

Lasting effects

MGK's CrossFire offers unparalleled residual control for Getem Services.

As the operations manager for Getem Services, a third-generation, family-owned pest management company in coastal Virginia, part of Jimmy Murphy's job is testing new products and deciding whether they make the cut out in the field. And while Getem has experience dealing with all kinds of pests — from termites to mosquitoes — no new products are more welcome right now than those meant to battle bed bugs.



Jimmy Murphy

In the more than 20 years that Murphy has been in the pest management business, he's seen bed bug calls increase dramatically.

Bed bugs are notoriously difficult to kill for a number of different reasons, chief among them that they only feed on blood.

Because bed bugs don't take pesticide baits back to a nest or crawl through pesticide traps and spread the material to other insects, what was really needed, Murphy says, was a pesticide with a strong residual effect.

Enter MGK's CrossFire.

"We've been using CrossFire for a long time," says Murphy. "It's working extremely well for us and is part of our arsenal."

CrossFire, from Minnesota-based MGK, is available in both a concentrate form and an aerosol spray. The product is formulated to

kill even pyrethroid-resistant bed bug strains, and begins offering residual control within minutes of exposure, according to the company's website.

Murphy has seen residual control for up to six months in some applications. "And CrossFire will kill bed bugs in all life stages, from eggs to adults," he says.

CrossFire is approved for direct application to mattresses, box springs, headboards, walls, floors and baseboards. It is non-staining and can be used in residential, commercial and institutional settings. The aerosol application is also labeled for use in areas of the home frequented by pets, including their sleeping areas, bedding, floors and floor coverings.

Murphy's techs at Getem find the CrossFire concentrate particularly effective. He says the residual effects make it especially useful when treating cracks, crevices, baseboards and furniture — and they've had fewer callbacks as a result.

Even in a densely packed residential setting such as a nearby university, Murphy says the CrossFire treatment stands up to the high demands of the environment.

CrossFire's patented technology, formulated in both the concentrate and aerosol, offers pest management professionals (PMPs) two actives:

BED BUG BATTLE

COMPANY: Getem Services

BATTLEFIELD: Residences, and commercial properties such as hotels and universities

WAR STORY: When operations manager Jimmy Murphy was initially testing CrossFire, he wanted to see what the product could do in the toughest of situations. His company received a call from a homeowner with a bad bed bug infestation. "You could see them crawling down the hallways. We went in with the CrossFire first to see what it could do, and were very pleased with the results," Murphy says. Now CrossFire is part of Getem's regular treatment protocols.

WEAPON OF CHOICE

CONTROL SOLUTION: CrossFire Concentrate by MGK

WEBSITE: MGK.com/Crossfire

one for fast knockdown and kill with direct spraying, and the other for residual control.

CrossFire's effectiveness and residual presence are two of the main reasons why PMPs like Murphy deploy it as a mainstay of their treatment protocol.

