

Welcome to the fourth edition of the Pest IT *In Touch* Newsletter. Pest IT has had a very busy time, beginning with the Business of Bird Management series in Melbourne, Sydney and Brisbane. We also had trade stands at three conferences: the Rapid Solutions annual conference on the Gold Coast, the AEPMA Sydney NEAT program and the 11<sup>th</sup> Annual HACCP Conference. Topics discussed during Peter's presentations included Repellent versus Non-Repellent Termiticides, Modern Pest Management Practices, Commercial Fly Management and the Biology of Bird Management. All papers will shortly be available on the Pest IT website at [www.pestIT.com](http://www.pestIT.com).

This month the warmer weather begins to return and business for pest managers begins to strengthen. September was exciting at Pest IT Pty. Ltd. as we watch our company grow with sales in all states of Australia. Spring has sprung – the birds are singing (except where we netted them out of course) and insect populations are on the move. Our primary focus for the September *In Touch* Newsletter 2004 (yes we just got too busy to send out September's in time! Sorry) is to provide you with a sneak preview of our new web site additions. "Lets Share our Resources" is the theme for this newsletter and below you will find the beginning of a list of resources available to our valued clients that we will add to our web site in the coming weeks and months. Feel free to fax this back to request any of the listed information.

## ***The Business of Bird Management***

Cameron Riddell (President Bird Barrier America) visited Australia to conduct the Business of Bird Management courses in Sydney, Melbourne and Brisbane. The sessions were a huge success, with over 160 people attending the sessions in three cities over 6 days. Topics discussed included what's new in bird management, sales and marketing, overcoming buyer price resistance, quoting for a profitable outcome, generating sales leads and growing your business, outsourcing expertise to assist with installations, new products, tools & techniques to keep prices down and more. The introduction of Bird Shock Flex-Track was also a huge success and details of this appear in our "product of the month" below and on our web site. All attendees received 18 CPD points and certificates for their efforts. All in all, a very busy week - when I dropped Cameron off at the airport I could sense that he had nothing more to give. The feed back from attendees has been very favourable. The launch of Pest IT Pty. Ltd., Bird Barrier and our new products such as Bird Shock Flex-Track has been met with approval Australia-wide.



## ***11th Time Around for HACCP - But Not Many Pesties***

If you missed the 11<sup>th</sup> Annual HACCP Conference (and by most accounts you may have as only half a dozen "pesties" were in attendance) you missed a great conference. The opportunity to attend a HACCP conference with over 200 of Australia's leading food production, services and retail companies is a rare and enjoyable experience. The conference is predominately about food related hazards as you would expect, however, half a day was set aside for pest management. Both Dr Moray Anderson (entomologist and Technical Director of Killgerm) and Peter McCarthy were guest speakers representing the mighty pest management industry. Both discussed the importance of pest management in food production and modern pest management options as well as putting forward new technology and the research behind their development. The opportunity to network with the "foodies" continues to be the ideal setting to continue the union of both industries. Next year's conference is in Sydney, so keep an eye on the conference organisers' (Advancing Food Safety) web site [www.haccptown.com](http://www.haccptown.com).

## Pest IT Warehouse

Quite a few pest managers around the country have asked about the stock we have available and how we distribute our products around the country. This photo shows just how serious we are about supplying commercial flying insect, bird, stored product and rodent management equipment and hardware. Pictured right is Peter McCarthy sitting on a few (about 900) PestWest fly killers that arrived during the month. We have over 70 pallets of inventory (Bird Barrier, PestWest and Killgerm products) IN STOCK to support your business. Our focus is on commercial pest products and we supply these quickly and efficiently Australia-wide. If you're in Sydney, you are very welcome to visit our warehouse in Homebush Bay. Feel free to give us a call and we can organise to meet with you there. We have no doubt you will be impressed with our range and the set-up on offer by our warehousing and shipping agent.



## Bird Barrier Installation DVD

Pest IT is please to introduce you to the new Bird Barrier Installation DVD. This is a 1 hour DVD that will assist all bird managers in the installation and use of some of the world's best bird management products. If you're new to the biz, or looking to add to your existing skills, this training tool is ideal. Since launched last month, over 200 pest managers Australia-wide have seen exerts from the DVD. It is also a perfect sales tool to show clients to help seal the deal on your next large project. A free demonstration is available on the Pest IT web site. Full DVD available now for only \$49.90 including GST and postage within Australia.



### Product Installation DVD

Learn to intall:

- Bird-Flite Spikes
- Bird-Shock Flex-Track
- StealthNet
- Bird-Coil
- Birdwire

**Available now, only \$49.90  
Including GST & postage within  
Australia**

## New 5% Discount and Price Lists Available

One issue that seems to be apparent is the "perceived" high cost of performing bird management. This can be a critical factor and sometimes a stumbling block in finalising a proposal with your clients. At our Business of Bird Management session, our primary goal during the program was to supply attendees with techniques to reduce buyer resistance, as well as to supply you with new products, tools and techniques to reduce the time and cost of installations.

However, we have decided to assist you even more! Since the sessions last month, we have reviewed the pricing on our entire bird management range. All items have been reduced (some significantly) to ensure that Pest IT Pty. Ltd. is not only competitive, but THE place to go to for all your bird and commercial pest management equipment requirements. We also offer some "bulk purchase" incentives to help you land your next large project. Contact our office for more information. **Our Bird Barrier, Killgerm and PestWest price lists are available on request.**

**AND ONE MORE  
OFFER FOR YOU!**

**All orders paid in full  
prior to dispatch  
receive 5% off the  
list price.**

**Payment can be via  
bank transfer or  
credit card with  
order.**

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

**AUSTRALIAN AGENT FOR PESTWEST, KILLGERM AND BIRD BARRIER**

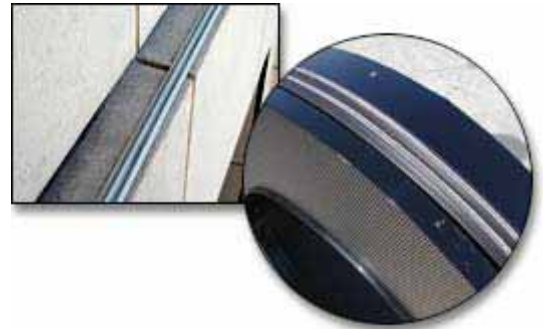
## *Pest IT Product of the Month*

Bird Shock Flex-Track is the latest bird management tool available to Australian pest managers. **Bird-Shock Flex-Track** is a new low-profile ledge deterrent system that is effective against all species of pest birds, conditioning birds to stay away. **Flexible and Adaptable** - a low-profile electrified track that conforms to any architectural configuration. Flex-Track curves up and down, and side to side; and the stainless steel strapping gladly follows the PVC base without wrinkling. Bird-Shock Flex-Track is **Virtually Invisible** at only 6mm high. It is available in a wide variety of colours to match the structure, and is hard to notice close-up and near invisible from a distance. It is **Long Lasting**, being made from UV stabilized PVC and stainless steel. This product will be in service far longer than its five-year warranty. **Bird Shock Flex-Track** is available in four colours – beige, black, brick red, and concrete grey and is supplied in 15m rolls. Each roll is also supplied with sufficient connectors, fittings and attachments. **Bird Shock Flex-Track** is powered by a solar panel that supplies voltage to 150m (10 x 15m rolls). Bird Shock Flex-Track was launched by Bird Barrier in 2003 and Cameron Riddell of Bird Barrier reports that it was its most successful product launch in their 11 year history. All bird species, all bird pressures, low visibility and flexible to suit the demanding requirements placed on bird managers in Australia. The first commercial installations of this new product are occurring this week. If you require product and installation information, or price and availability, feel free to contact us at Pest IT Pty. Ltd. **Bird Shock Flex-Track** - The future of bird management is here!



### **Bird-Shock® Flex-Track™**

- Flexible
- Low Profile
- Four Colors
- Easy to Install
- Long Lasting
- Cost Effective



Full installation details are outlined in the new Bird Barrier Installation DVD. Installation instructions, risk management and safety guidelines available via email.

Bird Shock Flex-Track installed discretely on a ledge (left) and sign (right)

## *New Addition to the Pest IT family*

Peter and Sali would like to thank all of you who have supported us in Pest IT's first six months of business. Establishing the new business has been a very exciting time for us. As many of you know, we are expecting a new addition to the family in the month of October. We have called in reinforcements, so rest assured that the office and warehouse will continue to operate as usual throughout this period.

*Next month we will 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](http://www.pestIT.com) for the latest product, training and consulting news from Pest IT Pty. Ltd.*

## **Contact Pest IT Pty Ltd on:**



**Phone:** 1300 66 56 57 or (02) 9527 3033  
**Mobile:** 0438 66 56 57  
**Fax:** (02) 9527 3066  
**E-mail:** [info@pestIT.com](mailto:info@pestIT.com)

## *Lets Share our Resources*

Being the Australian agent for some of the world's leading pest equipment manufacturers, Pest IT Pty. Ltd. has a huge support and resource network of information available for our clients. Over the coming weeks and months we are going to release new information on our web site. While we are constructing three new areas (Technical, Training and Resources), we thought we would up date you on some of the information currently available. This information is outlined in the below fax back sheet. Feel free to complete this form to receive information and return to Pest IT.

Please send me information on (please tick where appropriate):

### **Training Programs:**

The Business of Bird Management (1/2 day course) \_\_\_\_\_

The Business of Bird Management (full day course) \_\_\_\_\_

The Business of Bird Management (correspondence course) \_\_\_\_\_

This is ideal for pest managers unable to attend the recent series of courses held throughout Australia

The Biology of Bird Management (1 hour course) \_\_\_\_\_

The Business of Fly management (1 hour course) \_\_\_\_\_

The Business of Fly management (3 hour course) \_\_\_\_\_

Modern Ant Management (2 hour course) \_\_\_\_\_

Pest Awareness Course (1/2 day and full day course) \_\_\_\_\_\*

\*This is a "foundation" course for new members of the pest industry, receptionists, HACCP auditors, etc

Details on the new 1 hour Bird Barrier Installation DVD \_\_\_\_\_

*Many more training programs to be added to this list in coming weeks. These courses are available for conferences, seminars and private sessions. Details, availability and pricing available on request.*

### **Technical information**

Technical conference papers presented by Peter McCarthy:

Technical paper "New Technology from Down Under" \_\_\_\_\_  
Presented at NPMA New Orleans, USA, 2002

Technical paper "Bird Management in Grain Facilities" \_\_\_\_\_  
Presented at the Australian Technical Post Harvest Conference, Canberra, 2003

Technical paper "Repellency vs Non-Repellency" \_\_\_\_\_  
Presented at the Rapid Solutions Conference, Gold Coast, 2004

Technical paper "Modern Pest Management Practices" \_\_\_\_\_  
Presented at the 11<sup>th</sup> Annual HACCP Conference, Adelaide, 2004

Technical paper "The Biology of Bird Management" \_\_\_\_\_  
Presented at CERIT University of NSW, 2004

*More technical papers from Australian and international conferences are to be launched on our web site in November 2004.*

**Pest IT Pty. Ltd. Information packs** (available via post or email):

- PestWest Range Specification Brochure (4 page via post) \_\_\_\_\_
- PestWest Range Specification Brochure (4 page via email) \_\_\_\_\_ *This email will be 260kb in size*
- Killgerm/AF Range Specification Brochure (16 page via post) \_\_\_\_\_
- Killgerm/AF Range Specification Brochure (16 page via email) \_\_\_\_\_ *This email will be 800kb in size*
- Killgerm/AF Range Technical Sheet (2 page via post) \_\_\_\_\_
- Killgerm/AF Range Technical Sheet (2 page via email) \_\_\_\_\_ *This email will be 550kb in size*
- Bird Barrier Catalogue (6 page via post) \_\_\_\_\_
- Bird Barrier Catalogue (6 page via email) \_\_\_\_\_ *This email will be 1.5Mb in size*
- Bird Barrier Catalogue (36 page via email only) \_\_\_\_\_ *This email will be 4.5Mb in size*
- Bird Shock Flex-Track Installation Instructions (email only) \_\_\_\_\_ *This email will be 260kb in size*
- Australian and International StealthNet Installations (email only) \_\_\_\_\_ *This email will be 860kb in size*

**Pest IT Pty. Ltd. Price lists:**

- Killgerm / AF rodent and insect hardware range \_\_\_\_\_
- PestWest Electronics equipment range \_\_\_\_\_
- Bird Barrier bird management equipment range \_\_\_\_\_

**Fact Sheets:**

- Pigeons \_\_\_\_\_
- Sparrows \_\_\_\_\_
- Swallows \_\_\_\_\_
- Starlings \_\_\_\_\_
- Domestic Flies \_\_\_\_\_

*Many more fact sheets to be added to the list in the near future.*

Other information (please state information required) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please include my details to receive regular training, product and industry information from Pest IT.

Yes \_\_\_\_\_ No \_\_\_\_\_

**Please return by Fax to 02 9527 3066**