

# 7 TIPS

TO LONG TERM

# FLY CONTROL



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# TIPS THAT GET RESULTS AND CAN EVEN HELP GROW YOUR BUSINESS

Small and large flies are a common problem for commercial accounts such as restaurants and bars. Poor sanitation can escalate a fly problem from a simple annoyance to a nuisance or public health threat, resulting in a detriment to business, even temporary or permanent closure of a site. As fly infestations escalate, business owners eventually turn to a PMP for help. Whether it's an audited account, specked in, or voluntary, it's a must for customers to have quality fly control.

Pest management professionals implement IPM strategies that involve 1) a thorough assessment of the infestation as well as surrounding areas, 2) the implementation of short and long-term remedies and 3) development of a permanent control strategy. With successful outcomes, a PMP can enjoy a reputation as a go-to for fly control – and the more than 1.4 million restaurants in the U.S. present lucrative terrain for PMP's who can solve these challenges for businesses.

Here are seven tips to help you develop a comprehensive fly control program to set you apart from your competitors and point you towards further revenue growth.

# TIP #1

## Surveying the scene (start with the big picture)



Before you go out to a site, use tools like [Google Earth](#) to assess the property and surrounding lots. A strong wind is all it takes for nearby landfills, trash areas, farms or other environments with the organic fly breeding and feeding materials to suddenly become a source of your client's fly problem.

### ASSESS THE PERIMETER AND EXTERIOR OF THE SITE. LOOK FOR:

- Doors or drive-thru windows left open for long periods of time that invite flies indoors
- Trash containers near the front door
- Automatic doors with an airlock system; are they functioning properly?
- Positive air pressure; make sure air pushes out when doors open to keep flies out
- Wall penetrations for pipes; are they sealed? And don't forget the roof!
- Loading dock doors that close correctly
- Dirty exterior smoking areas



# TIP #2

## Narrow down the infestation sources and attractants

When you go inside, your goal is to find (and eventually eliminate) all sources of infestation and potential breeding areas. You'll want to build on what you've found outside.

### ATTRACTANTS AND INFESTATION RED FLAGS INCLUDE:

- Watch for trash and debris buildup in indoor and outdoor trash areas
- Greasy, drippy trails from the back door to the dumpster. A missing screen or open door is an invitation indoors
- Buildup at the bottom of dumpsters or indoor trash cans. Drips and spills over time create a food source for all flies
- Employees throwing unsealed bags into the dumpster or trash, creating leakage problems
- Sewer and drain backup problems

## TIP #3 Identifying the fly species



You must understand what type of fly you're dealing with. There are approximately 120,000 fly species, and some of the common ones include: filth flies (house flies, flesh flies, Greenbottle flies, Bluebottle flies, Blow flies), drain flies and fruit flies.



**HOUSE FLY**



**FLESH FLY**



**GREENBOTTLE FLY**



**BLUEBOTTLE FLY**



**BLOW FLY**

Many have similar breeding and feeding preferences, but there are habit and biological differences to watch for with groups of them. For example, Blow flies, Greenbottle, Bluebottle, and Flesh flies are attracted to meat. With these flies, food as well as dead rodents could be a food source. House flies and Little House flies prefer manure for breeding sites, but are also attracted to rotting vegetables and rotting garbage. Knowing the type of flies you're dealing with on the job allows you to educate the client on the subject and demonstrate your expertise.



## TIP #4 Initiate sanitation practices

Talk to business owners about implementing regular procedures that work to minimize larvae and adult flies. In short, sanitation is key. Initiate these practices immediately as the first step in the abatement process. Here are a few common ones for the business owner to consider:

- Floors must be cleaned regularly, including areas around and under food processing equipment and food handling areas
- Moisture attracts flies even without food. Make sure floors are dry and don't leave standing water. And all leaks to pipes and fixtures must be immediately fixed and monitored
- Implement trash bin and dumpster cleaning schedules
- If long-time uncleaned areas outside of the facility need attention, consider a sanitation company to first remediate any heavy build-up and then to visit regularly to prevent future buildups

# TIP #5

## Implement an initial abatement strategy



Commercial clients with fly problems need results, fast. An initial fly control program often involves baits, ILT's or drain and chemical treatments. Implement them alongside the new sanitation strategies. Drain treatments have come a long way through the years and some PMP's prefer microbial offerings with enzymes that break down deposits. ILT's are a key tool for the industry and work well with regular cleaning, inspection, replacement of glue boards, and changing out bulbs. Bait technology has been around a long time and has also seen tremendous advancements. VM Products' Fly Bait Station 1 (FBS<sup>1</sup>) is one such example.

### FBS<sup>1</sup>

Effective, Environmentally-Friendly, Reliable  
and Boosts Recurring Revenue



The FBS<sup>1</sup> is made of 100 percent recycled clear plastic with a compounded metal flake that reflects light, creating a translucent effect that increases attractiveness for flies. It has a 5-year UV additive which increased the longevity of the plastic and helps extend the life of the bait. And with a width of only 6.5 inches, height of 3.75 inches, and depth of 2.75 inches, the FBS<sup>1</sup> is a low-profile product that fits in tight places. It comes with two easily-replaceable bait trays for granular and liquid fly bait and its specifically-designed vents allow flies into the station, while protecting bait from the wind, rain and other elements.

### THE FBS<sup>1</sup> NOW COMES WITH A CUSTOM FIT ADHESIVE TAPE WHICH ALLOW THE PMP TO ATTACH TO A VARIETY OF SURFACES



#### PRIVATE LABEL AVAILABLE

For the FBS<sup>1</sup> giving your stations a more professional look and will create brand loyalty with the customer.



### VM STAKE

FBS<sup>1</sup> are now designed with a friction fit connection to make attaching the stake to the station easy.

# TIP #6 Implement a long-term strategy



Until sanitation practices and structural elements contributing to the problem are improved, recurring fly problems will likely be the case. Use bait stations for a long-term management solution. Using the right number of stations and placing them in the correct locations and servicing is key to success. A robust service protocol is crucial not just when flies are most active. Once placed correctly, then service them regularly for long-term management. Here are some suggestions:

## COMMERCIAL ENVIRONMENTS

- **Around Dumpsters:** Place FBS<sup>1</sup> stations three to 5 feet apart and 4 to 6 feet above the ground
- **Around Rear Entry Doors:** Place stations five to 7 feet on either side of the doors and 5 to 6 feet above the ground
- **Around Drive-Up Windows:** Place stations 5 to 8 feet from windows on either side of the window. Do not set stations above or below the windows

## LARGE COMMERCIAL, USDA, & INSPECTED FACILITIES

- **On Fence Lines:** Place stations 10 to 20 feet apart and 4 to 6 feet above the ground
- **On Walls:** Place stations 10 to 20 feet apart on either side of doors and 4 to 6 feet above the ground
- **Around Dumpsters & Trash Areas:** Place stations 10 to 20 feet apart and 4 to 6 feet above the ground

*\*Check and re-bait stations with each service.*

## PLACEMENT

When placing the FBS<sup>1</sup> station, pre-treat stations with liquid or granular bait. Place them around heavy fly areas to monitor acceptance before mounting the stations. Results can also be influenced by stages of life cycle.

You must get through the second or third stages of life cycle before results are seen. You may need to communicate that to an impatient customer.



# CREATE A ZONE FLY BAITING PROGRAM



# TIP #7

Use bait and other tools to maximize control and boost recurring revenue



Integrating VM Products' FBS<sup>1</sup> allows you to sell the station and enjoy long-term service revenue, too. The sophisticated tool allows PMPs to establish a monthly service protocol to check and re-bait the stations. Sequential bar codes and service labels are available for use with tracking software. Private label opportunities are also offered.

## WHEN SERVICING CLIENTS, IT'S IMPORTANT TO STAY IN TUNE WITH SOURCES, ROUTES AND CONDITIONS. KEEP THE FOLLOWING IN MIND:

### SOURCE

Watch dumpsters. Are they being cleaned regularly, or is buildup continuing after sanitation changes and initial remediation? Watch for employee behavior with regards to disposal methods. Check for sewer backups and the condition of windows and doors, too.

### ROUTES

Watch drains. Are they filled? Is there a dried P-trap? Watch for doors left open for long periods of time and broken screens. Look for cracks or openings around doors and windows, too.

### CONDITIONS

Keep an eye out for attractants. Look at the client's food storage and trash handling practices for potential problems. Watch for rotting vegetable matter, manure and dead rodents. As we said, these are all fly food sources.

## A FINAL WORD

As you refine your fly control strategies and integrate products that can help you create lasting relationships with satisfied customers, the potential for increasing the number of fly control clients is truly infinite. To learn more about fly control strategies and other products that can help you improve your pest control practices and business, visit [vmproducts.com](http://vmproducts.com).



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