



Case Study

Real-World Success Stories From Pest Control Professionals

Effective Pairing of Aprehend With Heat Treatment

In collaboration with Greg Osborne, **Bug Bakers**[®] of Columbus, www.bugbakers.com

Abstract

This case study describes the effective pairing of Aprehend[®] with heat treatments to offer competitive solutions in price-sensitive markets. By offering Aprehend[®] as an alternative or an add-on service to heat, Bug Bakers[™] has experienced a 10-15 % increase in profits.

Background

Prior to using Aprehend, Bug Bakers[®] exclusively used heat treatment on all their jobs. Chemical applications were only used in basements and other areas unsuitable for heat. Bug Bakers uses a diesel powered 38 KW pull behind (3 phase) generator that supports up to nine Pest Pro[®] heaters (Figure 1). The system accurately controls the temperature to maintain 135°–145°F for 8 or more hours. Up to 2500 sq./ft can be heated at one time. Fans with a capacity of 3400 cfm provide additional air movement. Using this system and careful protocol, Bug Bakers received no call backs following their standard heat treatments.

However, as more and more heat-treating operatives established in their area, offering services at lower rates, the competition for clients became more intense. Bug Bakers chose not to offer their higher quality service at lower cost and found that they were being priced out of a few jobs by companies offering a cheaper but less thorough service.



BUG BAKERS[®]
Expert Bed Bug Heat Treatment & Exterminator Services

Aprehend to the rescue

After learning about Aprehend, Bug Bakers evaluated the product and established a treatment protocol that enabled them to offer an effective alternative to heat treatment at 75% of the heat treatment cost. Customers welcomed the lower cost, chemical free approach, and Bug Bakers were able to offer this service at a lower price than their 'budget heat-treatment' competition. Bug Bakers are now using their heat rig about 50% of the time, while Aprehend treatments represent 40% of their bed bug jobs, with pesticides at 10%.

When quoting a bed bug service, Bug Bakers offer a choice of treatment options. The customers decide whether their priority is to have immediate eradication using heat, or if they are willing to wait a few days for Aprehend to take effect, in which case they might opt for the less costly Aprehend treatment. A third and most expensive option is to have Aprehend applied 2 or 3 days after the heat treatment to provide 90 days protection against introductions. This option is recommended for very bad infestations.

Aprehend-only treatments are offered at a fixed price, regardless of the bed bug density or level of clutter in the premises. Pricing is based on a single application of Aprehend. In extreme infestations, customers are informed that their situation may require a second treatment, which would incur an additional cost.

Figure 1 Bug Bakers generator and heating equipment.



Figure 2 Simplified logistics and setup with Aprehend.





Aprehend treatments have been effective. Occasionally, customers call 7–10 days after treatment with reports of bed bug activity. They are advised that the process of spores spreading in the population needs time to have maximum effect and that any active bugs will die within a day or so. Customers are asked to call back 14 days after treatment if bed bug activity is still noticeable. After the 14 day wait period, no further calls are received.

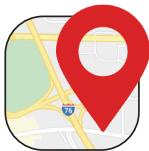
An excellent tool for easing customer concerns regarding activity within the first few days is to check bed bugs for the presence of Aprehend using the Ziploc bag test. This test allows professionals to validate treatment efficacy and determine if a retreat is needed.*

Bug Bakers believe that Aprehend is the next big thing in bed bug treatment and will eventually become the No. 1 treatment choice for bed bug infestations. As with any new technology, there is a learning curve, and even 8 months after their first use of Aprehend, Bug Bakers feel that they are still learning and will need more experience to perfect the treatment in every situation.

The greatest advantage of adopting Aprehend has been the ability to compete on cost with the low-cost heat treaters in the area AND offer a 90-day warranty. With respect to margins, Bug Bakers has experienced a 10–15% increase in profits since adopting Aprehend. Outlays in fuel and labor have reduced the overall cost of treatments, increasing profit margins, and the company can now cover more jobs per day.

Will Aprehend put my heat-treating business out of business?

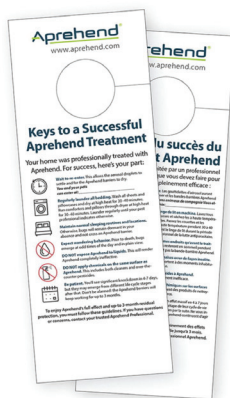
No. In many states the heat-treating industry is suffering from a lack of licensing requirements and an increase in the number of low-cost operatives, who not only undercut high quality heat treatment operations, but also damage the reputation of heat treatments due to frequent failures. For Bug Bakers, Aprehend has been an asset to counter this competition, and rather than damaging their core business, it has improved their competitiveness while continuing to maintain their excellent reputation for complete eradication of bed bugs.



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@conidiotec.com to make sure that your company is listed.



FREE Aprehend Post-Treatment Door Hanger

This handy and helpful post-treatment piece can be used as a door hanger (complete with a place to indicate re-entry time) or as a leave-behind instructional tool.

It details customer do's and don'ts following your service and helps to communicate behaviors they need to avoid that create callbacks.

To get yours, contact us at orders@conidiotec.com.

*The Ziploc Bag Test is a tool to check for the presence of Aprehend. Seal a dead or live bed bug in a Ziploc bag with a near-saturated paper towel for a few days, and observe for the presence of sporulation (white fuzz). This ultra-humid, sealed environment exaggerates the Aprehend process. Real-world bed bug death by Aprehend does not create white fuzz. For more information and instruction on the Ziploc Bag Test, visit us online here: <https://www.aprehend.com/documents/>