

Welcome to the second edition of the Pest IT *In Touch* newsletter. Pest IT Pty. Ltd. has had a busy and enjoyable month with both Peter McCarthy and Dr Sali Bache attending the Adelaide AEPMA National Conference June 10-12. We were also involved in client visits and various functions in Sydney, Brisbane and Melbourne, culminating in a very successful Sydney company launch.

Joining us last month from the UK, Jonathan Peck the Principle of the Killgerm Group assisted with the launch of Pest IT. Many of you may have also met our other visiting PestWest and Killgerm representatives: Paul Hoyes, pest manager and technical designer of the AF Range, and Mike Kemp flying insect specialist and technical manager of PestWest Electronics, who spent a fortnight with us in Adelaide, Melbourne, Sydney and Brisbane.

This month the travels continue, with participation at the AEPMA NEAT seminars scheduled for the end of July in northern NSW (see www.aepma.com.au for details) and an August escape to sunny Queensland for a series of training and speaking engagements including the Rapid Solutions Risk Management Conference (see www.rapidsolutions.com.au for details).

We particularly look forward to the visit of Bird Barrier America owner Cameron Riddell in September. We hope to see many of you at a range of intensive bird management training programs we are organising to coincide with his visit on the east coast. Seminars will be held in Sydney, Melbourne and Brisbane between September 2-10. Details are available on request. September will also see us speaking and displaying at the 11th National HACCP Conference in Adelaide. This is a great opportunity to rub shoulders with the main food production companies throughout Australasia. For details, see www.haccptown.com.

Peter's move into business owner also made the June/July cover of the Australian national industry magazine "Professional Pest Manager". A copy of the article can be downloaded from the news page of the Pest IT website at www.pestIT.com.

We would like to thank the many well wishers and now clients who have offered their support since the commencement of Pest IT Pty. Ltd. in June – please accept our sincere thanks.



Product Availability

July sees Pest IT in full strength with the arrival of the Bird Barrier range, followed by the PestWest and Killgerm products that arrive on July 25. For those of you who have seen the range, we look forward to receiving your enquiries and we can now furnish your need for product.

Our warehouse in Sydney began sending out orders Australia-wide at the beginning of June, with clients reporting overnight deliveries in Canberra, Sydney, Melbourne and Brisbane. We also deliver to WA, SA and the NT. Deliveries are free for all orders over \$250.00 + GST. So for fast and efficient delivery of your commercial pest management equipment, feel free to give us a call.

Bird Management Training and Support Programs

Our first training program to be launched will be the **"Business of Bird Management"** half day course in September 2004. The course will be hosted by Pest IT and provided by Cameron Riddell (pictured) owner of Bird Barrier America and Peter McCarthy.

Bird Barrier America is the leading supplier and product manufacturer in the US Pest Control industry. The company's StealthNet, Coil, Bird-Flite Spikes and Birdwire are industry standards, and are installed by more than 1,000 pest management professionals (PMPs) every year.

Bird Barrier's president, Cameron Riddell, is one of the original founders, and has been a major factor in the growth of the US Bird Control industry. Bird Barrier's training courses have been attended by more than 3,000 professionals, and their focus on helping their customers grow their businesses has been a successful strategy for all involved.

At last year's NPMA Convention in Dallas, Bird Barrier introduced its newest product, Bird-Shock Flex-Track. The track comes in fifty-foot rolls, four different colours and has become the company's most successful product launch ever. Building owners prefer it's almost invisible qualities, and the professional installer community has found that they can sell jobs for less money due to the fact that it installs quickly and saves on labour costs.

"Bird Barrier is proud to be working with Peter McCarthy and Pest IT in Australia. I will be in Australia with Peter from September 2 through September 10 and look forward to meeting anyone interested in growing their bird control business" says Cameron.

Dates for the course to be held in Brisbane, Sydney and Melbourne are as follows:

Saturday 4th September - Brisbane
Tuesday 7th September - Sydney
Thursday 9th September - Melbourne

Contact Pest IT on 1300 66 56 57 or info@pestIT.com for further details or an invitation.



Topics to be discussed include:

- Sales and marketing in bird management
- Overcoming buyer price resistance
- Quoting for a profitable outcome
- Generating sales leads and growing your business
- Outsourcing expertise to assist with installations
 - What's new in bird management
 - New products, tools & techniques to keep prices down

New Additions to Pest IT Web Site Unveiled

Please take the time to visit the Pest IT website. We have updated the product section to allow for easier and faster access. The PestWest and Killgerm (AF Range™) pages have now been included in a new (html) format replacing the previously cumbersome pdfs. This will allow you to copy product specifications and pictures into your proposals to commercial customers. Thank-you to those people that offered helpful feedback on our website.

We are currently planning a number of further changes for the expansion of our website. This will include a section on our new training packages, an image library, and more information. If you have any suggestions or ideas that would make our site easier to access or navigate, or would help assist you in your pest management work, please let us know.

<http://www.pestIT.com>

Housefly Facts – Musca domestica (part 1)

If a cockroach was to walk across your table in a restaurant you would leave. But, if a fly were to land on your lunch you would probably just shoo it away. **Big Mistake!** The fly carries as many diseases as a cockroach and should be controlled with the same degree of vigilance.

- Flies predominately breed outdoors and are therefore unaffected by improvements in domestic hygiene
- Houseflies are distributed worldwide, and their abundance generally depends on climate
- Flies will breed in a large number of substances, where the only common factor may be a moist, fermenting or putrefying condition. Examples include rotting vegetable matter, decaying animal remains, and the excrement of various animals
- At present, fly nuisances in cities are mainly due to excessive infestation of municipal refuse tips or other large accumulations of decaying organic matter, animals, and rubbish in general
- Females seek out suitable breeding material largely by using olfactory (smell/scenting) organs which are located on the antennae, and they may also taste the selected material to test their judgement
- Females prefer to lay eggs on breeding material exposed to light, and will rarely fly into dark places in search of suitable sites
- By depositing the eggs into the chosen medium using their ovipositor, the flies ensure that they will be protected from desiccation by exposure to the air
- During a single day a fly, if undisturbed, may lay the whole batch of eggs which are mature in her ovaries, usually about 100 to 150
- If a male and female fly mate in October, provided all offspring survive, by February there will be around 191,010,000 billion individuals
- The eggs are cylindrically oval, white, and around 1mm in length
- Incubation lasts anywhere between 8 hours and 2 days, and is temperature dependant
- Upon hatching, the young larvae (maggots) are repelled by light and will burrow into the food material, which they then consume
- Mature maggots will often wander in search of cooler places to pupate, and may travel as far as fifty yards from their deposition site
- If maggot infested material is buried beneath a covering of earth, the larvae will usually burrow their way up until they are not far below the surface before they pupate. They can tunnel upwards for up to 600mm and then burrow a short way underground before pupating
- On emergence from the pupal skin, the adult flies will be a whitish colour, as their cuticle is not yet hardened. When the hardening process has finished, the fly has reached its final condition and no further growth is possible
- Newly eclosed flies also need time to expand their wings, which are crumpled inside the pupal casing
- The mouthparts of the adult fly are highly adapted, with a flexible proboscis with two sucking lobes at its end, such that the fly can only feed on liquid food

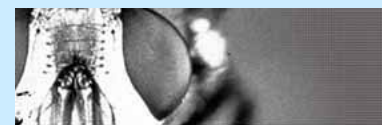
UV LIGHT – ultraviolet light is invisible to the human eye and is attractive to flying insects. UV light deteriorates with time and so although tubes used in fly control units still glow blue there is no guarantee that they are still emitting the insect attracting UV light.



Chameleon 4x4



Nemesis Ultima 80



Chameleon 1x2



Part 2 of this series will be in the August issue of *In Touch*

The Quantum Lamp

Last month Mike Kemp the technical manager of PestWest Electronics, Europe's leading manufacturer and distributor of fly control units, visited Australia. Pest IT, as PestWest's Australian agent, introduced Mike to a number of pest management companies. Of particular interest are the unique and powerful Quantum lamps with features including increased attraction power, longer life, the shatterproof Teflon® G coating and the patented Reflectobakt® sleeves. All PestWest Quantum UV tubes are 100% more effective and 40% more powerful than standard BL350 tubes. PestWest only supply tubes that have the highest output of UV light.



Quantum lamps are now available:

- 15w non-shatterproof
- 15w shatterproof
- 20w non-shatterproof
- 20w shatterproof
- 40w shatterproof
- 22w circline non-shatterproof
- 22w circline shatterproof
- And more.

The highest quality lamps at very competitive prices

UV light is invisible to humans and therefore it is easy to assume that all UV attractant light tubes offer similar performance. The UVA emitted from the tube is what attracts the fly. Therefore it is important to use only high quality UV tubes.

In some environments, especially in food preparation areas, foreign matter such as broken glass is highly undesirable. In these areas, it is necessary to use shatterproof tubes.

The choice of material for this shatter proofing is important as few materials are available which will transmit UV effectively and yet possess the necessary properties to protect against glass escape should the tube break. PestWest coat all their Quantum UV tubes with Teflon® G shatter resistant coating.



Using fly control products which are fitted with Quantum shatter resistant tubes with Teflon® G fluoropolymer coating as standard, or as replacements provides the easiest and safest solution for significantly reducing the risks of contamination from glass breakages.

Reflectobakt™ sleeves (patented) are a new innovation from PestWest and are fitted into all the Chameleon range of sticky board units (except Uplight). These sleeves are positioned at the back of the tube and shield the sticky board from the drying effect of the UV light. This makes the boards more efficient for longer periods against all sizes of flying insects, including smaller ones which may be missed by traditional electronic fly killers (EFK's).

Above picture highlights the quality of the Quantum Teflon® G fluoropolymer coating, offering higher UV output and longer life over PET, polyethylene and other shatterproof coatings.

PestWest Quantum lamps fit most standard brands/makes of glueboard and EFK units, and are available at very competitive prices. Pest IT supports the full PestWest Electronics range of electric and glueboard fly units.

The full range and product specifications are available at www.pestIT.com. A 20 page colour catalogue, training manuals, support literature and marketing tools are also available on request.



Next month we will review the AEPMA Northern NSW NEAT seminar program, preview the Rapid Solutions Risk Management Seminar, road test new products, feature another "Product of the Month" and keep you up to date with more industry news. Until then, please visit www.pestIT.com for the latest product, training and consulting news from Pest IT Pty. Ltd.

AEPMA National Conference - Adelaide June 2004

The response to Pest IT at the AEPMA National Conference in Adelaide was fantastic. Pest IT Pty. Ltd. introduced its four main business components, including pest management training and consulting as well as our Australian agency for PestWest Electronics, Killgerm and Bird Barrier products. Pest IT had two stands at the Conference, one in the main hall and the second just outside the speaker's room.

Keen interest was shown in the specials outlined in the Pest IT press release on the second day "Great response to new boys on the block". Numerous pest managers commented on the unique features offered by many products in the Pest IT range. The AF rat box attracted a lot of attention, thanks to its incredible value as a high quality tamper resistant bait station, capable of taking most bait formulations on the market. Also of great interest was the new AF insect monitor which offers outstanding value for those pest managers needing to monitor cockroach and stored product pest infestations.

Mike Kemp of PestWest Electronics gave an entertaining and very informative presentation. He discussed flying insect management from an international and scientific perspective. Many Australian pest managers are now coming to realise the importance of offering professional flying insect management to their commercial accounts. Mike's discussion highlighted the profitability that could be attained for those wishing to enter this market and do so thoroughly and professionally.

A new feature of the Pest IT stand was the "bird-trainer". Assembled throughout the conference this gave people a chance not only to see the different Pest IT products available for bird management, but was also a lot of fun with the pneumatic net ring tool allowing an interactive display.

Much interest was expressed in the forthcoming Bird Barrier Bird Shock Flex-track product for use in deterring birds off most building areas. Bird Shock Flex-track is discrete and works on deterring all species of pest birds. Information, and a video clip demonstration is now available on the products page at www.pestIT.com. Those wishing to learn more about Bird Shock Flex-track can do so at our "Business of Bird Management" training courses commencing in September.

Socially the AEPMA Conference meeting was also a great success, and the gala dinner on the last night gave everyone the opportunity to unwind and join in the fun.

Congratulations to Malcolm Trotter for the award of lifetime AEPMA membership and to Rhonda Trotter for a secret well kept. Also to Barry Collins for his appointment as new President and Geoff Hawes as Vice President of AEPMA. Both Barry and Geoff own and operate their own businesses. This is the first time in living memory that we have had two "owner operators" at the helm of our industry association. It could be the breath of fresh air that many industry members have been waiting for. Good luck Barry and Geoff.

Well done to the organisers for a smooth running show. We look forward to seeing you all next year in Melbourne for AEPMA 2005. Conference dates and some initial information for the highly anticipated Melbourne conference is available at www.aepma.com.au.



Paul Hoyes and Mike Kemp sharing technical expertise to Rob Corner and Michael Canham



Peter McCarthy at the Pest IT booth

Pest IT Product of the month

Last month we featured a very unique product in Killgerm's AF Tuff Box. The Tuff Box is a virtually indestructible rodent bait station and is ideal for those areas where boxes are destroyed by the daily duties being performed on your clients' premises.

Our full range of Bird Barrier products are now in stock, so this month we salute a very unique product in Bird Barrier's Daddi Long Legs. The Daddi Long Legs is in a class by itself. It's unique design deters seagulls, pigeons, and other large birds, from landing on open spaces such as flat roofs, air conditioning units, street lights and other hard-to-protect areas. We also have a range of fittings that can be used in marine situations such as on boats, jetties and pontoons. Fittings include the boat base (pictured below right), railing clamp and canvas sand base. For more information on Daddi Long Legs or the Bird Barrier range, see www.pestIT.com.



Introductory offer

Order 5 AF Rat Boxes and get the 6th one free

This offer is designed to help you make the right choice in selecting a fully integrated tamper resistant rodent bait station. It also gives you a chance to place your first order with Pest IT and receive free delivery Australia-wide. Introductory offer available 25 July to 30 August 2004. Limit of one free box per customer. Contact Pest IT for more details. Full features of the AF Range™ is now available at

www.pestIT.com



AF Rat Box offers a unique range of features and outstanding value



Convenient removable lid for easy servicing and cleaning



Stainless steel key fits all boxes in the AF Range™



Optional accessories: Helland Drinker, fixing brackets and more



Optional AF brush Key for cleaning and servicing

Contact Pest IT Pty Ltd on:



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AUSTRALIAN AGENT FOR PESTWEST, KILLGERM AND BIRD BARRIER