

Bed Bugs Gone In One Day, Without Throwing Out Furniture!

Friday, January 23, 2009

Sarasota Florida- Doug Longfellow, owner of NaturZone Pest Control has seen a 500% increase in bed bug infestations in the last year. As NaturZone started doing more and more bed bug treatments, Longfellow became increasingly concerned about the cost and amount of pesticide used in traditional pesticide treatments recommended by pest control industry experts.

Longfellow says, "*Traditional pesticide treatments cost my clients thousands of dollars in preparation and lost revenue from vacant rooms*". It is common practice to throw away mattresses / box springs; remove wallpaper and pull back or remove carpeting to prepare for pesticide treatments. Pest control industry experts recommend the infested room remain vacant while a series of three treatments are done over a 3 week period, resulting in lost revenue from room vacancy.

NaturZone was founded in 1988 on the premise of offering green pest control solutions to clients. According to Longfellow, "*We were green, before green was cool*". The pest control industry protocol for pesticide treatments is bombard the infested room with pesticide once-a-week for three weeks, or until the bed bugs are gone. Although Longfellow thought the treatment protocols were appropriate, (because bed bugs are difficult to get rid of with pesticide), the amount of pesticide being used was contradictory to his company's philosophy of green pest control.

After doing extensive research Longfellow found a solution; kill them with heat! Researchers have found that bed bugs will die when exposed to temperatures greater than 113°F (the thermal death point) for more than 60. Recently companies that specialize in heat remediation equipment started making equipment specifically for bed bug treatments. With heat remediation the bed bugs are gone in one day, no furniture has to be thrown out and massive pesticide treatments are not necessary. To Longfellow, this seemed too good to be true.

There was a catch; heat remediation equipment can be in excess of \$60,000 to purchase and requires extensive training for proper application. When Longfellow first heard about heat remediation he thought, "*seems simple, I just get a couple of heaters, turn on the home heating system and the bed bugs will be gone*". As he researched further he found out that the actual wall studs had to be above the thermal death point for several hours and that thermal pockets in which the bugs could survive had to be monitored with laser and digital thermometers. Now he understood why so few pest control companies performed heat remediation for bed bugs.

Even with the high cost of equipment, Longfellow decided his customers deserved to have cutting-edge green technology that would save them time and money, so NaturZone took the leap into heat remediation through forming strategic partnerships. Longfellow claims it is one of the best decisions he has ever made; the treatments are extremely effective and his clients save huge amounts of money in vacancy and preparation cost.

For more information on bed bug heat remediation contact: NaturZone Pest Control at (941) 378-3334