

The plus side of baiting

Jason Casbarian, owner of Port Orange, Fla.-based Liberty Lawn & Pest, is always eager to try new pest management products.

In fact, he's even earned himself a bit of a reputation for not holding his tongue when products don't meet his expectations. So, when Casbarian's MGK rep suggested he try Vendetta Plus, a novel bait to treat German cockroaches (*Blattella germanica*), he gladly obliged.

Casbarian, who has been in the pest management business since 1993, is no stranger to treating German cockroaches. But when 2017 brought with it two of the worst cases Casbarian had ever seen, he knew exactly what to do. It was time to put Vendetta Plus to the test.

and cabinets. The glue boards had collected so many roaches, they were actually sticking on top of one another.

"I told the guy point blank that I had a new product I'd been using for a while and hadn't had any real issues with, but that this would be the true test," Casbarian explains. "I planned on going back to keep retreating, and even explained to the customer that the case was borderline fumigation. It was really bad."

Casbarian went to the home, treated it one time with Vendetta Plus, and told the customer he'd be back in a week to evaluate and continue treatment. But when Casbarian called the customer to schedule his follow-up, he couldn't get him to return his calls.

"I started panicking — this was a problem that needed to be solved," Casbarian admits.

Finally, Casbarian was able to get hold of the customer, who explained that he didn't return his call because the roaches were gone.

"It worked so well, he put the glue boards back out and there wasn't a single roach after two weeks. It was amazing. This was literally shocking to see," Casbarian says.



Casbarian applied the product to every room and, again, planned to return for a second treatment. And once again, when it came time for the follow-up visit, the customer told him not to waste his time. After just one treatment, the issue was resolved.

"To do the cleanouts I just did — and when I say cleanouts, I mean *cleanouts* — it was shocking to see the results," Casbarian says.

Baiting for the win

"I almost didn't want to do this interview, because I don't really want to tell anyone about this product," Casbarian adds with a laugh. "It's making me a superhero with my clients."

It's also giving Casbarian the confidence to start treating new market segments: restaurants and hotels. These tricky accounts often see ongoing problems that require a lot of time and callbacks. But Casbarian says he believes Vendetta Plus will be a true game changer.

"I'm telling you, this product is going to revolutionize the baiting industry as far as cockroaches go," Casbarian concludes. "I could actually apply a dot, and you would see the roaches come out of hiding to feed on it. And that was during the daytime! It was almost like they smelled my tube going to place the bait. I've never seen anything like that."



The first test

Both cases were homes completely overrun with roaches. The owner of the first home had placed glue boards around his stove, refrigerator

Sealing the deal

Casbarian's second test for Vendetta Plus was another home. This time, cockroaches had taken over the entire house.

