

PHILADELPHIA HOUSING AUTHORITY ANNOUNCES COMMITMENT TO ATAHC

Bed Bug Prevention program rolling out throughout the City of Brotherly Love.
Other housing authorities around the country following suit, implementing
national gold standard for affordable housing.

- ▶ Program Launch Location Continues to See Impressive Results
- ▶ PMPs Can Now Be ATAHC-Certified
- ▶ ATAHC Featured at National Affordable Housing Conferences

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PHILADELPHIA HOUSING AUTHORITY EXPANDS INNOVATIVE BED BUG PREVENTION PROGRAM

The agency has awarded a \$15 million, five-year contract to implement Allergy Technologies' ATAHC Program in 6,000 residential units throughout the City of Brotherly Love.



Allergy Technologies and the Philadelphia Housing Authority (PHA) have launched a preventive program to keep bed bugs out of the city's public housing communities, a long-term initiative that serves as a model for bed bug control in multi-family housing across the United States.

HOW IT WORKS

The Allergy Technologies Affordable Housing Control (ATAHC™) and Prevention Program distinguishes itself from other approaches by incorporating initial screening, remediation, and facility-wide implementation of preventive measures, including the installation of *ActiveGuard*™ Mattress Liners, desiccant dust, and passive monitors to immediately reduce bed bug populations while simultaneously limiting subsequent breakthrough introductions.

"Nothing available on the market today can prevent bed bugs from entering a facility. However, bed bug proliferation in multi-family housing requires pregnant females to take a blood meal before depositing their eggs," said Joseph Latino, president of Allergy Technologies.

"Contact with *ActiveGuard* for 10 minutes or traversing the fabric for 4 centimeters prevents bed bugs from feeding, regardless of resistance status, and hence females are incapable of dropping their eggs, thereby preventing a pest introduction from turning into a bed bug infestation."

As part of the implementation of the ATAHC Program, Allergy Technologies

provides ongoing education for PHA staff and residents, a critical component of the multi-faceted program. "The engagement of housing residents through several bed bug training program events designed specifically for them, in their native language(s), with assistance from other bi-lingual residents to assist in translation and handling question is an important step in the protocol," observed Dr. Jim Ballard, a Board-Certified Entomologist and owner of Ballard Pest Management Consulting.

"Our residents deserve homes free of this insidious pest," said PHA President and CEO Kelvin A. Jeremiah. "The ATAHC Program was chosen for its proven effectiveness and sustainability attained through a preventive and collaborative approach. It's not simply a reactive strategy aimed at killing bed bugs when reported, but rather a program that unifies residents, staff and pest control professionals in partnership to deliver a prevention-based solution to this complex problem."

COLLABORATION IS KEY

"Early detection and intervention are core tenets of the ATAHC Program, but the key component to the Program's success is having our ATAHC team work collaboratively with residents, property management and professional pest control service providers," Latino said.

That's where the magic happens, *as proven by a first-of-its-kind "pilot" program launched in 2020 that continues to yield impressive results, including a greater than 99% reduc-*

tion in bed bug reintroductions in residential housing units and a 40% reduction in bed bug-related expenses.

"The implementation of the ATAHC Bed Bug Program has resulted in a significant reduction in bed bug problems, yielding a vastly improved quality of life for residents," Ballard said.

But even the initial Program had to overcome some challenges in the beginning, most notably skepticism on the part of PHA residents and building management.

"Early on, I had trust issues," said Inez 'Kandi' Hatcher, Residential Council President and ATAHC Resident Advocate. "You're not going to come here and make a bunch of promises and walk away," something she had seen too many times before. "I didn't want to disappoint our residents again."

That's because she had first-hand knowledge of how bed bugs can impact the quality of life of PHA residents. "One resident got eaten up so badly he went to the hospital," she recalls. "Another was so frustrated by the situation that she tore up the carpet and put it in the former building manager's office. Everybody was overwhelmed and on the verge of giving up. We were really at a breaking point."

That's when Allergy Technologies and its industry pest partners entered the picture, thanks to the leadership of Philadelphia City Councilmember Mark Squilla, who was both "excited and skeptical" at the prospect of participating in a new program with Allergy Technologies. Ultimately, however, the Program

exceeded his expectations.

“The most impressive part of working with Allergy Technologies was how they became part of the community and built trust with the residents,” Squilla said. “I truly believe this Program will greatly reduce the number of infestations of bed bugs in the City of Philadelphia.”

“It’s been a win-win for everyone,” adds Hatcher, who says the current site manager is “very responsive” and that Allergy Technologies has earned the trust and confidence of both residents and staff.

“Before ATAHC came, we had a serious problem with bed bugs. That’s not the case today,” she said. “I went from having constant phone calls to getting hardly any calls for bed bugs. It’s gone from being a horrific story to a blessing.”

And now when Hatcher gets a call from a resident, the ATAHC Team are on site quickly to eliminate the infestation. “It’s been a great experience working with the ATAHC Team,” Hatcher said. “I see the positive change it has had on people’s lives.”

“As we build trust with the residents and staff, we hope that we can work with our pest control partners to help coordinate and improve the efforts of other affordable housing not-for-profit agencies offering legal, health, education and nutritional service opportunities to

our residents,” adds Gus Carey, founder and managing director of Allergy Technologies. “We hope that our so-called ‘ATAHC Community’ will have an ever-increasing, positive impact on the lives of all of those we serve.”

CONCLUSION

That’s already the case at the Philadelphia Housing Authority, which has seen a dramatic decline in bed bug incidents at those properties that have implemented the ATAHC Program.

“The residents of affordable housing are now primed to have their lives changed. ATAHC provides a solution to a huge unmet need in an environment that desperately needs effective bed bug prevention,” Carey said.

“Our expectation is this novel strategic program, which has saved money while significantly improving quality of life for the residents and staff, will be replicated in affordable housing communities and other multi-occupied dwelling environs throughout the U.S.,” he said.

Inez Hatcher certainly is a fan. “Joseph and Gus brought compassion, honesty and trust to the relationship,” she observes. “Their overall compassion and determination have never changed. They said they were going to do their best to make the site bed bug-free and

they delivered. They have earned the trust of everyone on this property. They’re part of the family now.

“This is one of the best, if not the best program that has come here in terms of improving the quality of life of residents,” she said.

For PMPs interested in learning more about the ATAHC Program or *ActiveGuard* Mattress Liners, visit Allergy Technologies at www.AllergyTechnologies.com or www.ATAHCNow.com.

ATAHC ‘PILOT’ PROGRAM BY THE NUMBERS

- The ATAHC Program was installed at a 470-unit affordable housing facility in Philadelphia.
- More than 99% of housing units continue to have no bed bug re-introductions with the Program closing in on the 3rd year since its inception.
- Less than 1% of units have experienced bed bug breakthrough events; these rare events requiring treatment have been conventional, localized, and non-disruptive to residents.
- Operational bed bug-related expense continues to be reduced by 40% as compared to historical expenditures.
- On-site PMP contact time with staff and residents was reduced by 40%. (Source: *Allergy Technologies*)

PMPs Can Now Become ATAHC-Certified

That’s good news for PMPs and the bed bug market.

PMPs across the United States have learned how *ActiveGuard* Mattress Liners can enhance their bed bug service while reducing expenses and growing profits thanks to the support of Allergy Technologies, which has been serving the structural pest control industry for more than two decades.

“With the advent of the ATAHC Program that has proven to reduce operational expenses for those responsible for managing public housing, pest management professionals can now gain a foothold in the multi-billion-dollar community living market, enhancing the quality of life of residents in the process,” according to Allergy Technologies President Joseph Latino.

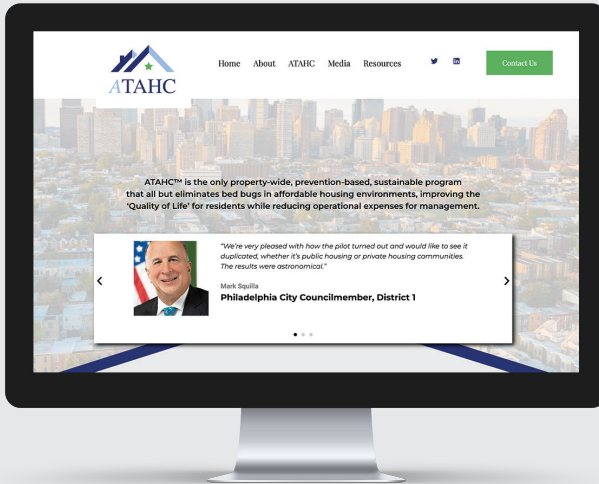
As a result, he said, “The ATAHC Program is a win-win-win for PMPs, multi-family housing residents and property management.

PMPs interested in becoming a certified ATAHC provider should call 1-866-978-6288 or email info@allergytechnologies.com.

PRO-ACTIVE APPROACH PAYS DIVIDENDS

Early detection and intervention are critical to the success of the ATAHC Bed Bug Program

ATAHCnow.com Now Live!



Learn How to Cut Bed Bug Reintroductions by **> 95%** and Improve 'Quality of Life' for Residents and Staff in Affordable Housing.

Create a Foothold in the \$15 Billion Dollar Affordable Housing Market – A Huge Unmet Need

Be Part of a Turnkey Solution for Bed Bug Control and Prevention

Streamline Your Labor Deployment to Maximize Revenues

"I believe you [ATAHC] have the beginnings of a next-level service the industry has been missing."

– Michael DeAnzeris, Affordable Housing Finance

ATAHC™ is now the industry standard for bed bug control and prevention in affordable housing communities and multi-occupant dwellings across the country.

To launch and maintain the Program, ATAHC will require numerous technicians to undergo formal training and certification. Once qualified, these pest management professionals and firms will comprise the pool from which ATAHC deploys its certified local, regional, and national partners.

PMPs will find the Program a game-changer. With ATAHC securing contracts and maintaining relationships with housing authorities, building management, and resident communities, PMPs will be enabled to do what they do best.

ATAHC's advances are permanent, achievable, and cost-effective. ATAHC has been real-world proven and tested, successfully treating the anxiety-producing, ruinous reputation-killer: bed bugs. Allergy Technologies' ATAHC Program is not merely disruptive. It is transformative.

According to the National Affordable Housing Management Association, bed bugs are the second most significant issue in affordable housing in the United States. Housing leaders, facility staff, and residents spend considerable time and money dealing with bed bug issues. They are frustrated that the problem has been unsolvable, and treatment has been ineffective.

The solution to the bed bug problem had eluded stakeholders for years,

reducing the 'Quality of Life' of residents and tarnishing the image of affordable housing. ATAHC's unique Program has reestablished residents' right to safe and livable housing. The image of affordable housing is improving, with authorities advocating national adoption of ATAHC.

As the most trusted and efficient national bed bug control and prevention program, ATAHC will provide pest managers with unprecedented revenues. With millions of units to cover, this 'turnkey' Program, unburdening housing authorities, building management, staff, and residents of bed bugs, is expected to generate enormous and long-term revenue for Pest Management Professionals contracted to conduct ATAHC.

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