



International

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THE EXTERMINATOR

PelGar news for the pest control industry



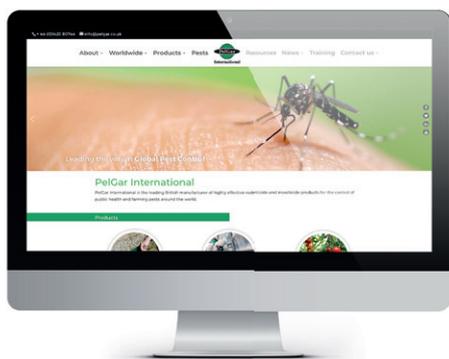
New Brand Identity

We are delighted to announce the launch of our new brand identity. The new design consolidates the full range of rodenticide and insecticide products available from PelGar under one clean, clear and distinct family brand so that customers can find our products quickly and easily.

The new identity employs a strong use of colour to identify products in the distinct sectors of rodent control, insect control and plant protection. It builds on the existing palette used across the rodenticide products and retains the

dark blue of the current amateur use insecticides, introducing a new 'sunset yellow' for professional-only insecticides and saving the green for our flagship range of pyrethrum-based plant protection products.

Launched at PestEx this March, this new co-ordinated, consistent, yet flexible branding will be expanded across all our marketing material and advertising, with new product labels rolling out in due course over the coming months. ■



New Web Experience

Alongside the soft roll out of the new identity is the launch of a new web experience for PelGar customers.

Once again, our growing global reach means that customers and end-users need to be able to quickly find online the product information they need. Visitors to the main website will simply select the region they are from on a global map to be taken to a regional website where available products are catalogued, alongside labels and Safety Data Sheets. ■

BPMA Lifetime Achievement Award

On the 20 March at the British Pest Management Awards run by the BPCA, Dr Jonathan Wade was the first recipient of the Lifetime Achievement Award.

With a distinguished career spanning 50 years from his student days at the University of Liverpool, via roles as Government Advisor in Libya and Head of Pest Control for the Emirate of Dubai to Technical Director at PelGar until his retirement last year, JO is well known and highly respected throughout the industry.

We are delighted JO has received this prestigious award in recognition of his passion for the industry which has made a real impact to society because, as his son Alex explains, "By his example, leading as always from the front, he set the bar high for integrity, knowledge and excellence". ■



Presented by TV presenter and ecologist Mike Dilger

Product Focus Vulcan P5 DP



What

A fast-acting, broad-spectrum, multi-purpose insecticidal dust. Contains 0.5% w/w of the synthetic pyrethroid permethrin formulated as a ready to use dustable powder.

Who

For professional use.

How

Apply to wasp nests. Use the dust to directly treat ant nests and ant 'runs'. Apply dust as a 'band treatment' to floors and next to wall floor junctions for crawling insect control, or as a 'spot' treatment to cracks and crevices and other harbourages. Apply product at a rate of 10-25 g per square metre.

When

When pests are an active problem.

Where

For use indoors and outdoors in domestic, commercial and industrial buildings, hospitals (unoccupied wards), military establishments, hotels, restaurants, eateries, food storage areas, slaughter houses and refuse tips. ■

PestEx 2019 Review

PestEx, the UK's biggest Pest Control exhibition, took place at London ExCel on the 20th and 21st March. As well as an opportunity for PelGar to showcase its broad range of advanced pest control products, it was also the launch of our new brand identity and website.



With such international appeal the PelGar stand was host to customers from across the globe. 'Having such a major show in London gives us the opportunity to see customers and make new contacts from places both near and far. The positive feedback on the new branding was fantastic to hear first hand and helps cement PelGar as a leading global

pest control supplier' comments UK Business Manager Nic Blaszkowicz.

Taking to the stage in the BPCA forums on day two of the show, our Technical Manager Alex Wade speculated on how the world might look without pesticides. ■

Keep an eye out for a write up of this talk in future issues of The Exterminator.



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Full product details can be found at www.pelgar.co.uk. Use biocides safely. Always read the label and product information before use.

