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Pest Patrol



Sleep tight – Don't let
the bed bugs bite!

DE/BUG
A UNIQUE SERVICE

“Bed bugs are getting bolder and so the ways of controlling them are being beefed up”

Oliver Madge, Chief Executive of the British Pest Control Association

Bed bugs are on the increase; of that there is no doubt, with the incidence of bed bug infestation inexorably rising over the last few years. Records kept by Pest Patrol show a steady rise in the numbers of confirmed infestations treated.

Guests import bed bugs into hotels. Bed bugs crawl into luggage at an infested site and are then carried to a new site. Once there, they crawl out to feed on their host, and then find refuge in cracks and crevices around the room.

The Facts!

In the last three months Pest Patrol have inspected 6678 hotel rooms and found 343 live infestations.

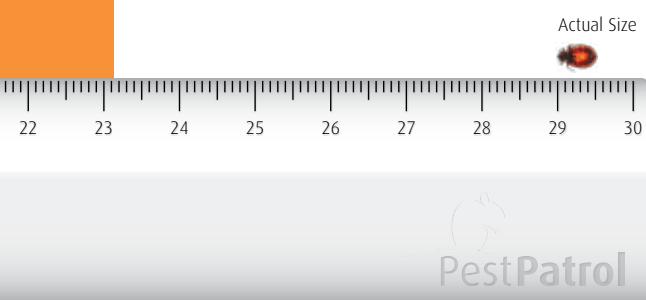
- **That’s nearly 1 room in 20 infested.**

The closer the hotel to London, the higher the probability of an infestation occurring.

- **In Greater London the figure is closer to 1 room in 10.**

In the same period, Pest Patrol had 2716 hotel rooms in the economy sector under preventative treatment, and had 2 infestations.

- **That’s 1 infestation per 1350 rooms.**



Bed bugs take more blood in a single feed than any other insect

and can cause allergic reactions and anaemia. Experts believe a single pregnant female can become a colony of several thousand within a year and infestations can spread from room to room within weeks. When deprived of blood, individual bugs can survive a year or more, allowing infestations to persist in empty properties or stored furniture.

Bed bugs spend most of their lives hidden in the seams of mattresses, behind headboards, skirting boards, in curtains and even underneath fitted carpets. They are seldom found living on clothing or people. By the 1980s bed bugs had been virtually eradicated in many developed countries, including the UK. However since 1995 there has been an unexpected upturn in reports of bed bug infestations. Possible factors fuelling the bed bugs’ global spread include growth in international travel, increased resistance to certain insecticides and the introduction of new pest control methods that leave the bed bugs unharmed.

Bed bugs are voracious feeders and guests could be badly bitten in cases where an infestation becomes relatively mature (three months old). At this point a hundred or more will be present, but if inadequately treated, a single room could support as many as five hundred.

“There is no doubt that DEbug is the only cost-effective preventative treatment against bed bugs available today, which is why we use it in all our hotels.”

Peter Borthwick, Technical Operations Manager,
ACCOR Business & Leisure Hotels

“In parts of London bed bug infestations have risen tenfold since 1996”

Clive Boase, Pest Management Consultancy

DE×BUG
A U N I Q U E S E R V I C E

Pest Patrol provides treatments with insecticide and growth regulators to control initial infestation where present. This is then generally followed with the application of **DE×BUG**.

It is also recommended that all rooms within the hotel be treated with **DE×BUG** to significantly reduce the risk of new infestations taking place.

DE×BUG is a long lasting preventative measure and will reduce the need to treat rooms around the infestation.

DE×BUG can:

- >> Help to protect your brand reputation by avoiding costly lawsuits and bad publicity
- >> Save you money, by avoiding expenditure on costly remedial treatments
- >> Help to ensure the Health & Safety of guests and staff
- >> Help demonstrate ‘Due Diligence’ in respect of this particular pest
- >> Offer peace of mind, knowing your guests can sleep easy

How does it work?

DE×BUG (diatomaceous earth) is a remarkable, all-natural product made from tiny fossilised aquatic organisms called diatoms. 30 million years ago the diatoms built up into deep, chalky deposits of diatomite. This diatomite is mined and processed to a powder of unique texture and grade which is harmless to humans and animals but is lethal to bed bugs.

Bed bugs have an exoskeleton (hard shell) composed of chitin and water-proofed by waxes, which keep moisture in, rather than out. **DE×BUG** works by attaching to the bed bug and scratching the waxy cuticle. Moisture is then lost leading to desiccation of the insect and death within a short period.

Features of the **DE×BUG** process

- >> Non-toxic food grade material
- >> Odourless
- >> Rooms may be returned to service on the same day as treatment.
- >> Yearly application
- >> Low cost per room
- >> 100 rooms can be treated per day
- >> 98%+ effective in preventing bed bug infestations
- >> Prevents the spread of bed bugs within hotels
- >> Trialled and tested for over 5 years within internationally recognised hotel brands



The Company

Since its inception nearly ten years ago, the Pest Patrol group has provided a comprehensive range of pest control products and services to clients in the hospitality, food manufacturing, pharmaceutical, industrial and commercial sectors.

Operating from new, purpose designed offices at Sawston near Cambridge, and with a newly established branch office in Tamworth, our rapid expansion and continued success depends on the high level of customer service we deliver.

The Philosophy

Pest Patrol Ltd only employs appropriately qualified & experienced personnel. Furthermore, every new operational employee will be made a shareholder in the company.

This is not altruism. The staff of other companies are often demotivated, and poorly rewarded for what can at times be an unpleasant, dirty job. The high staff turnover suffered by our competitors leads to an inconsistent and interrupted service, resulting in customer dissatisfaction.

By rewarding our staff with share dividends, and a long-term stake and say in our corporate future, we believe they will strive for excellence in the service they provide to our clients.



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