7 TIPS FOR DARK SPACE RODENT CONTROL



DARK SPACE RODENT CONTROL

Harnessing knowledge, deep AI learning and digital advancements to increase rodent control business, customer satisfaction





DARK SPACE RODENT CONTROL

- CHANGING WEATHER PATTERNS and other factors have contributed to rodent control becoming a larger part of PMP business.
- 61 PERCENT of PMPs said rodent control has become a "significantly" greater part of business in the last five years.
- THREE MAIN RODENTS for which PMPs receive calls are house mice, roof rats and Norway rats.
 THEY THRIVE IN DARK SPACES such as attics, drop down ceilings, and basements.

WITH THE RIGHT KNOWLEDGE,

strategies and advanced digital tools, PMPs can enjoy great success in eradicating these "dark space" rodent populations and EARN MORE BUSINESS.



7 TIPS FOR DARK SPACE RODENT CONTROL

Study Rodent Biology 01 02 Understand Rodent Behavior and Diet 03 **Evaluate the Periphery, Then Structures** 04 Look for Travel Paths, Signs of Infestation 05 Use Information to Set Traps Correctly 06 Choose the Right Tools and Technology 07 Teach Clients About Long-Term Prevention







Understanding the biology and anatomy of house mice, roof rats and Norway rats is the foundation for successful rodent control.



HOUSE MICE

- LENGTH: 5" to 7"; 3" to 4" tails
- WEIGHT: 1/2 ounce
- COLOR: Light brown/gray, white
- **LIFETIME:** Nine months to 1 year
- DETAILS:

Live close to humans for food Females birth up to 60 in a lifetime Gestation period of 19 to 21 days





ROOF RATS

- LENGTH: 6" to 8"; 7" to 10" tails
- WEIGHT: 5 to 9 ounces (up to 12oz)
- **COLOR:** Black/brown with gray White or brown underbellies
- LIFETIME: 1 year
- DETAILS:

Greasy fur, scaly tail Live in high places: attics, trees, in walls Females birth up to 40 per year Gestation period of 21 to 23 days





NORWAY RATS

- LENGTH: 7" to 9.5"; 6" to 8" tails
- WEIGHT: ABOUT 8 ounces
- **COLOR:** Brown; gray/white undersides
- DETAILS:

Heavy-bodied, blunt muzzle, small ears Females birth up to 72 in a year Gestation period of 21 to 23 days





Understand Rodent Behavior and Diet



House mice, roof rats and Norway rats are all nocturnal and dwell in dark spaces in and around structures; but it is important to understand their differences.



BEHAVIOR TRAITS

	HOUSE MICE	ROOF RATS	NORWAY RATS
LOCATION	Everywhere in US	Prefer warm climates States along coasts, some inland	Everywhere in US
CLIMBING NATURE	Great climbers Up walls, power lines, tree limbs, etc.	Great climbers Up walls, power lines, tree limbs, etc.	Poor climbers Prefer ground level / to burrow
LIVING PREFERENCE	Dark places	Above ground level	Beneath concrete slabs, around streams, ponds, garbage dumps
SIGNS OF HABITAT	Gnaw marks on furniture or other wood	Gnaw marks on electrical wire, cardboard boxes and furniture	Gnaw marks on furniture or other wood
CHARACTERISTICS		Neophobic; fear of new objects, change encourages shift in patterns	Neophobic; fear of new objects, change encourages shift in patterns
TRAVEL PATTERN	Will travel for food but prefer it to be as close to the nest as possible.		
HOME ENTRY	Typically enter homes when nighttime temperatures drop.		



WHAT THEY EAT

	HOUSE MICE	ROOF RATS	NORWAY RATS
FOOD PREFERENCES	Desire cereals and grains	Omnivores but prefer grains, fruit, nuts, tree bark and seeds	Will eat almost anything but prefer grains, meats, fish nuts, and some fruit



However; if they're hungry enough, all rodents will try just about anything.



Evaluate the Periphery, Then Structures



Before looking for rodent access points on a building, it is important to do some research. As you look closer to the building, watch for potential harborage zones.



INITIAL SITE EVALUATION

- Log onto Google Earth to survey surrounding areas
- Pay attention to undeveloped fields, open terrain, water sources, landscaping, nearby powerlines and potential food sources
- As you look closer to the building, watch for decorative landscaping along building walls, wood piles or trash receptacles near a structure.





ON-SITE QUESTIONS

- How is garbage collected?
- What is the condition of exterior garbage storage sites?
- How is the area maintained?
- Are there any lingering food sources?
- Is the structure leaking?
- Are there doors that don't close?
- Are there areas near doors where employees congregate?





ASSESS PENETRATIONS



- Look for cables or pipes entering the building that require larger holes as well as deteriorating soffit or roof vents.
- Remember, wires or trees adjacent to a structure are pathways into a roof or attic space.



1^{IP}**04** Look for Travel Paths, Signs of Infestation



Rodents prefer predictable pathways between their nest and food or water. They're afraid of humans and scurry away, especially if seen in daylight. Rats may travel along irrigation lines, joists and boards to access food.



SIGNS OF TRAVEL PATHWAYS

- Droppings
- Grease marks on walls or areas between landscaped zones
- Gnaw marks on wood or furniture
- Damaged electrical wires
- Pet distress

REMEMBER: When identifying a travel pathway, think of biology and behavior traits. Roof rats won't visit ground-level baits; Norway rats won't visit an attic for food. Mice, however, could be found high and low.



05 Use Information to Set Traps Correctly



After you've identified potential travel pathways, it's time to develop a plan for setting baited traps.



TRAP INSIGHTS

- Place traps in high activity zones
- Pathways are typically quiet, dark and out of the way of humans
- Avoid areas that have had ongoing trapping efforts
- Place droppings around trap or station
- Keep in mind there may be a group outside the building area.









AI (artificial intelligence) now integrates with some bait and trap systems to enhance monitoring and capture.



A NEW TAKE ON OLD TRAPS

VM PRODUCTS' EZ SNAP SEEKER

- Pre-loaded snap trap inside a secure station
- Designed for tight spaces, drop down ceilings and attics
- Cored-out entry that force flows the rodent into the station
- Two slots on the bottom allow for zip ties to, either vertically or horizontally, secure it to pipes, or rafters





DIGITAL MONITORING AND AI

- Monitoring technology is key to eradication and long-term prevention.
- Today's digital offerings go well beyond cameras and video.
- VM PRODUCTS' PESTOPTIX AND INTERCEPTOR LINES create a competitive advantage for PMPs.





DIGITAL MONITORING AND AI

PESTOPTIX

- Camera monitoring system with deep Al learning capabilities.
- Analyzes thousands of images daily, separating false alerts from real
- Offers reports, analytics and alerts
- Becomes more accurate over time
- Alerts via app within moments
- Accessible from most smart devices and integrates with CRM platforms





PESTOPTIX

- PestOptix works with the Interceptor line and operates on the same principles as modern home security systems.
- Interceptor stations are versatile, scalable, affordable, and virtually impervious to installation error.
- The system comes with dedicated routers that auto-connect for easy installation on Wi-Fi or wireless networks.

PESTOPTIX





TPO7 Teach Clients About Long-Term Prevention



No eradication effort is complete without educating the customer on what's required to keep rodents away permanently.



EFFECTIVE PREVENTION TIPS

- Properly seal windows, vents and penetrations
- Trim back trees and shrubs
- Clean up fallen debris from fruit trees
- Fix leaky sprinkler heads
- Clear outdoor pet water dishes
- Make sure garbage cans have lids
- Store cereals and dry foods in airtight containers





CONCLUSION

- Rodent control presents a unique business opportunity for PMPs who can effectively handle infestations.
- Understanding the biology and behaviors of rodents, can better predict their travel patterns and inform a successful eradication plan.
- Digital technology, AI and trap advancements offer another layer of assurance for PMPs and clients.

To learn more about VM Products, visit vmproducts.com.



THE SALES REPS





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