

Sundew Training
Academy



PESTIE DOTZ[®]

PROFESSIONAL PLATFORM FOR GEL BAIT APPLICATION





A FAMILY OWNED 100% AUSTRALIAN COMPANY

Gel Bait Market Research Findings

What Pesties Say:

- ✘ Difficult to identify where baits placed previously
- ✘ Clients inadvertently clean away treatments
- ✘ Over application of treatment
- ✘ Difficult to monitor bait consumption
- ✘ Difficult to monitor pest pressure
- ✘ Gel baits losing moisture into applied surfaces
- ✘ Unprofessional perception by customers

What Consumers Say:

- ✘ Leave unsightly globs of bait
- ✘ I always wondered what that brown stuff was?
- ✘ Why isn't there something pest controllers can put baits onto?
- ✘ How do I know if I've got an insect problem?
- ✘ When should I call my exterminator to spray?
- ✘ Unprofessional perception



As one customer said:

**“professional
unprofessional”**



The Solution



sundew
PESTIE DOTZ[®]
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APPLICATION



What are

PESTIE DOTZ



PESTIE DOTZ are a professional polymer platform onto which ANT and COCKROACH gel baits are applied.

PESTIE DOTZ incorporates a technology that allows them to be attached to flat smooth surfaces without tearing or leaving any residues when removed.



Suction Technology

The first thing you will notice is that:

they don't use glue

to make PESTIE DOTZ adhere to surfaces. If glue was used this would make **PESTIE DOTZ** permanent and difficult to remove/cleanup.

PESTIE DOTZ innovative technology uses hundreds of miniature suction caps. In this way the product is easily removed without leaving any stains or residues – EVER!

Two things to keep in mind

Because PESTIE DOTZ works via suction technology they won't stick to porous surfaces i.e. concrete, cloth, carpet etc. You normally wouldn't apply gels to porous surfaces as this would cause permanent stains and dry out the gel.

Secondly, because PESTIE DOTZ are made from a polymer plastic the product has a memory. i.e. they are made on flat strips and will always want to be flat. If you apply to a curved surface, the product will want to retain its flat state and one side will lift.

8

Special Features

1. Tough Construction

- **PESTIE DOTZ** are made from a polymer plastic material.
- They won't tear, stain or leave any visible residues – EVER!

This means you can use **PESTIE DOTZ** with confidence knowing that they won't ever damage the surface they are applied to.

2. Quick Identification

- **PESTIE DOTZ** allows quick visual location and identification of where gel baits have been applied by the easily recognised bright yellow platform.



This means that repeat visits will allow you quick identification of treated zones.

3. Prevention of Moisture Loss

- The polymer construction of the **PESTIE DOTZ** platform prevents moisture loss from gel baits into the treated surface – they create a moisture loss barrier between the gel and the surface below.

This enhances bait attractiveness and longevity.



4. Five Millimetre Ready Reckoner

- Located at the centre of the **PESTIE DOTZ** is a 5mm ring for use as a guide to bait dot size application.
- Current bait gels on the market give bait size indications for optimal treatment size.

This helps you to not over apply treatments saving \$\$'s per annum.



5. Bait Consumption

- **PESTIE DOTZ** provides an accurate platform from which to monitor bait consumption.
- Either the home owner or the pest controller can monitor the consumption of bait accurately from the platform.

This means bait can quickly and effectively be replaced (as a charged service call) as it is consumed by insect pests.





PESTIE DOTZ can be written on with a standard ball point pen if required to record placement number and date of treatment.

6. Professional Presentation

- **PESTIE DOTZ** provides a professional platform to present gel baits without leaving unsightly messy deposits
- **PESTIE DOTZ** are a very cost effective and efficient way to present gel baits
- Use once and throw away



The New Standard for a professional way to present gel baits without leaving unsightly marks.

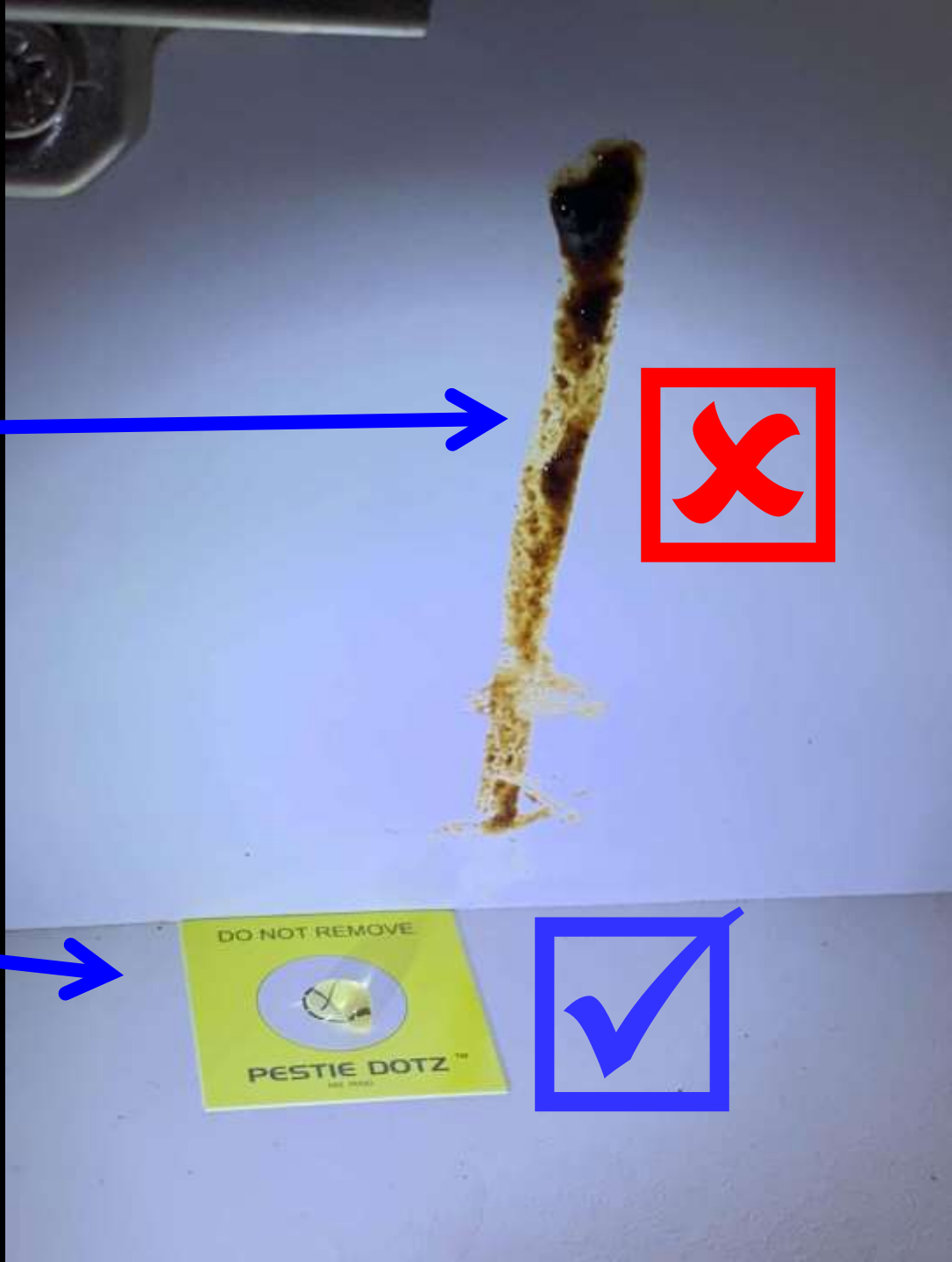
We call ourselves professional pest managers ...
managers ...



New Way

Which looks more
Profession

If you're using runny gel baits apply PESTIE DOTZ horizontal surfaces for a professional finish.



7. Pest Treatment in Progress

- **PESTIE DOTZ** is a visual identification to consumers that an insect gel baiting treatment is in progress.
- 'DO NOT REMOVE' identifies to consumers that the bait should not be interfered with.



The **PESTIE DOTZ** platform is a signal to consumers that the gel is in fact deliberate and not some inadvertent kitchen waste.

8. Guaranteed

- **PESTIE DOTZ** give pest management professionals a tool for consumers to check bait consumption visually.
- Once bait has been observed 'consumed' the consumer is asked to contact the pest management professional for a call out service to top up the bait.

Based on only 35% of consumers taking up this offer an additional \$6,000 per technician per annum can be achieved.



How are they packaged?

PESTIE DOTZ come in convenient packs of 280 platforms.



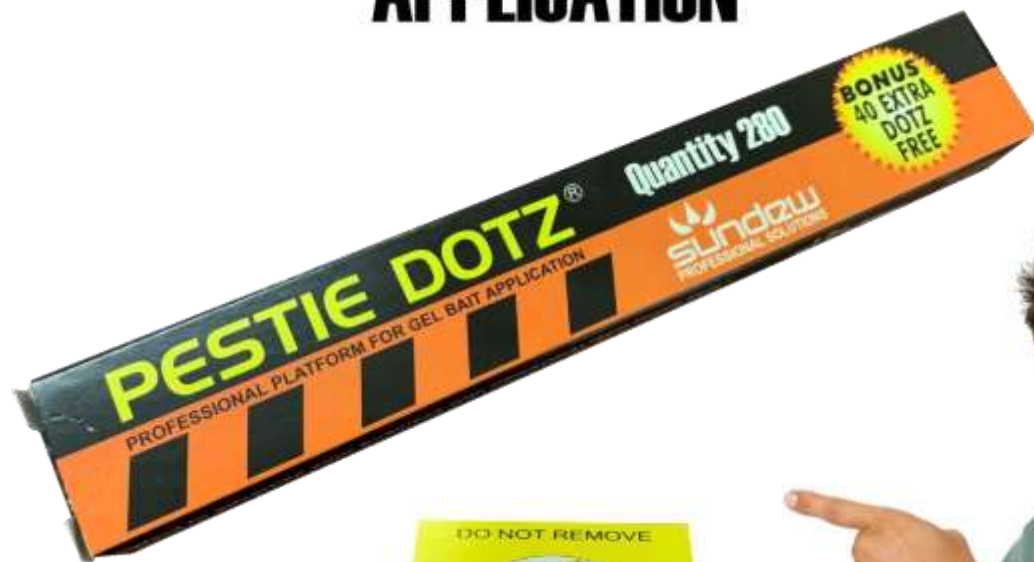


Suitable for a multitude of different surfaces where insect pests traverse





Sundow
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Products you can stake your reputation on!

Thank you very much for your kind attention

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Thank you for
reviewing the
Pestie Dotz Training Module 1.
**Please complete the Question and
Answers.**

