

PESTIE DOTZ™

TECHNICAL BULLETIN

Professional Platform for Ant and Cockroach Gel Bait Application

PESTIE DOTZ™ are a patented professional polymer platform onto which ANT and COCKROACH gel baits are applied. PESTIE DOTZ™ incorporates a technology that allows them to be attached to smooth flat surfaces without tearing or leaving any residues when removed.



NUMBER

01



Australian Market Research

Research findings after talking with professional pest managers and customers highlighted the following **key problems** with the way ant and cockroach gel baits are presently applied:

What Pesties Say:

- Difficult to identify where baits placed previously
- Clients inadvertently clean away treatments
- Over application of treatment costing me money
- Difficult to monitor bait consumption
- Difficult to measure pest pressure
- Gel baits losing moisture into applied surfaces
- Unprofessional perception by customers

What Customers Say:

- Leave unsightly globs of bait
- I always wondered what that brown stuff was?
- Why isn't there something pest controllers can put baits onto?
- How do I know if I've got an insect problem?
- When should I call my exterminator?
- Unprofessional perception of gels

The Solution - PESTIE DOTZ™.

PESTIE DOTZ™ are the new standard for professionally applying ant and cockroach gel baits in domestic, commercial, hospitality, government and school situations.

PESTIE DOTZ™ are a patented professional polymer platform onto which ANT and COCKROACH gel baits are applied. They incorporate a technology that allows them to be attached to flat smooth surfaces without tearing or leaving any residues when removed.

Suction Technology

The first thing you will notice is that they don't use glue to make PESTIE DOTZ™ adhere to surfaces. If glue was used this would make PESTIE DOTZ™ permanent and difficult to remove/cleanup.

PESTIE DOTZ™ innovative technology uses hundreds of miniature suction caps. In this way the product is easily removed without leaving any stains or residues - EVER!

This makes PESTIE DOTZ™ quick, simple and easy to apply (and remove) every time an ANT or COCKROACH gel bait is used.

Tough Construction

PESTIE DOTZ™ are made from a polymer (plastic) material. They won't tear, stain or leave any visible residues - EVER! This means you can use PESTIE DOTZ™ with confidence knowing that they won't damage the surface they are applied to.

Quick Identification

PESTIE DOTZ™ allow quick visual location and identification of where gel baits have been applied by the easily recognised bright yellow platform.

This means that repeat visits will allow quick identification of treated zones.

Prevention of Moisture Loss

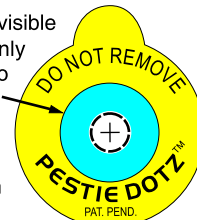
The polymer construction of the PESTIE DOTZ™ platform reduces moisture loss from gel baits into the treated surface - they create a moisture loss barrier between the gel and the attached surface.

This enhances bait attractiveness and longevity.

Fluorescent Ring Locator

Each PESTIE DOTZ™ has an invisible fluorescent locator ring which only becomes visible when exposed to ultraviolet light from a black light torch.

This allows PESTIE DOTZ™ to be easily found in dark locations under kitchen sinks and other hidden locations.



ACTUAL SIZE



Field observations of the application of cockroach gel found anywhere up to 8 times over the recommended label rate of baits were being applied. This costs companies thousands of dollars every year in wasted product.



Many consumers complain about the messy brown spots left behind after a pest treatment. Consumers have a very 'unprofessional' view of this bait application practice.