

# NEWSLETTER

## CELEBRATE

PestWest, the global leader in Flying Insect Management, this year celebrates its 25<sup>th</sup> anniversary. In 1991, PestWest Electronics Limited, part of the Killgerm® Group of companies, had the vision to develop a professional range of Electric Fly Killers. It then pioneered the concept of insect light traps, which use sticky board technology rather than a high voltage killing grid to control the insects, turning its Chameleon® range into the leading brand in Europe. Over the course of the last 25 years, PestWest has been designing and manufacturing ground breaking equipment with unique and innovative patented features to evolve into a global leader for fly control products.



- In 1991, PestWest Electronics Limited, was set up to develop the electric fly control range within the Killgerm Group
- Export Times: Corporate Exporter of the Year 1999
- Trade Partners UK: Yorkshire and Humberside regional award for Export 2000
- Trade Partnership UK: Grand Champion award for export 2000
- 2001 a separate company PestWest USA LLC was set up in the USA to look after the American market
- Export Times: International Business Award for Best Use of Education and Training 2001
- 2004, the company was awarded the Queen's Award for Enterprise in the International Trade division. The company's success is very much export based
- In 2011, PestWest China was set up based in Shenzhen
- In 2015, PestWest acquired Starkeys Products, the leading Australian manufacturer of fly killers
- It supplies products for the control of flying insects to over 70 countries throughout the world
- Throughout Europe, PestWest products are seen as being high-quality products
- The basis for the company's success is its depth of scientific knowledge and its commitment

**TIMELINE 1991 ~ 2016**

PESTWEST NEWSLETTER

## PRODUCT LAUNCH

### SUNBURST® TAB

The Sunburst® TAB is the latest addition to the Sunburst range. It is destined for catering outlets in both front and back-of-house areas thanks to its concealed fly catch behind a brushed stainless steel cover. Versatile, it can be wall-mounted vertically and horizontally or suspended from the ceiling. A high quality 24 Watt compact tube powered by an electronic ballast and backed by an aluminium reflector ensures optimum fly control and reduced electricity costs.

<b>Dimensions</b>	H: 25,5cm W: 42,5cm D: 10cm
<b>Weight</b>	1,2kg
<b>Coverage</b>	Wall mounted / Ceiling-suspended: 50m <sup>2</sup>
<b>Finish</b>	Stainless Steel
<b>Tube Data</b>	<ul style="list-style-type: none"> <li>• 24 Watt compact tube</li> <li>• Powered by an electronic ballast</li> </ul>



# Making sure your investment performs as it should...

**One should always consider if the UV fly control units installed at their facilities are performing to the best of their ability and even more so at the onset of the flying insect season.**

*Are the fluorescent 'shatterproof' tubes producing optimum levels of ultraviolet light?*

*Are the sticky boards still capable of retaining any insect which lands upon them?*

*Is the equipment itself maintained adequately?*

## **Fluorescent 'shatterproof' tubes**

It is a fact, known to all who work with ultra violet fly control units that the ultra violet light produced by the phosphors within the tubes deteriorates over time. As a result of the fall in output of the UV light, it has become standard practice within the responsible pest control industry to replace UV tubes when the output has fallen by a maximum of 30 to 50%. It is felt by most people that with good quality tubes this equates to around 8-10 months operation.

It is important to remember that the vast majority of the emission of the tube cannot be seen by humans. The typical purple-blue light, which doesn't degrade like UV light, plays no real part towards insect attraction!

It is best practice to replace tubes yearly at the beginning of the insect season, around March / April time. An annual replacement is a requirement of all major food safety standards (AIB, BRC, IFS...). These standards also make it a legal requirement to avoid glass contamination from accidental tube breakage notably during the annual replacement. To bring this risk to a minimum shatter-resistant tubes are used. All shatter-resistant coatings should comply with the international legislation for glass retention under impact, the IEC 61549 norm and allow at least 95% of the initial UV emission through the coating.

When purchasing tubes to replace those in a unit, it is therefore absolutely imperative to remember that not all of the available tubes are of the same quality. There is a great discrepancy in the output levels from the various tubes available and also in their longevity. The quality of the coating is also fundamental. For these reasons it is absolutely essential to select tubes from quality manufacturers.

How can you tell what are good quality tubes? Reputable manufacturers like

PestWest will be able to supply supportive data for their tubes and their shatter-resistant coatings. These data will outline details of spectral output levels also details of the output level over time, etc. There is often a great temptation to purchase less expensive tubes this is always false economy in the long run!

## **Sticky boards**

Exactly like the choice of tubes outlined above the choice of sticky boards is extremely important as well. There has been a great deal of research into the development of sticky boards which can retain flying insects when they are attracted into a trap by the UV light. It is not just a matter of applying any glue to a board and hoping the flies are caught when they come into contact with the board. It is essential that the glue is not too rapidly degraded by the UV light, that the glue does not dry out quickly, that the glue does not "run" from the board, etc. Besides this, the actual board must use the right carton material and have the right thickness and treatment to keep its shape and avoid warping under the challenging combination of UV, heat and sometimes moisture. Sticky boards from reputable manufacturers have been developed over many years of testing and experimenting. These boards can give many weeks of reliable and effective trapping of the insects within the fly control units. Quality glue boards still need to be replaced when they become full or dusty. It is common practice to replace the glue boards 6 to 8 times per year, often once in the colder months and monthly in the Summer months.

## **Maintenance of the body of the UV fly control unit**

All metal glue board UV fly control units require very little maintenance. The metal chassis will not degrade under UV, unlike most plastics, and the clean catch of the glue board will avoid spattering of insects on the chassis. It is nonetheless required to clean the units regularly to maintain their attractive appearance. Always unplug / switch off the equipment prior to any operation of maintenance. The chassis should be wiped down using a cloth dampened with water and detergent or a proprietary cleaner. Never use scouring pads or abrasives it will damage the finish. More aggressive cleaning agents can be used on the stainless steel chassis if such equipment has been chosen.

## **Good to know**

- The UV light produced by fly control units is of the type A, which is naturally present in the atmosphere. Safe emission levels of UV fly control units are regulated under the norm IEC 333-2-59, so make sure your equipment is compliant.
- To facilitate the fly catch analysis pale coloured glue boards with a grid and a referential are preferred over the traditional black glue boards. They permit a more rapid counting of the number of insects caught and more importantly render insect identification easier.
- Daily switching on and off of fluorescent tubes results in an even faster loss of the effective UV emission. Therefore leave the tubes switched on continuously... it will greatly improve the fly control!
- There are pocket size UVA Meters available to check the invisible ultra-violet output of tubes, which gives an instant indication of tube effectiveness and remaining life.
- Chameleon 1x2, 2x2 and Vega models are fitted with Reflectobakt® strips clipped on the tubes to maintain the tackiness of the glue boards for longer, conceal the fly catch better and thus provide better flying insect control. These Reflectobakt® strips are reusable don't discard them when replacing tubes.
- When cleaning the equipment remember to wipe off the dust on fluorescent tubes to reduce the obstruction to the light.
- Should the lighting circuit of the unit use separate starters, best to replace them at the same time as the fluorescent tubes.



PestWest  
**UV-AMETER**



## European pest controllers and PestWest come together in Stuttgart

Early March, the Pest Management industry made its way to Stuttgart to take part in the German trade show organised by DSV. Pest-Protect, the flagship event was held at the International Congress Centre on the 2<sup>nd</sup> and 3<sup>rd</sup> of March 2016. PestWest came with their four Sales Managers ready to show visitors their new products. Our Sales Manager Miriam Pedersen who represents the German, Swiss and Austrian market was busy showing potential and current customers the latest developments of PestWest, including the new Sunburst® Tab, which has just been launched. Furthermore PestWest was able to showcase its entire Environmental Range to its customers.

**Channel Launch**  
**COMING**  
**SOON...**



# Meet the NEW Team

## Edoardo Guerra

Edoardo Guerra is the new International Sales Manager for South Europe. His responsibilities cover the Mediterranean area, mainly Italy, Spain, Portugal and Greece. He has got a dynamic sales ability as he completed a course and specialized in "business economics". His ability to speak Italian, English and Spanish fluently has allowed him to serve business successfully across Europe.



## Miriam Pedersen

Miriam Pedersen is the New International Sales Manager for the DACH region and Scandinavia. "I started in December 2015 and I am very much looking forward to developing new relationships. My background is in Sport Sales and Marketing."



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