

# The Exterminator



Leading the way in global pest control

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## PelGar on the Road

### Upcoming events in 2014

PelGar will be attending the following events:

21-24 October – **PestWorld 2014**  
Orlando, Florida, USA

5 November – **PestTech 2014**  
National Motorcycle Museum,  
Solihull, UK

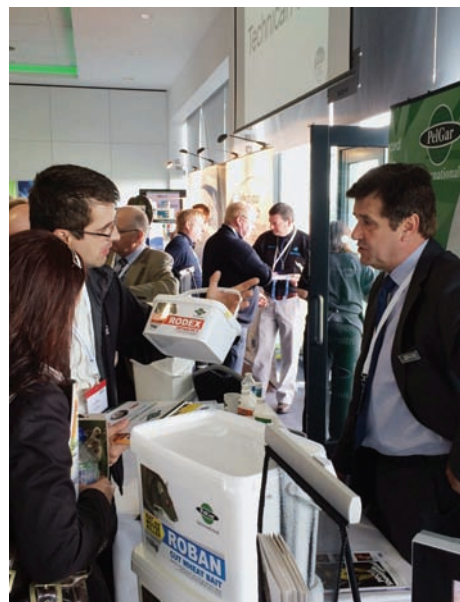
19-21 November – **Parasitec 2014**  
Paris, France

Right: UK Sales manager Richard Applegarth hands over one of the prizes to a lucky winner.

PPC Live may have been the last time you saw PelGar representatives in person. It was the first show in a new series organised by BPCA and saw the biggest and best of the pest control industry exhibiting at the Salford City Stadium in Manchester.

“This is the first time we have had a chance to exhibit to PCO’s further north than Birmingham,” comments PelGar’s Global Marketing Manager Nic Blazkovicz. “It was great to see lots of new faces and get feedback from a different demographic compared to some of the more southern shows, and even better to get the incredibly positive feedback on some of our flagship products like Cimetro and Rodex.”

The exhibition took place in one of the large executive lounges of the stadium, which overlooks the pitch. This had the advantage of natural light, something quite rare in the modern exhibition. In addition to the bustling exhibition there was a jam packed seminar programme and practical demonstrations. Ten lucky visitors went home with a special prize from PelGar having taken part in BPCA’s prize wheel on entry.



## Conservation in Partnership



With an ever expanding international business PelGar has set up an initiative to support local conservation projects.

Conservation in Partnership, CiP for short, is where PelGar is working with local communities and conservation schemes to protect native species from rodent infestations which can have significant impact on the breeding and development of populations. PelGar is currently involved in projects in the UK and New Zealand and in this series of articles we’ll tell you a bit about what is going on.

As part of its Conservation in Partnership (CiP) initiative, PelGar International has been supporting the ‘Enhancing the Halo’ project in Wellington, New Zealand.

The aim of the project is to make Wellington – New Zealand’s nature capital – by ensuring its back yards are safe havens for native wildlife.

One of the activities in the project is predator control, especially of rats and possums that kill native birds. The Department of Conservation, Wellington City

Council, Greater Wellington and the Morgan Foundation have been working to provide households with cheap and safe predator traps.

As well as automatic rat traps and humane rat kill-traps, households are being offered bait stations and this is where PelGar has been involved – in providing the bait.

“The project is building,” says Angus Hulme-Moir, Wellington Partnership Ranger. “We have some new funding that has come through the city council, and bait has started to move out to households who have opted for the bait station option in support the project. It is definitely making a difference and we have produced a map of some 1,200 households involved and where they are placed. It is exciting to see the reach and impact.”

“If we can provide adequate food for our native creatures and ensure they are not in danger from either pets or predators then residents may one day be able to enjoy the native wildlife in their own backyards. This is what it

means to *Enhance the Halo*,” explains Gareth Morgan, Morgan Foundation, one of the partners of the Enhancing the Halo initiative.



Right: A trapping infographic highlighting the various predator control options citizens have when supporting the ‘Enhancing the Halo’ project. [www.halo.org.nz](http://www.halo.org.nz)

## Focus on Europe



### Do you have business or contacts outside of the UK where PelGar may be able to help?

PelGar's excellence in product authorisation, manufacture and distribution could be the key.

Email [sales@pelgar.co.uk](mailto:sales@pelgar.co.uk) or call us on +44 (0) 1420 80744 for further info.

*Right: Vincent Russo, European Sales and Marketing Manager standing with the next consignment of PelGar's rodenticides to be loaded onto the container.*

Aside from PelGar's thriving UK business, opportunities for the growth and development of business in Europe are quickly being realised.

PelGar has been well established for many years in the European market, particularly in the supply of second generation anti-coagulant active concentrates to the major European manufacturers of rodenticide products. The recent changes coming about under the Biocidal Products Review (BPR) have reduced the number of authorised manufacturers and brands, particularly amongst those businesses that are focussed on national distribution. This has opened up some great opportunities for PelGar to manufacture and supply more finished product through existing distribution channels.

While everything done at PelGar is a concerted team effort, the recruitment of Vincent Russo as European Sales and Marketing Manager has undoubtedly played a key role in the development of the European business. "Over the past 12 months PelGar has reinforced its position in key markets where it has enjoyed relatively long relationships, doubling the business in countries such as Denmark, Portugal and Romania," comments Vincent. "Taking part in the Eurocido show earlier in the year for the first time has helped to raise the profile of both PelGar and myself and taking a stand at Parasitec 2014 we will be showing that PelGar is a key player in the European market."

Going forward, Vincent plans to consolidate PelGar's relationships across Europe where PelGar is playing a major role in the support of its customers through the BPR process. Though timelines for product authorisations can be quite



drawn out under the new process the future is definitely bright for PelGar, with further growth forecast over the next 12 months.

Beyond Europe? While PelGar's primary focus is to work with existing customers there are also opportunities further afield in Vincent's territory where his grasp of Russian is a definite advantage. We will keep you posted on any developments.

## Product Focus Vertox Contact Gel

**Vertox Contact Gel is a unique product like no other on the market today. Unlike standard feed baits Vertox Contact Gel does not rely on excluding other food sources or bait palatability – instead the key is the placement of the gel as it is picked up on the feet and fur of the target mice and then ingested during the normal grooming process. Vertox Contact Gel contains 50ppm of the single feed second generation anticoagulant brodifacoum and is available exclusively from SX Environmental Supplies.**

**WHAT?** A highly adhesive gel which sticks readily to the feet and fur of mice, and is then ingested as

a result of normal grooming behaviour.

**WHO?** For professional use only for the control of mice indoors.

**HOW?** Available in 300g mastic tubes or 35g syringe (for use with a standard gel applicator), place thin strips in purpose built 'contact tunnels' (available from SX Environmental) or on pieces of tape which can then be easily removed after treatment.

**WHERE?** Along routes of travel, e.g. runs, pipework, cabling, etc.

**WHEN?** Ideal for use when normal 'feed' baits are not effective or impractical. The product has proved very useful where behavioural resistance has been identified, and in situations where multiple food sources are available and cannot be restricted.

