A turnkey drain cleaning service and small fly control program are generating recurring revenue and a profitable new revenue stream for a number of leading pest management companies.

Learn how you can enhance your company’s bottom line with FMC’s CB® MicrobeMAX™ system.
Your customers expect solutions. We strive to provide them. Trust FMC Professional Solutions to provide the products and services you need to get the job done the first time. Products like the CB MicrobeMAX™ Continuous Cleaning System and CB MicrobeMAX™ Volumetric Drain Foam, the subject of an eight-page educational supplement designed to help increase your commercial fly control business, as well as successfully address small fly problems in residential structures.

Learn how some of the industry’s most successful companies have used these innovative new products to grow their business, reduce callbacks and increase their share of the lucrative commercial fly control market, all while increasing their “per-stop” revenue.

There’s no question that market conditions are tough, but FMC Professional Solutions is committed to being your company’s business partner, providing “real-world” solutions to a range of pest management problems, including small fly control. The CB MicrobeMAX line, acquired following FMC’s purchase of Waterbury’s CB product portfolio earlier this year, is a reflection of that commitment. The acquisition combines the innovative track record of CB Professional Products with the scale and resources of FMC, a $3 billion global company.

If that weren’t enough, FMC Professional Solutions is part of an FMC business unit that has a dedicated research and development facility which spends more than $70 million a year. FMC Professional Solutions also has access to platform technologies and new active ingredients through its Princeton, N.J.-based global innovation group.

As you can see, FMC Professional Solutions is serious about its commitment to the structural pest control industry, a commitment reflected in its ongoing investments in industry associations, training, advertising, legislative and regulatory advocacy, and product innovation. But innovation – simply for the sake of innovation – doesn’t do you or FMC any good. That’s why we’re committed to customer-driven innovation, the kind of innovation that has led to the discovery and support of such popular brands as Talstar® insecticides, BaseLine® pre-treat termiticide and Transport™ GHP.

As I said previously, your customers expect solutions. We strive to provide them. I’m confident the following “PMP Case Study” featuring some of the industry’s leading pest management professionals will provide the necessary solutions to help you grow your commercial fly control business because that’s what being a “solutions provider” is all about. After reading the supplement, if you have any questions about the MicrobeMAX product line, please don’t hesitate to contact your FMC Professional Solutions sales representative.

Dan Rosenbaum
What flies cause the most problems in commercial accounts? For a growing number of customers, fruit flies, phorid flies, fungus gnats and moth flies are the most frequent cause of costly callbacks.

MicrobeMAX’s Drain Treatment Process
MicrobeMAX Volumetric Drain Foam utilizes a unique drain treatment process to manage a broad range of small flies that cause problems in both commercial and residential accounts.

What is Bioremediation?
Both MicrobeMAX Volumetric Drain Foam and the MicrobeMAX Continuous Cleaning System work by a process called bioremediation – the use of naturally occurring microbes to digest waste, returning it harmlessly to the environment.

FMC Expands Product Offerings
With the purchase of Waterbury’s CB Professional product line, FMC Professional Solutions has dramatically expanded its product offerings for the pest management industry.

FMC Professional Solutions: Customer-Driven Innovation for Pest Management Professionals
Dan Rosenbaum, business director, FMC Professional Solutions, describes how customer-driven innovation is critical to the future of the pest management industry.

PMP Case Study: Focus on Fly Control
A number of high-profile companies, including J.C. Ehrlich and Clark Pest Control, have grown their business, while identifying a valuable new add-on service, by developing a turnkey drain cleaning and small fly control program that has paid financial dividends for their companies.

MicrobeMAX’s Drain Foam utilizes a unique drain treatment process to manage a broad range of small flies that cause problems in both commercial and residential accounts.
Growth is good. Profitable growth is even better. However, that's often easier said than done, particularly during these recessionary times. Fortunately, FMC Professional Solutions is here to assist PMPs in achieving that goal with a valuable add-on service opportunity designed to address one of the most common causes of callbacks in commercial accounts—small flies.

CB® MicrobeMAX™ Volumetric Drain Foam and the MicrobeMAX™ Continuous Cleaning System (CCS) are “green” solutions for cleaning drains of fats, oils and greases (FOGs), to eliminate the breeding and harborage sites small flies (i.e. fruit flies, phorid flies, etc.) find so attractive.

“MicrobeMAX represents an opportunity for pest management professionals (PMPs) to increase revenue by delivering a new natural product offering to existing customers, which will enhance the effectiveness of their conventional treatments,” observes Ryan Weber, pest product manager, FMC Professional Solutions, Philadelphia, Pa. “Eliminating the pest harborage sites with MicrobeMAX foam provides quick results on the toughest harborage sites—drains. And the MicrobeMAX Continuous Cleaning System manages the harborage sites while you’re not there,” providing a long-term solution.

HOW MICROBE MAX WORKS
Both MicrobeMAX Volumetric Drain Foam and the MicrobeMAX Continuous Cleaning System work via a process called bioremediation—the use of naturally occurring microbes to digest waste and return it to the environment harmlessly. Following application of the product, microbes multiply as they feed and consume fats, oils and grease. When the waste is gone, microbe numbers return to normal levels.

MicrobeMAX Volumetric Drain Foam contains multiple strains of naturally occurring bacteria that digest the fats, oils and grease that build up in floor drains, grease traps and sewers. One 20-ounce can of the
easy-to-apply foam delivers seven gallons of finished product, making it a cost-effective treatment option for PMPs offering commercial fly control services.

The MicrobeMAX Continuous Cleaning System includes a cartridge that contains naturally occurring bacteria and a dispenser. The state-of-the-art system taps directly into drain lines, automatically treating the drain every 15 minutes. Each 30-day refill dispenses 96 automatic treatments of finished product per day with no programming required, eliminating the conducive conditions that contribute to fly problems in a variety of accounts.

LEADING PMPs REPORT SUCCESS

John Flores, general manager, HomeTeam Pest Defense, St. Louis, Mo., says the key to controlling fruit flies, fungus gnats and other small flies in commercial facilities is “going after the source” of the infestation. And as every PMP knows, more often than not the source of the problem is drains caked with organic material. “Your main goal is to find the source,” Flores said. “Where are the flies breeding? Why are they finding an attractive environment to live and breed?”

However, simply identifying the source of the infestation isn’t enough. Once identified, it needs to be treated and the conditions contributing to the problem eliminated. “Our commercial accounts depend on us to take care of their pest problems,” Flores said. “We have to be knowledgeable about our field and stay abreast of the best products to handle each individual situation.”

For a growing number of accounts, Home-Team applies MicrobeMAX Volumetric Drain Foam to floor drains to break down the organic material small flies find so attractive. Flores likes the foam formulation because it “reaches into areas where liquids will not” and once applied “has an immediate effect” on the fly population. “Customers see positive results in a couple of days rather than 20 to 30 days,” he said.

Dr. Reid Ipser, product development manager, FMC Professional Solutions, said MicrobeMAX Volumetric Drain Foam was developed following input from PMPs “who told us they wanted something they could use to spot treat fly breeding sites. So we set out to develop a product that would meet those needs,” extending the product line to include an automated drain line maintenance system (MicrobeMAX CCS). “We’re getting really good feedback on both products.”

Much of that feedback came during the development phase of the MicrobeMAX line, when PMP input was encouraged during field testing of the products. “We had a couple of suggestions for them and they took our suggestions and implemented them,” said Stan Dawkins, Jr., director of operations, Eden Advanced Pest Technologies, Olympia, Washington. “They definitely listened to what we had to say.”

One company that has seen its fly control business grow dramatically, thanks in part to the addition of the MicrobeMAX product line, is Clark Pest Control, Lodi, California. “Fly control is a very important add-
WHAT IS BIOREMEDIATION?

Both MicrobeMAX Volumetric Drain Foam and the MicrobeMAX Continuous Cleaning System control pests through a process called bioremediation — the use of naturally occurring microbes to digest waste and other contaminants, returning it harmlessly to the environment. Following an application of MicrobeMAX, the flagship product in FMC’s Green Line portfolio, microbes multiply as they feed and consume fats, oils and grease (FOGs). When the substance is gone, the numbers of microbes at the treatment site return to their normal level.

“Bioremediation is nature’s way of removing problem organic substances and materials from the environment,” says Dr. Reid Ipser, product development manager, FMC Professional Solutions. It’s a true green approach to addressing the conducive conditions that are so often associated with small fly problems in a wide range of accounts.

MicrobeMAX Volumetric Drain Foam contains multiple strains of naturally occurring bacteria that digest FOG build-up quickly and easily, clearing drain lines of the organic matter small flies find attractive as a breeding medium. One 20-ounce can of the foam delivers seven gallons of finished product. “Not having to mix the material is a plus,” says Stan Dawkins Jr., director of operations, Eden Advanced Pest Technologies, Olympia, Wash. “Instead of carrying a sprayer into a sensitive account like a hospital, we just put one of the MicrobeMAX aerosols into our toolbox. It really works well for that type of situation.”

The MicrobeMAX Continuous Cleaning System (CSS) is the all-natural way to clean and maintain drain lines, a chronic problem in many commercial accounts. It includes a cartridge containing multiple strains of naturally occurring bacteria, along with a dispenser for applying the product. The system delivers 96 treatments per day (every 15 minutes) directly into the drain line, preventing build-up of organic materials. Each 30-day refill dispenses approximately five gallons of finished product with no programming required. “It’s a very user friendly system,” says Jed Hammel, bioremediation manager, J.C. Ehrlich.

Not only is MicrobeMAX CCS highly effective, but because the system utilizes natural bacteria instead of harsh bleaches, free enzymes or caustic chemicals to manage pests it is 100% green, according to FMC Professional Solutions.

CB GREEN LINE

The MicrobeMAX Continuous Cleaning System (CSS) is the all-natural way to clean and maintain drain lines.

on service for our business,” said Corporate Sales Manager Mark Myers. So important, in fact, that the company branded its service “Streamline,” playing up the fact drain cleaning is an essential part of successful fly control.

Clark Pest Control likes the MicrobeMAX Continuous Cleaning System for a number of reasons, including its ease of installation and the recurring revenue it generates. Clark charges an initial setup fee, which includes the cost of installation and customer education, along with an ongoing monthly service charge. “Customers like the system’s small footprint,” Myers said, in addition to the fact MicrobeMAX CSS can be installed quickly and easily in out-of-the-way locations. “We feel it is a strong service that adds to our family of service offerings.”

HomeTeam’s John Flores likes the MicrobeMAX product line because it accomplishes two things for his business. First, it allows him to gain a foothold in a commercial account if the customer calls with a small fly problem that another company has been unable to control. And second, it saves those accounts where a small fly problem may develop unexpectedly. “It gives us a chance to get into accounts we otherwise might not be able to access, and it allows us to save an account we might lose because of a fruit fly problem,” he said.

Eden Advanced Pest Technologies also has had success with the product. “We used MicrobeMAX Volumetric Drain Foam for a very sensitive new hospital account,” according to Stan Dawkins, Jr., director of operations. “Many areas, including the kitchen, had a severe drain fly and fruit fly problem. Previously, we would lug un-practical, heavy foam equipment through the building, so it was a relief to everyone when we started using the Volumetric Drain Foam 20-ounce can, which has been extremely effective and convenient to use. We think this is just the thing to allow our technicians the ability to upgrade accounts easily and vastly improve drain cleaning.”

While a boon to commercial accounts, MicrobeMAX Foam also offers significant add-on service opportunities for PMPs involved in the residential market. Eden Advanced adds $15 to the cost of residential service calls for its floor drain treatments, which are aggressively marketed to cus-
FMC Expands Product Offerings

With the recent purchase of Waterbury’s popular CB product line, FMC Professional Solutions has dramatically expanded its product offerings for the pest management industry. “The addition of the MicrobeMAX products to the FMC pest control portfolio strengthens our overall offering to the distribution channel and end-users,” said Ryan Weber, pest product manager, FMC Professional Solutions. The enhanced portfolio includes a complete line of aerosol sprays as well as baits, fly lights and foggers. A few of the CB Professional products that are now part of the FMC portfolio include: MicrobeMAX Volumetric Drain Foam, CB-80 Extra, Clean Air Purge and D-Foam.

As a result of the purchase, we are now able to offer a broader product portfolio that meets our goal of delivering stronger customer-driven solutions to the distribution channel and ultimately to pest management professionals throughout the country,” says FMC Business Director Dan Rosenbaum.

FMC Professional Solutions has a product portfolio that includes the mainstay Talstar® line of liquid and granular insecticides, Transport® GHP insecticide, Transport® termiticide/insecticide (TT), Dragron® SFR, Cynoff®, and BaseLine® Pretreat insecticides, along with Dismiss®, Echelon®, and QuickSilver® herbicides, and Segway® fungicide.

Add-on Service Opportunity

J.C. Ehrlich, an organization that understands how add-on services can positively impact a company’s bottom line, has spent the last 15 years developing a business unit devoted to drain cleaning services. “The last thing you want to worry about is maintaining and servicing your drain lines and grease traps,” a sales brochure targeted at commercial accounts states. To address this issue, Ehrlich is installing and servicing the MicrobeMAX Continuous Cleaning System for a growing number of customers as part of an overall drain line maintenance program that includes:

- Replenishing the injection system with microbes.
- Manually treating all floor, condensation, fountain, bar and trap drains for fly breeding sites and odor control.
- Removing the lids on the customer’s outdoor grease interceptors to inspect, measure, shock, and aerate the interceptor.
- Advising when the customer’s interceptor needs to be pumped.
- Providing the customer with a written report on the services performed and the overall health of the system.

The drain cleaning treatment is performed by the same technician who provides the company’s regular monthly service to the account. As a drain line specialist, however, each technician performing this service receives special ongoing training. Jed Hammel, bioremediation division manager for J.C. Ehrlich, says it’s an efficient use of both the technician and the customer’s time since both services can be performed during a single stop. “Whereas in the past we didn’t have the opportunity to dose (the drains) as frequently,” Hammel says, “now with the MicrobeMAX Continuous Cleaning System we can. We’re seeing some good initial results with MicrobeMAX, but like any other Ehrlich service or product, it’s being monitored extensively.”

The long-term investment in bioremediation sales and service training as well as product analysis has been worthwhile, according to Hammel. “I joined the company nine years ago and started in bioremediation sales,” he said. “My job was to educate the sales reps and managers about the value of bioremediation services and train them on how to do the work properly. It’s really a matter of getting the techs to promote the service and sales reps pounding the pavement,” Hammel said. In addition, virtually any commercial kitchen account is a potential client, from mom and pop restaurants to college campuses and nursing homes to hospitals. “Anyone who generates fats, oil and grease is a potential client,” Hammel said.

How to Get Started

Eden’s Stan Dawkins, Jr. said small fly control was “viewed as more of a headache to us” five or six years ago, but that changed with the introduction of the MicrobeMAX product line. “Our staff is now more willing to sell a program like this, because they’re not relying on the customers to clean up the drains. This opened up a whole new area of business for us.”

To learn more about how to grow your business with MicrobeMAX products, contact your FMC Professional Solutions customer service representative at 800/321-FMC or visit www.fmcprosolutions.com.
FLY CONTROL'S MOST WANTED

What pests are among the most common cause of callbacks in commercial facilities? If you ask pest management professionals, they'll tell you small flies — pests that thrive in dirty drains — are at the top of the list. What follows is a guide to the pest management industry's “Most Wanted” List for small flies in commercial establishments.

### FRUIT FLIES/VINEGAR FLIES

**Description**
- **Size:** 1/8-inch in length including the wings.
- **Color:** Head and thorax are tan colored with the abdomen somewhat darker.
- **Eyes:** Bright red, which easily distinguishes this pest from the phorid fly.
- **Diet:** Breeds and feeds on ripened fruits and vegetables, as well as moist, decaying organic matter.
- **Locations:** Floor drains are a common breeding site; less commonly found in drains than other flies such as phorid flies and moth flies.
- **Misc.:** Like all flies, fruit flies develop by complete metamorphosis.

### PHORID FLIES/HUMBACK FLIES

**Description**
- **Size:** 1/8-inch in length including the wings.
- **Color:** Usually tan to dark brown.
- **Aliases:** Humpbacked shape of its thorax compared to its small head, resulting in the nickname “humpbacked fly.”
- **Eyes:** Lacks the red eyes of the fruit fly, the species with which it is most often confused.
- **Locations:** Floor drains, moist, decaying organic matter.
- **Misc.:** Larvae can only survive in moist, decaying organic matter.

### FUNGUS GNATS

**Description**
- **Size:** Most species are less than 1/16-inch long, although a few species may be 1/4-inch or larger.
- **Color:** Most species are black in color.
- **ID Tips:** Generally small flies with long legs and long, thin wings. First segment of the leg, called the coxa, is long. Some species are very tiny.
- **Diet:** Breeds and feeds on ripened fruits and vegetables, as well as moist, decaying organic matter.
- **Locations:** Soil of potted plants or atriums.
- **Misc.:** When the fungi on which the larvae feed are present, an infestation could occur.

### DRAIN FLIES/MOTH FLIES

**Description**
- **Size:** Measuring up to 1/8-inch in length including the wings.
- **Color:** Usually black in color, although at least one species found in structures has a brown body and wings.
- **ID Tips:** Unique pattern of veins in its wing. Covered with tiny hairs, giving it a moth-like appearance.
- **Locations:** Drains.
- **Misc.:** Develop by complete metamorphosis and primarily breed in drains, which brings it in contact with potentially disease-causing bacteria.

**If you have come in contact with any of these flies please contact a FMC Professional Solutions Customer Service Representative at 800/321-FMC or visit www.FMCProSolutions.com**