



## Fourth Generation Pest Control Company Relies on Zenprox® EC for Effective Bed Bug Control

Bed bugs garner a tremendous amount of media attention whether they are infesting schools and businesses or hospitals and apartment complexes. It seems as though these bloodsucking insects are taking refuge in every nook and cranny across the United States. Light brown to reddish-brown in color, adult bed bugs can reach 4-5mm in length and are wingless. Jim Reese, vice president and co-owner of General Exterminating, Erie, Pa., grew up in the pest control business and has seen the number of bed bug infestations and customer calls consistently increase throughout the years.

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Jim Reese

The National Pest Management Association (NPMA) estimates that 95 percent of U.S. based professional pest management companies have encountered a customer bed bug infestation in the past year, so it is no surprise that General Exterminating, a family-owned business since 1932, has seen a marked spike in bed bug customer calls. Reese knows the detrimental effects these pests can cause if left untreated, which is why he relies on Zenprox® EC for effective bed bug control.

“We can field up to 10 bed bug calls a day and are treating anywhere from 10 to 20 infestations per week,” said Reese. “Bed bugs are definitely our largest concern right now and account for the majority of our business, as my crew is out on bed bug calls at least four days a week.”

General Exterminating, serving Erie County, Pa., and parts of western New York state, uses Zenprox® EC as a crack and crevice, spot and indoor broadcast treatment on various types of bed bug infested accounts. The active ingredient, Etofenprox, kills on contact and offers an extended residual for up to 95 percent control of both adult bed bugs and newly hatched nymphs.





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Jim Reese

“I am very pleased with this product,” said Reese. “We learned about Zenprox® EC at a pest control seminar a year ago and decided to try it. Once we started seeing consistent and long-lasting results, our company made the complete switch and never looked back.”

The pest control company primarily treats for bed bugs in local multifamily housing units, office buildings and doctors' offices. Reese and his employees understand the importance of controlling an infestation with the first treatment so that the insects do not continue to spread to other accounts in the same locale.

“Zenprox® EC is extremely easy to use compared to other products we've tried,” said Reese. “We simply follow the application recommendations on the label and see nothing but amazing results.”

Facing many adverse conditions, especially when treating bed bugs in multifamily housing units, General Exterminating appreciates the versatility of Zenprox® EC and its ability to target openings around baseboards, bed frames and box springs as well as under furniture and wall cracks and crevices. Reese also said that the price point of the product is very reasonable and that he knows he is getting the “best bang for his buck” with Zenprox® EC.

“General Exterminating could not be happier with the results we've seen while using this product for bed bug control,” said Reese. “Our pest management professionals are experiencing a 90 to 95 percent success rate with Zenprox® EC. This means that we do not have to schedule callbacks for reapplication, which cuts into the company's bottom line, so I can honestly say that Zenprox® EC is providing effective bed bug control, while saving me money.”

Zenprox® EC is a non-repellent contact kill product that effectively controls a variety of more than 25 pests including cockroaches, fleas, spiders and bed bugs. The active ingredient, Etofenprox, ensures quick knockdown and offers an extended residual. It is available in a 16oz squeeze and measure bottle, six per case and is approved for indoor use. To learn more about Zenprox® EC, call 1-800-248-7763 or visit our website at [www.zocon.com](http://www.zocon.com).

#### About Central Life Sciences

Central Life Sciences products are a part of Central Garden & Pet (NASDAQ: CENT) (NASDAQ: CENTA). Central Life Sciences is dedicated to creating healthier environments and making life better for people, plants and companion animals around the world. As inventors of insect growth regulator technology more than 35 years ago, the founders of Central Life Sciences pioneered biorational pest control: using the insect's chemistry as a means to reduce pest populations. To learn more about Zenprox® EC, call 1-800-248-7763 or visit our website at [www.centrallifesciences.com](http://www.centrallifesciences.com).



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