

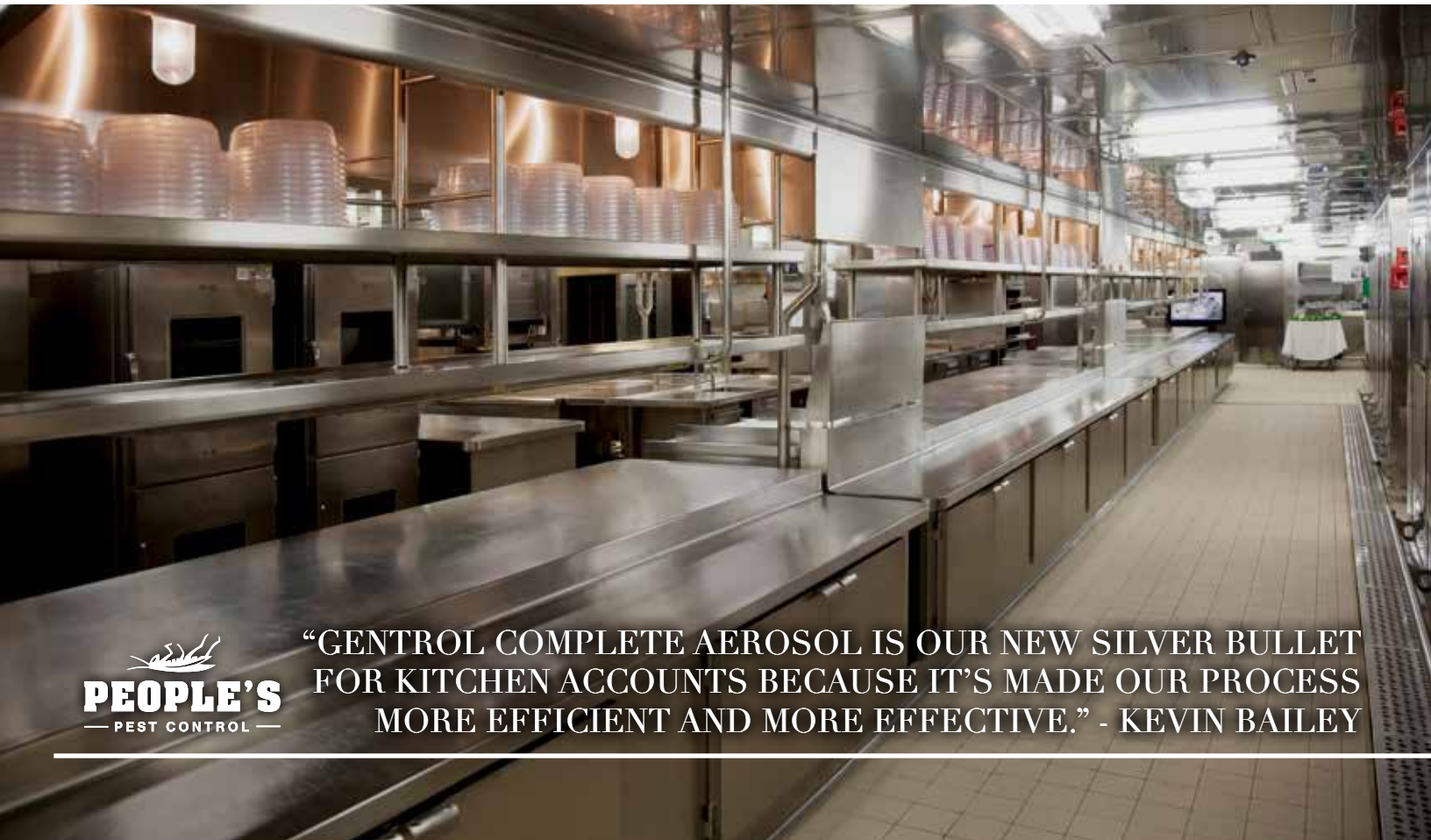


*PEST CONTROL COMPANY STRIKES*

*“LIQUID GOLD”*

*WITH GENTROL® COMPLETE AEROSOL*

**K**itchen infestations present a number of challenges for pest management professionals. German cockroaches, drain and fruit flies, and other kitchen pests are difficult to control, creating extended service times and often requiring reapplications. For Kevin Bailey, Sales Manager of People’s Pest Control in Atlanta, the search for a more streamlined approach to comprehensive kitchen pest control led him to try Gentrol® Complete Aerosol from Zoëcon® Professional Products.



**“GENTROL COMPLETE AEROSOL IS OUR NEW SILVER BULLET FOR KITCHEN ACCOUNTS BECAUSE IT’S MADE OUR PROCESS MORE EFFICIENT AND MORE EFFECTIVE.” - KEVIN BAILEY**



“The old process for treating kitchens is outdated, time-consuming and on top of that extremely temperamental,” said Bailey. “Gentrol Complete Aerosol is our new silver bullet for kitchen accounts because it’s made our process more efficient and more effective.”

A one-step product, Gentrol® Complete Aerosol features dual active ingredients, adulticide Lambda-Cyhalothrin and Zoëcon’s insect growth regulator (IGR), (S)-hydroprene, to break the pests’ life cycles, particularly those common to food-handling environments. (S)-hydroprene powers the full Gentrol® line and has a proven track record as a staple in the industry today. Building on that success, this innovative combination product provides quick knockdown of labeled crawling and flying adults and residual control to prevent future infestations. The active ingredients are tough on pests, yet sensitive enough to be used in kitchens and other accounts with special considerations.

As a 25-year industry veteran, Bailey has implemented a variety of methods to control a broad spectrum of pests. Kitchen accounts, both commercial and residential, have been a particular pain point. Before discovering Gentrol® Complete Aerosol, these jobs proved to be costly in more ways than one.

A typical People’s Pest Control treatment of commercial kitchens with a roach infestation previously consisted of four products: an adulticide, an IGR, a bait and a gel. After a treatment, technicians would circle back for inspections and sometimes find that a callback was necessary. Executing multiple applications costs the company additional payroll expenditures, product costs, travel expenses and lost opportunities with other clients.

“We needed to spend less time at each job, without sacrificing the efficacy of the service,” said Bailey. “More time on our hands means more accounts—that’s critical to the growth and profitability of our business.”

After utilizing Gentrol® Complete Aerosol for one month, Bailey saw a big change in his kitchen account approach. The original extensive treatment procedure required at least two technicians for a minimum of an

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hour. With Gentrol® Complete Aerosol, he can now send one technician and keep time on the job to just half an hour. The time saved alone **cuts the total cost up to 75%** with the service time at 30 minutes instead of a combined two hours for two professionals.

As with many types of application sites, it’s important to minimize downtime for kitchens. For a restaurant customer, People’s Pest Control treated with one application of Gentrol® Complete Aerosol and the post-treatment inspection **revealed a 90% reduction** in an aggressive German cockroach and fruit fly infestation in just one week. According to Bailey, the traditional process would have taken up to one month and required more labor to achieve a similar result.

“Kitchens have a lot of nooks and crannies, but Gentrol Complete covers it all from appliances to cooler fans—it’s very flexible,” said Bailey. “The product is easy to use and it’s everything my team needs in one can. We call it liquid gold.”

Gentrol® Complete Aerosol joins a robust lineup from Zoëcon® Professional Products that includes IGRs, traditional adulticides, natural and botanical products, and synergistic formulations. To learn more, visit **Zoecon.com**.

