

# The Exterminator



Leading the way in global pest control

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Wishing you all a Merry Christmas and Happy New Year

## PelGar around the world – review of shows



Above: PelGar at PestWorld 2014 – from left to right, Nic Blazkowicz, Global Marketing Manager, Andrej Branc, President, AB Bait Co. and Michael Dadd, Latin America Regional Manager.

Right: Some of the winners of free bait at PestTech 2014. Clockwise from top left – Tracy and Clive Welling from Wellpest in Hertfordshire; Paul Wilson from jwm24.com in Sheffield; Andy Holder and Matthew Rogers from Elmbridge Borough Council.



Attending its fifth consecutive PestWorld in October in Orlando, Florida, PelGar has definitely seen the benefit of the hard work put in by its sales and marketing team.

“AB Bait Co. our North American distributor has made fantastic progress over the last four years in a market that has previously been dominated by just a few key players,” commented PelGar’s Managing Director, Dr. Gareth Capel-Williams. “PestWorld is a great exhibition for us to raise the profile of our North American business and our growing business in territories that do not have the opportunity to make it to European shows.”

This year PelGar’s Latin American Regional Manager Michael Dadd was also on the stand. “Mike has been concentrating his efforts in finding the best partners to work with in Latin America,” explained Nic Blazkowicz, PelGar’s Global Marketing Manager. “The show has provided us with a great opportunity to meet some of our new customers face-to-face from countries such as Columbia, Peru and Argentina.”

Latin America is an important new territory for PelGar and adds another continent to PelGar’s business portfolio and further diversity to its client base. “PelGar’s core business in the UK and Europe has provided a solid foundation on which to build and expand into other markets,” comments Gareth Capel-Williams. “Our product

quality and effectiveness has allowed us to gain a strong foothold in markets which have been traditionally dominated by the multinationals or local manufacturers and we will continue to go from strength to strength.”

**PestTech 2014** took place at the Coventry Motorcycle Museum on 5 November and was another roaring success for PelGar with a fantastic array of customers from as far away as Cornwall and Aberdeen.

As well as expert advice on its high quality range of rodenticides and insecticides PelGar also gave 50 lucky PCOs the chance to take away a sample of its pasta bait or Oktablok II blocks, all made at PelGar’s factory in Alton, Hampshire, UK.

“It’s one of the busiest shows in the calendar and a great opportunity for us to get feedback from the people on the ground using the products,” commented Richard Applegarth, PelGar’s UK Sales Manager.

Having attended Parasitec for many years as a visitor, 2014 was time for PelGar to take the stand and showcase its products to the international market.

PelGar has supplied the European market since the early 90s and in recent years it has gone from strength-to-strength, supplying concentrates for local manufacture as well as high quality finished products made in the UK. PelGar has invested heavily in regulatory support and has complete dossiers on the three key rodenticide actives difenacoum, bromadiolone and brodifacoum, as well as a range of formulations all of which have been fully supported through the biocides regulations in Europe.

“Parasitec provided us with an excellent opportunity to meet up with customers from all over Europe including Germany, Greece, Poland and Turkey,” commented PelGar’s European Sales Manager Vincent Russo. “The show generated some very promising contacts and a lot of interest was shown in our rodenticide range.”

“PelGar has increased its international presence significantly over the past few years, both at the shows it has attended and through its expanding sales team,” commented PelGar’s Global Marketing Manager, Nic Blazkowicz. “Shows like Parasitec provide an excellent opportunity to gain further understanding of the international marketplace and to see some of our customers in their home territories”.

## PelGar PhotoRATIC competition 2014/15

Show us rodents through your lens!!

Take part in PelGar’s PhotoRATIC competition to find interesting, amusing or intriguing images of rodents in the wild in any geographical location. The image can be a photo of rats or mice, photos of the damage they cause, ingenious home-made traps, etc.

Closing date for entries is Friday 13 February 2015. Winners will be notified by 27 February 2015.

Prize: £300 worth of PelGar products. Smaller spot prizes for commended images. For full details of how to enter go to: <http://plgr.co.uk/JNT> Happy snapping!!!



## Regional Focus – Middle East & Africa



**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.

The Middle East and Africa is an important and growing market for PelGar. It is a unique market full of challenges, Emmanuel Mahdavi, PelGar's Sales Manager for the region explains further.

PelGar began trading in the region is 2006, firstly targeting the North African countries of Algeria, Morocco, Tunisia and Libya. These markets are probably the most comparable to the UK and Europe as we are dealing with government tenders and pest control in urban areas and so the products and pack sizes are fairly standard. From there we started to develop business in the Middle East in both the pest control and agricultural sectors. Since then we have targeted the Gulf region which has been very successful with good sales in countries such as Kuwait, Saudi Arabia, Qatar and the UAE.

More recently we have entered into West and Central Africa which has its own unique challenges as the market is quite different. There is very little traditional pest control business, instead locals may buy single wax blocks off the shelf. We have therefore developed small sachet packs of 5g blocks and pellet bait to satisfy demand, while still producing a high quality product at an affordable price.

One of the challenges we face in these territories is that the market is much less developed than the UK and Europe, so education is of key importance to ensure that people understand the difference between the actives and the formulations and also how to use the products correctly and to their best effect. In some countries we have run workshops and in some of the African territories we produce pictorial guides as literacy levels are quite low.

Developing these territories has not been quick or easy. Obtaining registrations takes between one and four years so there is a lot of investment required before any return is seen. In Africa we face competition from cheap local and Chinese manufacture and have faced counterfeiting where poor quality products are sold with no registration. Some of the territories in which we are working face political issues which can have an instant impact on our business, and there are other challenges such as disease outbreaks of cholera and Ebola.



PelGar has done well in this territory for several reasons. Firstly it has a strong presence with Emmanuel frequently travelling to the region, which has been a huge investment in time. This has allowed him to develop fantastic relationships which in many cases have developed into close friendships. Product quality has also been key, especially when up against cheap local and Chinese products, while efficiency and flexibility in packaging and personalisation have also paid dividends.

The future is always hard to predict. Africa is a new and developing territory with fantastic potential. The Middle East is currently quite unstable and the business we have developed in North Africa has become an attractive prospect for our competitors. By continuing to build relationships and new territories, business will grow for PelGar both in this region and globally.

Right, above: After training held in Libreville, Gabon, Central Africa with distributor Gabonaise de chimie GCIAE and the major PCO in Gabon T3D.  
Right, below: At the Agrofair Filaha in Algeria with our distributor Disamed.

## Product Focus Oktablok II

**WHAT?** A highly palatable and moisture tolerant cast bait block, developed, tried and tested in the UK.

**WHO?** Oktablok II is available to all professional users in the three key active ingredients, difenacoum, bromadiolone and brodifacoum.

**HOW?** Oktablok II blocks are pre-measured to 20g and have a preformed central hole to allow blocks to be nailed or wired in place, or easily secured inside a bait station.

**WHERE?** For use indoors, outdoors (except Vertox) and in sewers, Oktablok II has unsurpassed moisture tolerance. It is the ideal bait in all situations where bait security is paramount, and is especially useful in damp or moist locations.

**WHEN?** All year round when rodents are present. For monitoring purposes PelGar also manufactures Roban Gold, the same Oktablok II formulation but without the active ingredient.

All PelGar's rodenticides are available from SX Environmental



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Full product details can be found at: [www.pelgar.co.uk](http://www.pelgar.co.uk).  
Use biocides safely. Always read the label and product information before use.  
Vertox contains 0.005%w/w brodifacoum.  
Rodex contains 0.005%w/w bromadiolone.  
Roban contains 0.005%w/w difenacoum.