs. The theory that one must be a poor housekeeper or have poor hygiene to have bed bugs is simply untrue.
- The bed bug has made a significant re-emergence in the past decade. **Why?** Pest control industry advances in ant and cockroach treatment methods have removed the bed bug's natural enemies from most U.S. homes.



- The bed bug has a distinctive flattened, oval-shaped body, with an adult measuring 1/4" to 5/8" long. After a blood meal, the shape and color of the insect changes. Rather than a brown color, the bug turns dark red and its abdomen dramatically increases in size. An engorged nymph may resemble a blood droplet.

- This fast-moving insect is **nocturnal**, implying that it is normally active and feeding on its sleeping host at night. However, it is known to feed during the day if it has not been able to feed. It's flat body makes it easy for the bed bug to take harborage in the smallest crack.

Identification

The bed bug can enter the human habitat in a variety of ways. It is more commonly found in locations that house transient populations, such as apartments, hotels, dormitories, hospitals, nursing homes, prisons, etc. It can easily be transported from one location to the next on clothing, bedding, luggage, furniture, or in second-hand linens. An active infestation implies the presence of live adult and nymph bed bugs, eggs, droppings, egg casings and *exuviae* (skin sheds).

Initially, this nocturnal insect may be limited to the bed, hiding in seams, pillow top tufts and around buttons. As the infestation grows, the insect population will move into adjacent cracks and crevices, taking harborage in any crack of suitable size that offers the desired protection.



An initial sign of infestation is the dark red blood stains on linens, night clothing and adjacent wall surfaces. As insect pressure increases and harborage areas expand, the trained eye may find dried excrement appearing as black or brown spots on surfaces near harborage areas. Yet another telltale sign is the aroma of the room. With a significant infestation, one can detect a sweet and musty, yet offensive, odor from fluids emitted by the insect's scent glands.

When attaching to a host, the bed bug leverages itself with its forelegs and then penetrates its victim with piercing, sucking mouthparts. While taking its blood meal, the insect is also injecting its victim with saliva that contains an **anticoagulant** that thins the blood and, thereby, increases the volume of blood it can withdraw.



An adult insect may remain attached to its host for up to fifteen minutes in order to take a full meal. Once satisfied, the insect takes refuge in a protected area, such as a mattress button, in the fabric on a headboard, in a crack in the nightstand that sits adjacent to the bed, or just about anywhere that provides safety until it's time for the next feeding.

Impact

In general, the bed bug's bite is painless, but the intrusion may become obvious to a sensitive or allergic host when he develops some type of skin reaction, such as itching or inflammation, at the penetration point. A series of several bites in a row is common but, unlike the flea bite, the inflamed area around the bite does not have a red center. The amount of blood withdrawn by the bed bug is generally not significant to the adult host. However, a significant bed bug population can impact infants and younger children. **How?** With their smaller body mass and blood volume, young children who are continually exposed to bed bug bites can become lethargic and, in severe cases, anemic. Bites can become infected and lead to secondary complications. Children are also more likely to have allergic reactions to bed bug saliva, excrement and cast off skins.



Control

The first course of action is a thorough inspection and proper identification, followed by the implementation of an integrated pest management program. This program, which includes sanitation, material application and exclusion, is key to bed bug control.

With the initial infestation most obvious in and around the sleeping quarters, the inspector will carefully examine the tufts, seams and areas around the buttons on each mattress. He then transitions to the structure of the mattress, box spring, frame and adjacent items such as the headboard, nightstand, baseboards, pictures, etc.



Note: If bed bugs are found in a dwelling that is physically attached to another, inspection of adjacent unit(s) for infestation is highly recommended.

The infested portion of the structure should be re-inspected and control measures applied every two weeks until the environment is free of infestation.