



PRESS RELEASE

FOR IMMEDIATE RELEASE

Allergy Technologies Launches Redesigned Website to Serve as Pest Management's Most Comprehensive Bed Bug Informational Resource

AMBLER, Pennsylvania (Monday, November 11, 2013) – Allergy Technologies is pleased to announce that it has re-launched www.allergytechnologies.com, offering the pest management community the industry's most comprehensive online resource about bed bugs and related businesses.

The manufacturer of *ActiveGuard*[®] Mattress Liners, Allergy Technologies LLC, developed the site to include a wealth of information relating to bed bugs. Highlighted sections include strategies for PMPs to increase and retain revenues, bed bug treatment protocols, marketing programs, lab and field testing data, video demonstrations, testimonials, white papers and peer-reviewed research.

In addition, the site was developed with the end-user in mind featuring clean navigation, downloadable files to assist PMPs in reselling the product and a variety of information detailed to the markets they serve, including pest control, hospitality, college, cruise, multi-occupant dwellings, private residential and more.

The new site, launched days before PestWorld 2013, has been an immediate hit with Pest Management Professionals (PMPs), distributors and researchers that will use the site as a resource for bed bug information.

“We’ve really had an immediate return on our investment with our website from the kudos we’ve received – even those just while we were in Phoenix at PestWorld,” said Joseph Latino, Chief Operating Officer (COO) for Allergy Technologies.

“Having major distributors, top 100 PMPs, as well as those simply interested in bed bugs focus on our site and point it out as a new, unheralded resource that is bolstered by the work of renowned researchers is gratifying. Frankly, it’s an honor to be looked at in such high regard by our colleagues and peers in the industry.”

A unique aspect of the site is the Company’s online calculator, initially designed for the hospitality customer. Soon to be customized for each major vertical market, these calculators demonstrate how *ActiveGuard*[®] can save hotels, colleges and other users money by utilizing the liners as part of a comprehensive program by simply inputting as few as four data points.

- more -

Allergy Technologies Re-launches New Website – Cont.

In addition, www.allergytechnologies.com will house the archive of previous issues of Allergy Technologies' e-newsletter, 'The Bed Bug Authority,' which is distributed to thousands of PMPs, researchers and customers on a monthly basis.

Designed by Environmental Marketing Solutions, the new site also serves as home to the site's many social media platforms and showcases regularly updated blog articles on subjects pertinent to the Pest Management Professional. Visit us on Facebook, Twitter, LinkedIn for a variety of information useful in the development of the business of pest management.

About ActiveGuard Mattress Liners

ActiveGuard is the only pro-active strategy for preventing a potential bed bug infestation. The liners actually kill bed bugs generally within 72 hours; even those resistant strains studied! These thin and breathable liners are easily installed onto mattresses and box springs and kill bed bugs and dust mites continuously for up to two years.

Extensively lab and field tested, *ActiveGuard's* ability to keep on killing bed bugs provides continual protection against any adult bed bugs, nymphs or eggs that may be introduced into a room.

About Allergy Technologies

Allergy Technologies is a subsidiary of A. Carey Co. LLC, which focuses on using philanthropy as a core business strategy for its businesses. Through its Philanprofit strategy, a portion of all *ActiveGuard* proceeds go to help fund inner-city homeless and women's shelters and asthma clinics.

For additional information, call (866) 978-6288 or visit www.allergytechnologies.com. Also, "like" the *ActiveGuard* [Facebook Page](#) and follow Allergy Technologies on [Twitter](#). In addition, sign-up to receive the [Allergy Technologies' monthly eNewsletter](#).

Media Contact:

Ed DeMask / DeMask Marketing
630-768-1404, cell / 630-389-0572, office
ed@demaskmarketing.com

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