

# A PMP's Guide to Making Money with *ActiveGuard*<sup>®</sup> Mattress Liners and Bed Bugs

Pest Management Professionals (PMPs) are happily discovering they can make more money on bed bug work by incorporating *ActiveGuard* Mattress Liners into their control strategies. PMPs are no longer passively trapping bed bugs, hoping they don't escape; *ActiveGuard* kills them 24/7 and continuously for two years.

**Here are just a few ways that adding *ActiveGuard* to your bed bug program can improve your service, sales and bottom line:**

- Increased sales to end users
- Can be used in conjunction with encasements – increasing sales to end users
- Get your foot in the door to Commercial Hospitality businesses
- Reduce the number of call backs, protecting the resident, mattress and box spring
- Reduces the incidence of re-infestations due to rips and tears, common with encasements
- Lower inventory carrying costs, four *ActiveGuard* SKU's cover 99% of available beds
- Easy, one-technician installation saves time and money
- Carrying only four SKU's on service vehicle allows for installation at the initial service, saving the cost of returning while increasing initial treatment effectiveness
- Selling as part of a pro-active preventative program
- Kill any bed bugs missed during clean-out service
- Two-year residual sale opportunities
- Dust mite abatement

## How to Sell *ActiveGuard*:

- Incorporate *ActiveGuard* into your current bed bug program. Liners may be used alone or in conjunction with encasements. Why not offer a Bed Bug Preventive Program to your clients with *ActiveGuard*
- Use liners on the mattress or box spring to protect the resident because kills bed bugs dead.
- Liners may be placed solely on the box spring for those sensitive accounts. Liners are installed exactly like a fitted sheet.

**Remember, an encasement can only protect the bed; *ActiveGuard* protects the customer.**

- *ActiveGuard* sell sheets are available and may be personalized with your company information.

**Contact us today to order your sell sheets at (866)978-6288.**



***ActiveGuard***<sup>®</sup>

Mattress Liners for Use Against Bed Bugs & Dust Mites

# Sales Opportunities are everywhere!

## Who to Sell *ActiveGuard*<sup>®</sup> to:

***Bed bug accounts*** – Cover every bed in the residence with *ActiveGuard* as the last step in an active infestation program AND as a proactive preventive against potential infestations spreading to additional rooms.

***Residential Pest Control accounts*** – Up-sell current accounts with a preventative bed bug contract that is renewable every two years. NO OTHER PRODUCT ON THE MARKET CAN CLAIM TO HAVE TWO YEAR ACTIVITY!!! *ActiveGuard* should be replaced every two years to be effective.

***Hotels, Universities, Colleges, Dorms, Multi-Resident Dwellings, ANYWHERE there is a bed*** – Sell a preventative bed bug contract by covering every bed in their facility. The cost is minimal considering the damage an infestation can do to their reputation and loss of revenue.

### **Handling Objections IF Safety Questions Arise:**

*ActiveGuard* is registered for sale and does not bear any cautionary signal words or require any hazard to humans and domestic animals statements, consistent with a Category IV product by all routes of exposure. The liners are simply placed over the mattress or box spring like a fitted sheet.

## Stop the Bites...Prevent the Infestation

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### *If the client now asks, “What is the active ingredient?”*

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Permethrin, the active ingredient in the liner, is locked in through a unique and proprietary delivery system that offers sustained availability to kill bed bugs and dust mites for two years. Based on permethrin’s nature and widespread inclusion in mosquito proof military clothing, lice shampoo for children, and national brand outerwear manufacturers, it has been a very effective ingredient when used in close human proximity. Permethrin is ideally suited for use in bedding because it remains where it needs to be...in the liner and in contact with the mattress and box spring.

### ***The same active ingredient used in our liners is also used in:***

- Over-the-counter lice shampoos for children like Nix<sup>®</sup>, Rid<sup>®</sup> and Elimite<sup>®</sup> have been used for decades.
- Insect Shield<sup>®</sup> Repellent Apparel offered by L.L. Bean to repel mosquitoes, ticks and other biting bugs.
- Hunter/Fishermen hats offered for sale by SkyMall<sup>®</sup> airline magazine to travelers throughout the world.
- The U.S. Military combat uniforms for over 20 years to protect soldiers from diseases carried by insects.



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