

How to boost mosquito services 5-fold

In MGK's OneGuard, Texas-based company finds a reason to sell mosquito services

Before last year, Modern Pest Control in Katy, Texas, didn't emphasize its mosquito service to customers. The company had experienced mixed results when it came to mosquito control, so instead it focused on other pests.



Del Lawson

That changed in spring 2018, when Modern Pest Control first tried OneGuard Multi MoA Concentrate by MGK Insect Control

Solutions. The product was so effective that Modern Pest Control now uses it exclusively when broadcast spraying.

"OneGuard has opened up a whole new facet of our business," says Del Lawson, vice president of operations at Modern Pest Control, which serves Houston and southeast Texas. "We now have a lot

of confidence that we can tackle mosquito work."

Modern Pest Control has even started a contest among its technicians to see who can convince the most customers to try OneGuard. The goal is to increase the number of mosquito customers from 88 last year to 500 this year.

"It's a lofty goal, but because we know that OneGuard works, we're happy to go for it," Lawson says.

OneGuard's features are numerous, including:

- It contains several active ingredients that accomplish multiple tasks.
- It knocks down various breeds of mosquitoes within one hour.

- It contains a microcapped adulticide for residual control.
- It kills mosquitoes at various life stages.
- It inhibits growth in mosquitoes and prevents reproduction.

"The fact that OneGuard has four active ingredients takes away the risk of technicians not mixing the



MOSQUITO BATTLE

COMPANY: Modern Pest Control

BATTLEFIELD: Mostly residential but also industrial, commercial, office and food service

WAR STORY: Del Lawson, vice president of operations at Modern Pest Control in Katy, Texas, says the mosquito problem in southeast Texas is relentless. The mosquito population can spike even more after hard rains. When Modern Pest Control technicians visit a property infested with mosquitoes, they first walk around and inspect the perimeter of the home. They identify anything, including pet dishes, that can hold water where mosquitoes can breed. They look for shady areas that don't receive much sunlight, along with vegetable gardens and foliage. Mosquitoes can even breed in potted plants on front porches. Ridding properties of those breeding areas, if possible, is the first step. Then Modern Pest Control technicians might broadcast OneGuard Multi MoA Concentrate. "The good thing about OneGuard is that it can be used in different environments and different places," Lawson says.

WEAPON OF CHOICE

PROVEN SOLUTION: MGK Insect Control Solutions' OneGuard® Multi MoA Concentrate

WEBSITE: MGK.com

products correctly or running out of one of the ingredients and substituting another," Lawson says.

It took Modern Pest Control less than three months to give up other broadcast spraying products after first trying OneGuard. This was after customers whose properties were treated with other products called and complained that mosquitoes were still hanging around.

"The customers with OneGuard didn't call," Lawson reports. "They were happy."