

05/2006

pestip®

English edition

UrbanGuard
newsletter & advertising
for distribution partners



Soccer World Cup
Germany 2006

Survival, Change or Progress ?

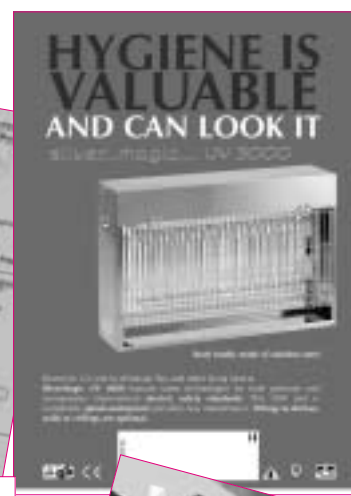
We all know, it's more comfortable to tread the old path and do what we always have been doing. For Distributors this survival attitude could become dangerous as it leaves an open scope for competitors with an aggressive market approach.

With pestip we would like to support and assist our customers and introduce new methods and products. Our statements have been tried in our own organisation and might be worth testing.

In this context we would like to point out our useful presentation of neutral leaflets for you and the BirdManagement Workshops, topics which will be dealt with in more detail later in this edition.

To our prospective clients we suggest to look for our recommendations. Our customers can expect soon the shipment of samples of new products. **BW**

product but do not mention UrbanGuard. We leave space to insert your company data. The second use is for you to offer these "neutral" leaflets to your PCO customers in the same way, to accompany a quotation, etc. Here and on page 3 and 4 a selection of these A 4 PR Prints are duplicated in small size or can be viewed on our website or be downloaded.



Our leaflets - good for you ?

With the introduction of pestip, we changed our promotional strategy and stopped printing UrbanGuard product leaflets. Instead, advertising is included in this magazine.

However, we still produce leaflets, but entirely for our customers' benefit. And with a difference ! We demonstrate a

Unfortunately they are available in English only, but a cooperation is feasible, to change to other languages.

THIS ISSUE
Pest Management versus Public Health
The Power of Training
STIXX LITE sold out



PCOs surprised by new evaluation scheme

VDI, the highly respected German Organisation of Engineers (www.vdi.de) has announced a method to quantify dangerous levels of pyrethroids in buildings. This could lead to a new approach towards these insecticides by manufacturers, professional users and the public.



The VDI findings are expected to be a vital tool to judge in court, when pyrethroids have become a legal issue.

VDI is operating globally and thus this topic could affect the industry in many areas.

Rodent Research Work in DownUnder

If you use www.cse.csiro.au/rodents you will find very useful information, should you have a more detailed interest into work and research



around rodents. You can subscribe to an electronic newsletter and read reports with a difference.

This website also operates an electronic network for rodent information to exchange views and experiences.



Amsterdam Accord November 2005

By general invitation from the British initiator Killgerm and sponsored by international manufacturers and NPMA, the US-American Pest Management Association, a group of around 30 European Manufacturers and Distributors from 15 different countries were assembled, as well as a CEPA delegation.

NPMA's Rob Lederer and Bob Rosenberg informed the audience of their intentions and hopes, namely to pool the global interests of the industry since national developments today may become international issues tomorrow and thus could affect everyone quickly.

Lederer stressed the creation of trust between partners to be vital and that funds will only become sufficiently available when the belief is manifested that money spent for a common cause is a profitable enterprise.

However the sponsors present, appeared to be disappointed with the lack of engagement by the audience in discussing the issues. A bigger group seemed to represent the opinion that the topic is something to be dealt with by CEPA and through the National Pest Management Associations, as is practised in the USA by NPMA. It was also felt, that the European Suppliers could help more effectively from the sideline. Concluding the session were statements that it is intended to form a work-group to discuss and lay down plans for continuing the dialogue.

In this context it must be repeated what one of the delegates mentioned, that the lack of better knowledge regarding market size in the European Market is a setback for substantial discussions. However, without this a possible financial engagement must remain a nebulous affair.

In total one could describe the Amsterdam Accord as lacking in harmony and that the groups

represented follow different interests.



Coming events

Rodent Biology and Management

Hanoi/Vietnam

28.08 - 01.09.2006

<http://icrbm2006.ioz.ac.cn>

FAOPMA Pest Management

Convention & Expo

Brisbane/Australia

26.-29.07.2006

www.faopmaustralia.org



PestManagement versus Public Health ?

Amongst other topics delegates at the Amsterdam Accord learned about a **WHO Project**, presented by Xavier Bonnefoy, the Regional Director Europe of the WHO European Centre for Environment and Health, situated in Bonn, Germany.

The project was based on large scale scientific research in many European countries and engaged some 35 leading experts. Data were collected from thousands of European households. The basic research question was to find answers to:

What is the beneficial impact of Pest Management to Public Health and is the use of pesticides more harmful than the benefit achieved from reducing health risks by pests?

The final report was expected to be published within 12 months. Much of the first section has been completed and already show some interesting and surprising results. It proved that the presence of pests in dwellings cause depression amongst dwellers at a ratio 2 - 3 times that of dwellers in habitats without pests. It also showed that some diseases spread by pests are within the expected framework,

whilst other health problems, i.e. through bedbugs are completely absent, as there were no reported cases. Allergies and Asthma seem to be common and serious cases, caused by the presence of pests, namely cockroaches, were reported.

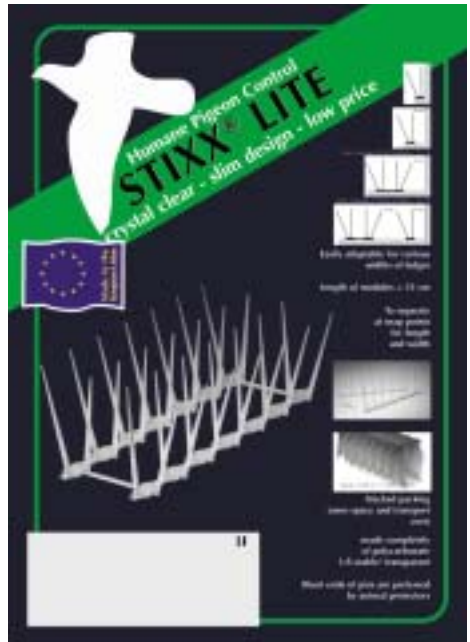
The second part involved possible harmful effects for public health by pesticides. It is the intent to weigh the benefits of reducing hazardous pests against harmful effects caused by pesticides. As always with papers of such volume and importance, details have to be studied and interpreted very carefully. They could be a useful tool to judge the value of the industry. All in all, the paper is expected to cover a volume of 500 pages and a short version is discussed to be produced for general use.



An unexpectedly high demand for this new product led to a supply shortage soon after introduction. Unfortunately this made it impossible to fill all the requirements for samples and order shipments. This difficulty will ease as from the middle of May, since production is running now in 3 shifts.

It now proves to have been a wise decision to improve on design and quality. The product convinces everyone on its low visibility, strength and affordable price.

Our customers are surprised that we managed to pack



800 meters (4-row-system, resp. 1600 meters 2-row-product) STIXX LITE on one EURO Pallet, thus dramatically reducing transport costs. This should be a huge price advantage for our overseas customers and establish these new Bird Spikes much easier into national markets.



Our investment in continuously upgrading our BirdManagement Workshops is bearing fruit for us and our customers. Distributors in many countries, who run these courses, established themselves now as experts in this evergrowing market segment and benefit from a steady flow of information and improvements.



Some just use the direct English language version, others have translated the training programme into their languages and have reached a wider scope and acceptance. It will greatly help to promote

products subconsciously without making wrong statements or exaggerations.



The translation of our power point presentation should take no more than 2 days and when outsourced, will cost less than € 1000.--. So, why wait? Please contact us. We are ready to assist you.



A chain of international workshops in Britain, Germany and Switzerland within the last 9 months resemble the growing importance of bird control for the urban environment. The main focus, not surprisingly, was on feral pigeons. It is now widely accepted that in the present human behavioural situation, feeding by birdlovers and consumption of fast food left plenty of rubbish in city streets - for a growing number of pigeons. Therefore it may be tolerated by the public, that a limited number of birds is eliminated.



Europe's leading pigeon control expert tutoring in all 3 countries, mentioned

The favoured scheme by some city authorities seems to be the construction of pigeon housing within existing attic space or as a new, special construction. Usually those cities employ a pigeon warden and engage voluntary work from the ranks of bird protectors. A straight-out

method of killing (shooting, catching or poisoning) seems to have been dropped. Also the use of sterilants was withdrawn, since it proved to be too expensive and the long term success rate was close to zero.

At present the four common methods of protecting buildings (nets, spikes, birdwire and electric barrier) are recommended and need to be ordered individually by building owners.

Cities increasingly develop a scheme to regulate the number of pigeons by installing and supervising pigeon housing (exchanging eggs with dummies), hoping this will lead to an acceptable level of pigeon numbers.



The German Pest Control Meeting with international flair surprised everyone. The event established itself now as the largest European Exhibition (68 Exhibitors). There was a very good attendance from Germany and other countries and lectures were well attended.

If the German Association can improve on more and earlier information in English on the internet, EUROCIDO would be a pest control event hard to beat. EUROCIDO now ranks favourably amongst TECHNOPLAGA (Madrid), PARASITEC (Paris) and Pestex (London).

Do not forget to order this wonderful unit this fly season at an unbelievably low price

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Soccer eliminates Pest Control

During June and July 2006 there will be no pest problems in Germany and in at least another 23 countries.

It is soccer time! The World Cup is being played in UrbanGuard's home country and overrules everything. Cities are tidying things up, foreign languages are being taught to locals - all to make the guest nations feel welcome and enjoy a feast of excitement and happiness.



We are thrilled to host this event and wish every visitor from many countries a safe trip and a pleasant visit.

May the best team win.

Should you feel disturbed by a rat, mouse or cockroach during your visit, please forgive us. We look after these guys again after the 9th July 2006.

Impressum

The entire contents of this newsletter have been produced in a fair and true manner and to the best of our knowledge and conscience. However, we regret to be unable to accept liability for any statement or any other visual presentation.

Should any misrepresentation have occurred it will be made public within the next edition of pestip.

All disputes are to be handled in front of a court in Berlin/Germany.

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