

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 Cockroach

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



Courtesy of the
[Location] Pest Division
1-000-000-0000

Facts

- With more than 350 million years of evolution, this insect continues to adapt and overcome environmental challenges in order to co-exist with humans.

- This omnivore is an indiscriminate scavenger that will consume almost anything, including wallpaper, leather and paper currency. Its favorites are sweets, starches and meat.



- The cockroach is capable of short circuiting electronics, including computers, by the mere presence of its body and bodily fluids. It can also chew through wiring and disrupt communications systems. The cockroach's bodily fluids can corrode metal and cause irreversible damage to invaluable electronic records on tape media.

- The cockroach has extreme economic consequences in the commercial environment due to contamination and spoilage. It is a major vector of dysentery.

- Dependent on man for survival, the insect is commonly found in commercial settings where organic debris and moisture are available. The cockroach often infests long-term adult care facilities, restaurants, commercial kitchens, supermarkets, food processing plants, warehouses, schools, hotels, prisons and cruise ships.



- Anticipating dark seclusion, the cockroach population lies in wait, hiding in small cracks and crevices. It often takes refuge in the voids of a stainless steel table, behind broken cove base tiles, in the seals of a commercial refrigerator, behind corner moulding, in wall voids, etc.



German cockroach

The German cockroach is the most common cockroach species and is found worldwide. The most prevalent species around restaurants, supermarkets and food processing plants, this insect lays more egg capsules than any other cockroach species. They are often introduced to the environment through incoming crates and produce.

Oriental cockroach

This species readily travels through sewer lines, thriving on organic debris. It can enter the premises through a floor drain, under a service door or through a garbage shoot, and will travel throughout the structure via the plumbing pipe superhighway. Moist conditions, such as a water leak, encourage its presence. It is dark brown to black in color and is commonly mistaken for a beetle.



Common Cockroach Species



American cockroach

The largest of the four species discussed here at approximately 1-1/2 inches long, this species is capable of flying and is often seen around street lights during the summer. It is commonly found in sewers and around dumpsters, with its strong desire for fermenting liquids. It is most commonly found in restaurants, grocery stores, bakeries and anywhere food is processed, served, or stored.

Brown-banded cockroach

Also capable of flying, this species tends to hide atop storage shelves, under brackets and tables, and behind wall art and moulding. It willingly co-habitates with other cockroach species.



Impact

Food Poisoning The insect must ingest bacteria in order to digest food. The cockroach accumulates bacteria and other pathogenic agents through its foraging activity. As a result, this insect is significantly implicated in the transmission of Salmonella, a bacterium that causes food poisoning, dysentery and/or diarrhea. By simply coming in contact with food or a utensil used in food preparation, the insect can indirectly transmit the bacteria to humans that consume or use infected items.



Health Although not commonly reported, sensitive humans can die as a result of an allergic reaction to the cockroach. Insect remnants decompose into dust-like particles that can easily become airborne, acting as allergens and triggering respiratory events and other types of allergic reactions. This has most significant implications in medical and long-term care facilities.

The cockroach is known to feed on human excrement and consume the body hair of incapacitated patients.



Odors The "attar" or odor of the cockroach is a tell-tale clue of the insect's presence in the environment. The odor is due to fecal pellets, fluids secreted by the scent glands in the insect's abdomen, as well as fluids it regurgitates while eating. These body fluids and excrement damage and contaminate everything the insect touches, including food products. Humans can experience dizziness, nausea and a burning sensation as a result of this insect's foul smell.

Psychological Impact The mere presence of this insect in the human environment can cause tremendous human stress and anxiety. Further, humans associate insect infestation with poor sanitary conditions and a general lack of cleanliness and, therefore, are less likely to patronize an establishment in which infestation is obvious. Rule: Of those who see a roach, 80% will tell their friends, while only 20% will tell the manager.

