

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 rodents out of your structure - before they get in and contaminate your living or work space.

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 combines its knowledge about rodent behavior with the strategic application of baits in tamper-proof stations, mechanical trapping and exclusion to impact the rodent infestation in 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 Rat

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



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

Facts

- Believed to originate in Malaysia around 4000 B.C., the rat plagued humans as early as the seventh century. Travelers transported the rodent and it quickly populated new environments. The rat is found in any type of environment and is not specific to any socio-economic level. The only requirements are sufficient food and harborage.

- This mammal generally becomes active shortly after dusk when its primary aggressors are generally at rest. It usually travels no more than 150 feet from its nest, using its sense of smell as radar to guide it along established pathways, to identify food sources and to mate. The rat's whiskers and guard hairs are also used as a guidance mechanism. If one sees a rat during the day, it is a safe assumption that the structure has a significant rodent infestation.

- The rat is the most destructive vertebrate in the world. The rodent's gnawing action can result in damage and destruction to products, materials and the human environment. Further, the rodent contaminates everything it touches with its urine, droppings and hair.



- In an infested environment, rats are known to bite humans as they sleep, with the probability of transmitting Rat Bite Fever to its victim. Thousands of rat bites are reported in the U.S. each year. Rodents have also been responsible for the transmission of the Bubonic plague, Murine typhus fever, Trichinosis and Salmonellosis (food poisoning).



- Roof rats are common in the south, southeastern and western U.S., while the Norway rat is more prevalent in the remaining states.
- The term "commensal" applies to those rats that are dependent on man for their very existence. Both Norway and Roof rats are of this type.

Physical Characteristics of the Norway rat

- AKA the brown rat, wharf rat, or sewer rat
- Adult weight of approximately thirteen ounces
- Adult length up to sixteen inches (tail length of 7-1/2")
- Blunt snout, with small ears and eyes
- Brown color, with black shaggy fur
- Length of the tail is shorter than length of body and head together.
- Heavy torso



Common Rodent Species



Physical Characteristics of the Roof Rat

- AKA the black rat, ship rat, or house rat
- Adult weight of approximately seven ounces
- Adult length up to fifteen inches (tail length 8-1/2 inches)
- Pointed snout, with large ears and eyes
- Gray to black colored, smooth fur

How do you tell the Norway rat from the Roof rat?

Examine the tail! If the tail is shorter than the length of the head and body together and the tail is dark on top and light colored underneath, it's a Norway rat. If the tail is longer than the length of the head and body together and the tail is dark colored on both sides, it's a Roof rat. Both rats have hairless tails.



Impact

Food Poisoning Salmonella bacteria occur in the intestinal tract of rodents and are transmitted to other mammals when they consume foods contaminated with excreta from infected rodents. This disease is probably much more common than realized. The severity of symptoms varies in humans. Typically, symptoms include diarrhea for about ten days, possibly leading to dehydration, with abdominal pain and a low-grade fever. Deaths from dehydration or septicemia are rare and usually occur in infants, debilitated persons, or the elderly.



Trichinosis Rats are infected with this minute roundworm by consuming excrement or meat infected with the worms. Through their excrement, rodents perpetuate the disease by infecting man's food supplies. The worms can be found encysted in the muscles of mammals and birds. When encysted, they exist in an animated state. When a suitable host (e.g., man, farm animal, rat, etc.) consumes the infected flesh, the worms re-activate, invading the digestive tract and reproducing themselves again and again.



Property Damage While a rodent can spread disease, it can also cause serious property damage. In fact, the rat does \$2 Billion in damage in the U.S. each year. A rat will gnaw through anything softer than its teeth, including aluminum and adobe brick. It can literally destroy electrical wires, wood posts and even soft metal pipes. This very destructive behavior can result in fires from exposed wiring and gas/sewer line leaks. Of the two rats specifically identified in this document, the Norway rat is the more destructive.

Signs of Infestation The appearance of unsanitary conditions adversely affect business.

- Droppings along runways, feed areas and near nests
- Wet or dried urine along traveled pathways
- Tracks visible on dusty surfaces
- Smudge or rub marks on surfaces
- Gnaw marks
- Burrow holes under sidewalks

