



Case Study

Real-World Success Stories From Pest Control Professionals

Cutting Service Cost 60% With Aprehend Protocol

In collaboration with Ken Hughes, **Peace of Mind Pest Control**

Abstract

This case study provides a detailed account of how Peace of Mind Pest Control implemented Aprehend[®] in place of their standard chemical treatment. The property treated was a 3-bedroom single family home with a medium level infestation. Complete eradication of bed bugs was achieved with a single application of Aprehend[®]. By using Aprehend[®] instead of the original protocol, Peace of Mind achieved a 60% saving in overall service costs.

Background

Peace of Mind Pest Control is a small family-run, independent pest control business. They offer a range of pest control solutions, including bed bug service near Indianapolis, IN. Peace of Mind's first experience using Aprehend[®] came from a referral from ConidioTec, based on a homeowner request for pest control companies in their area using Aprehend[®] in their treatment protocols. The referral was an ideal opportunity for Ken to evaluate the efficacy of Aprehend[®] knowing that he had full support from the homeowner.

Using Aprehend[®] for the first time....

The Inspection

The property was a single-family home with 3 bedrooms, occupied by a family of 4. The source of the infestation was identified as the son's room, which was rated at 4/5 in a 5-point infestation scale. The room contained a full-sized bed with high levels of staining on the mattress and bed frame. The other two bedrooms had lower levels of infestation (2/5) and a similar minor infestation in the living room. The clutter rating throughout the house was ~ 2/5.

Figure 1 The source was identified as a bedroom with an infestation level of 4 on a 5-point scale.



Resident Preparation

The family called Ken at 8 am requesting service as soon as possible. They were instructed to vacuum the base boards, and wash and dry clothing and bedding. All prep-work had been completed by 11 am, and Ken arrived and completed the treatment by 12.30 that day.

Treatment

In all bedrooms, the beds were lifted and treated with an Aprehend barrier around the bottom perimeter. The frame was also treated and barriers sprayed around each bed leg. All furniture (chests, night stands, headboard, chairs etc.) were treated with a perimeter barrier of Aprehend with special attention given to the bottom perimeter to ensure that any bed bugs in or on the furniture items had to cross an Aprehend barrier to access the floor. Base boards were sprayed with a 2" barrier of Aprehend ensuring that the spray application hit the top edge of the baseboard and the bottom 1" wall in all bedrooms. Barriers were sprayed on the wall around all electrical outlets and switches.

In the living room, the couch and chairs were flipped, and Aprehend was applied around the bottom perimeter where the dust cover was attached to the frame. Cushions were removed and Aprehend applied around the inner seating area perimeter, and the cushions replaced. Total amount of Aprehend used in the entire house was ~ 9 oz.

Follow-Up Visit

Ken returned to the property 1 week after the treatment. Only very limited live bed bug activity was detected. The homeowners were instructed to give the treatment a full 10 days to work and then if they detected any live activity, at any point thereafter they should call back. Peace of Mind has not received a further call from the homeowners 5 months after the treatment.



Previous Chemical Protocol

Prior to adopting Aprehend, Ken was using a standard chemical treatment protocol. Pre-treatment homeowner preparation requirements were extreme. All clothing had to be removed from chests and cupboards, laundered and dried at high heat. All other items had to be removed from cupboards and surfaces and placed in bags or plastic bins. Nuvan strips were offered to ensure that any live bed bugs were killed inside bins and bags. Homeowners typically reported that the preparation took weeks, and they were not able to go back to normal life until after the second treatment. All beds and furniture were taken apart for treatment.

Save 60% on Labor and Materials

Ken estimates that if he used the "standard" chemical protocol for the 3-bed single family home, it would have required at least 2 gallons of tank mixed chemical containing Gentrol (1 oz/gallon), ExciteR (1 oz/gallon), and Transport Mikron (1.25 oz/gallon). Furthermore, the treatment would have taken at least 3.5 hours and would have required a 2-week follow-up treatment focusing on areas where activity was still visible. The second treatment routinely required ~½ gallon of chemical and an additional 30 mins of treatment time.

In this example, where Ken used Aprehend for the first time, the treatment took just one hour. Now that he is familiar with the product, application time for this job would be reduced to just 30 mins, with no requirement for a second visit.

Based on the reduction in labor and travel costs allowed by the Aprehend treatment, leading to no callbacks, Ken estimates that his total cost using Aprehend was 60% LESS than a conventional chemical treatment. He can complete three bed bug jobs using Aprehend in the time it would have taken to complete a single job with his previous chemical protocol. A detailed cost breakdown is available upon request.

Following Success with Success

Having seen the efficacy of Aprehend from this first treatment, Ken started experimenting with Aprehend. He put it to the test in a range of situations, adjusted his preparation instructions for homeowners to match that on the Aprehend website, and started tackling situations that he would previously have walked away from. In each case, he found that a single application of Aprehend was all that was required to achieve complete eradication of bed bugs. The only call back received have been from a couple of customers who sprayed alcohol and off-the-shelf pesticides following Aprehend treatment.

Recommendations for Other PMPs

1. Always make sure homeowners understand the importance of NOT spraying anything after Aprehend treatment as this will kill the spores.
2. Successful application of Aprehend requires more technical understanding of bed bug biology and control than other products, but for techs who take their job seriously, there is nothing better on the market.
3. The savings on labor alone make Aprehend the go-to product, but the fact that it contains no chemical toxins, also makes it a safer option for homeowners. We should all put the health and safety of our customers as our top priority.



Get on the map!

Make sure homeowners interested in Aprehend can find you.

The popular Aprehend Referral Map is a **free service** offered to Aprehend professionals that generates leads from interested homeowners. Call us or email orders@rockwelllabs.com to make sure that your company is listed.



Aprehend as a Proactive Bed Bug Treatment

Ideal for use in multi-family, community, and hospitality environments

The **up-to-90-day residual** offers protection against the establishment of an infestation.

Give your customers the peace of mind that only protection with Aprehend treatment provides.

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