



ESSENTRIA® IC-3 INSECTICIDE CONCENTRATE

A NATURAL CHOICE FOR NORTH CAROLINA
PEST CONTROL COMPANY

DONNIE SHELTON
CEO, TRIANGLE PEST CONTROL
TRIANGLEPEST.COM

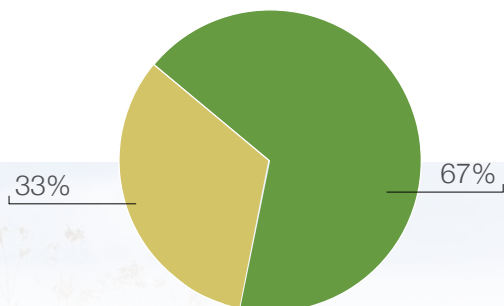
Donnie Shelton, owner and chief executive officer at Triangle Pest Control in Raleigh, North Carolina, understands the importance of offering customers effective ecologically friendly solutions. That's why he relies on Essentria® IC-3 Insecticide Concentrate from Zoëcon Professional Products.

"One of the first questions we get from potential customers is 'is it safe for my family and pets?' With reduced-risk products, we are able to reassure our customers that they are in good hands."

Jesse Rehm, chief operating officer for Triangle Pest Control, cited the following benefits of Essentria® IC-3 as the company's primary motivation in using the product:

PROPORTION OF PMPs WHO USE NATURAL PEST CONTROL PRODUCTS¹

■ Yes
■ No



- Minimally invasive, highly effective FIFRA 25(b) exempt insecticide
- Tackles a variety of pests, particularly mosquitoes, ants and flies
- Approved for indoor and outdoor use, including on and around boat docks
- Helps reduce callbacks
- Unique target-specific mode of action with no effect on non-target species

"IC-3 has helped us achieve our business goals by both reducing our footprint, and helping us reach an entirely new market."

– DONNIE SHELTON
CEO, TRIANGLE PEST CONTROL
RALEIGH, NORTH CAROLINA

¹ "2015 State of the Naturals Market," Pest Control Technology Magazine, March 2015

“Essentria IC-3 has helped our business thrive by providing us with one of the tools we need to provide trustworthy services.”

– JESSE REHM
COO, TRIANGLE PEST CONTROL

“We avoid products that are known to be particularly risky, or ineffective, and we love that the formula for IC-3 is made up of natural components,” said Rehm. “In fact, many locals do their homework prior to calling us and specifically ask if we offer the product!”

“This level of customer responsiveness has established Triangle Pest as a well-respected leader in the pest control market.”

– STEVE SULLIVAN
REGIONAL MANAGER,
ZOECON PROFESSIONAL PRODUCTS

The full line of Essentria products adds a natural offering to Zoëcon Professional Products’ robust lineup of pest-control solutions providing quick kill with a FIFRA 25(b) exempt distinction.



The Triangle Crew



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