

Welcome again to the Pest IT *In Touch* newsletter – August, 2004.

Winter is well and truly set in with pest managers reporting quiet times across the country. While it may be quiet, we have been busy setting up additional product and service offers for our clients, as well as attending seminars and exhibitions to support our range. One recent exhibition was the International Catering Trade Fair ICTF 2004 at Sydney's Darling Harbour Exhibition Centre. Pest IT displayed a PestWest booth to increase awareness of the PestWest brand, issues relating to food safety in the food services industry and to support our growing number of PestWest installers Australia-wide. More news on ICTF below.

More container loads of Pest IT product have arrived at our warehouse to boost our existing stock of Bird Barrier, Killgerm and PestWest products. We now have the full complement of products from our international suppliers. Product specifications are now available on our web site and pricing is available on request.

We are very excited this month by the visit of Cameron Riddell, President of Bird Barrier in September. Both Cameron and our Peter McCarthy will be conducting the Business of Bird Management seminars in Sydney, Brisbane and Melbourne. Some additional news is that the seminars have been allocated 18 PestCert Continuing Professional Development points (CPD's). More new information on the training sessions can be found below and in the attached invitation.

Killgerm Visit

September also sees another visitor to our shores in Dr. Moray Anderson. Moray is the Technical Director for the Killgerm Group, suppliers of the AF Range of rodent and insect management hardware, as well as the PestWest range. Moray is in Australia to address the 11th Annual HACCP Conference in Adelaide as well as visiting local pest managers to get an Australian perspective on our industry. Moray will add an international point of view to the HACCP Conference proceedings, discussing the pest manager's role in HACCP and food safety. Moray was for many years the senior lecturer in entomology at Birmingham University and heads the technical team at Killgerm which consists of nine biologists. Peter McCarthy is also presenting a paper on Modern Pest Control Practices, and we will be displaying the latest developments in our range.

For those wishing to attend the 11th Annual HACCP Conference or to find out more, all details including registration forms can be found by visiting www.haccptown.com.

The full range of PestWest glueboard and electric fly killers, Quantum Lamps and accessories are now available from Pest IT Pty. Ltd.



Full product specifications available at www.pestIT.com
Pricing also available on request.



International Catering Trade Fair ICTF 2004

Earlier this month Pest IT displayed the PestWest range at ICTF 2004. This was an excellent way to gain interest and awareness of the PestWest range in the Australian food services industry. It was also seen to be a great way to support the many pest managers Australia-wide now installing and servicing the PestWest flying insect units. In particular, there was significant interest in the discrete unit range such as the new Chameleon Uplight, Sundew and Sundew Stainless Steel units. All three are new designs and were on display for the first time in Australia. One aspect that was surprising was the lack of awareness of glueboard flying insect units. While the "bug zappers" were recognised, most restaurant, café and food services visitors had very little knowledge of the existence of the silent and clean killing glue board units. This in itself presents pest managers with a tremendous opportunity to approach the food services industry to sell, install and service glueboard fly units. With the three discrete units of interest to this market being available to pest managers for under \$200.00 before GST, excellent profitability and affordability is available. The other unit that generated considerable interest for kitchen areas was the Chameleon 1x2 stainless steel. This is a glueboard unit servicing 90m² and available to pest managers for \$325.00 (+GST). The degree of interest expressed in the Chameleon range makes them a very commercially attractive product for pest managers to install and service.

Professional pest managers supporting the Pest IT and PestWest range have access to a variety of marketing tools to help develop their client base. These tools include PestWest brochures, postcards, invoice stuffers, and a product specification web site on CD that can be uploaded and used on your site. These tools can be used to generate interest within your client base, as well as to generate new leads and business development. The units themselves are very affordable and are supported by a 3 year warranty and the experience and reputation of PestWest and Pest IT.



Sundew Stainless Steel

\$195.00 + GST



Sundew and Chameleon Uplight (not pictured)

\$175.00 + GST



PestWest postcards, invoice stuffer and brochures available on request.

Training and Support Programs

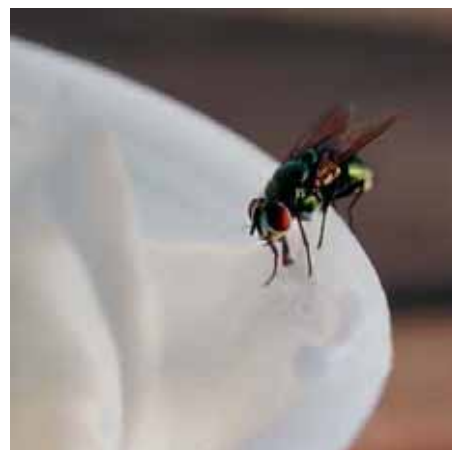
As mentioned earlier, our next training opportunity for our clients is the Business of Bird Management series being held in September. An invitation, with full session details is attached. The program is very informative and I can assure you that ALL will benefit from the business and marketing information on offer. Not to mention all the detailed information on case studies, quoting and installation.

This session is the Business of Bird Management module 1 (problem assessment and products) and module 2 (sales and marketing). This is a new program and Peter suggests that if you have attended his courses in the past, you will enjoy the new and up to date information on offer. Modules 3 (installation theory/DVD) and module 4 (installation practical) are to be released in November.

Additional news to report is that the sessions will attract 18 PestCert Continuing Professional Development points (CPD's). Pest IT will also launch the new Bird Barrier one hour training DVD at the session. This DVD will assist you with techniques on the installation of ledge products (Bird Flite, Bird Coil, Bird Wire and Bird Shock Flex Track) and netting systems (StealthNet). Now you can own this professionally assembled training program and share the images and ideas with your staff to get them involved in this growing market. Those of you in regional areas and other states will also be able to experience the professionalism and detailed training available from Bird Barrier. More details on the training DVD to follow in the September issue of *In Touch* newsletter. The Business of Bird Management sessions commence in the next week and seats are filling fast. To attend, please return your registrations ASAP.

Housefly Facts – *Musca domestica* (part 2)

- Flies may 'lick' over solid foods (such as sugar), which involves using their salivary juice (and apparently also some regurgitated fluid from a previous meal) to liquefy them
- During the process of regurgitation, it quite often happens that a drop of the fly's vomit falls from the end of the proboscis to the surface on which it is resting
- The flies also defecate whilst feeding, and so further contaminate the surface
- Flies become sexually mature a day or two after emergence from the pupae
- Females begin to lay their eggs about four days after mating
- Adult flies live for about 1 month in the summer, and under cooler conditions in winter may live for around 2 months
- Flies are quite liable to transmit pathogenic (disease causing) bacteria from faecal matter to human food, if given access to both
- If the transmission is rapid, viable bacteria may also be brought on the fly's feet
- Pathogens are also able to survive amongst the hairs on the fly's body and legs
- Correlations have been found between the prevalence of flies and the numbers of cases of diarrhoea in infants
- Epidemics of typhoid, cholera and dysentery are associated with fly prevalence in tropical or semi-tropical less developed communities
- In such places, the fly is also responsible for other tropical diseases including yaws, ophthalmia and infections of certain nematode worms
- Flies are also known to transmit the following disease causing organisms:
 1. *Klebsiella* bacteria – the causative agents of many lower respiratory and urinary tract infections
 2. *Campylobacter* bacteria – are responsible for many acute gastroenteritis type complaints
 3. *Streptococci* – found in many skin and gut infections of humans
 4. *Chlamydia* – parasites causing a variety of complaints in humans
- In the US the Food and Drug Administration (FDA) has identified 21 species of filth flies
- The habits of wasps are just as unsavoury as those of flies and they carry disease in much the same way. In addition, wasps are attracted to fruit and pastries and can be caught up in these and eaten. Death, through wasp stings in the throat, is quite common and has been shown to account for 50% of all fatalities caused by venomous animals.



It has also been shown that many germs can pass unharmed through the fly's intestine, and a fly can pass infected faeces for a number of days after an infected meal

UV LIGHT – ultraviolet light is invisible to the human eye and is attractive to flying insects. UV light deteriorates with time and so although tubes used in fly control units still glow blue there is no guarantee that they are still emitting the insect attracting UV light.

Part 1 of this fly fact series was featured in *In Touch* Newsletter July edition. Available now at www.pestIT.com

PEST CONTROL TRAINING & CONSULTING | INDEPENDENT PEST AUDITING | BIRD MANAGEMENT CONTRACT
INSTALLATION, DESIGN & CONSULTING | BUSINESS & MARKETING ASSISTANCE

AUSTRALIAN AGENT FOR PESTWEST, KILLGERM AND BIRD BARRIER

Pest IT Product of the month

With the arrival of our Killgerm container, we are pleased to introduce to you a very versatile insect monitor – ideal for crawling insect (cockroaches), cloths moth and some stored product pests (ephestia & plodia). The **AF Insect Monitor** offers pest managers many benefits in terms of usage and application. This easy to use monitor has a robust design and the newly developed technology gives better results. Its slim line profile means it can be placed in narrow gaps closer to insect activity. The station's effectiveness is improved because it has 360 degree access for the insects and specially designed ramps on each side. As a result, insects commit to entering the trap from all directions and do not detect the sticky surface until it is too late. When the lid is raised, its unique design automatically lifts out the attractant pad for easy inspection and convenient removal. The same feature lowers the replacement back into the monitor station with ease. The lid has been designed to close with increased pressure making the monitor extra tamper resistant. Additionally the station can be made metal-detectable, for added security on food production lines.

As a compliment to the AF Insect Monitor the AF Crawling Insect Monitor Pad, to be used in conjunction with the monitoring station contains its own integrated attractant system, which eliminates the need for fiddly attractant tablets. The rosin lure is held within a unique slow release matrix, which remains effective as long as the pad remains sticky.

The pads are also non-species and gender specific therefore attracting a wide range of insect species in all mobile life stages, providing an invaluable IPM monitoring tool. Independent field trials have shown the pad to be four times more effective in attracting adult German cockroaches and fifteen times more effective with Australian cockroaches than other commercially available systems. There are also glue boards with a pheromone attractant matrix for either cloths moth and ephestia/plodia species. The AF System has been developed internally by Paul Hoyes, Product Development Manager, who was recently in Australia to help Pest IT launch the range.

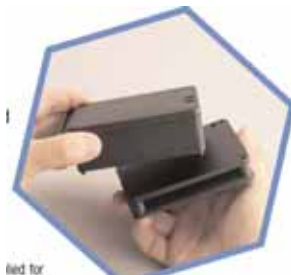
As with many of the Pest IT products, one of the best benefits for this product is the price! The AF Insect Monitor is only \$1.32 including GST ea and the glueboard replacement pads start from as little as \$0.64 including GST. This would save you significant cost in replacing moisture damaged cardboard cockroach stations over the life of a service contract. Also, an additional feature is that you can be more precise and targeted with the AF Insect monitor for ephestia/plodia species as you could use 10-15 stations in the same area as one moth pot – for around the same price.

Buy in bulk and save even more. Branding is also available for those companies wanting to display their brand and logos in their commercial accounts. Further information and product specifications are available from www.pestIT.com and pricing available on request.

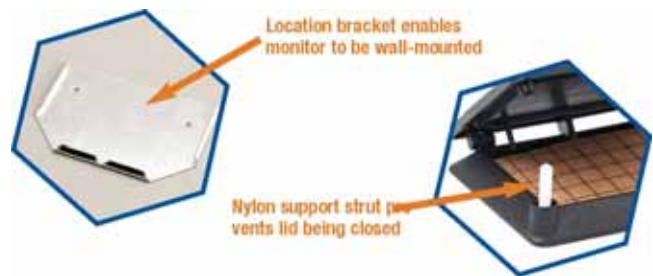
The AF Range™ is proudly manufactured by: 



AF Insect Monitor



AF Insect Monitor clips into the AF Mouse Box for a dual purpose



Location bracket and nylon support strut make this unit the ideal station to monitor Ephestia/Plodia moth species in food production facilities.



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