

# KILLING COSTS

## Suspend PolyZone controls mosquitoes — and callbacks

**T**ime is money. That's a popular statement across the industry, but it's especially true when it comes to callbacks. So, when David Horne — owner of Horne's Pest Control in Martinez, Ga. — found a pesticide that reduced his company's callbacks by 35 percent each month, he knew they had a contender.



Horne and his team began using Suspend PolyZone by Bayer in January, in part because a Bayer representative showed them data demonstrating its effectiveness, Horne says.

Horne's Pest Control offers residential and commercial pest, termite and mosquito control. It now uses Suspend PolyZone for residential and commercial applications on a tri-annual (once every four months) basis. The controlled-release formula controls pests like ants, cockroaches, flies, fleas, spiders, ticks and mosquitoes.

"The thing about Suspend PolyZone that I find most impressive is our results on residential pest control," Horne says. "We use it for routine exterior perimeter treatment, and we've had good success with it. It sticks to stucco and hardscapes really well. It seems to have a better adherence to the foundation."

Horne's team has tested out

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Suspend PolyZone as a fill-in mosquito control product, and he says it has given them positive results — including on one neighborhood's common area that bordered a body of water. They applied Suspend PolyZone using a backpack mister around the grounds, and they also placed larvicide in the water.

"The neighborhood association is happy with the results," Horne says. "It's highly effective."

But the main benefit for using Suspend PolyZone, he says, has been in the reduction of callbacks — even with an increased number of service calls.

"In January, February and March of 2018, we provided about 1,300 regular service calls each month, and also averaged about 130 complaints for each month," Horne says. "During January,

February and March of 2019, we provided about 1,350 regular service calls each month, with only about 85 complaints per month. That is a substantial reduction."

Horne has also started using Bayer's larger drum size, the 30-gallon drum. He plans to use between eight to 10 drums this year. Since making the switch, Horne says the drums have been easier to use than what they had before.

"You do not need to contend with the rinsing and disposing of the other smaller containers, and if there is a partially full tip-and-pour re-service container on the truck, it is easier to just top it off rather than grab a full manufacturer's container," Horne says.

Bayer provides drum pickup services, empty service containers and service container labels for its users. The manufacturer also provides training and support for its products, which was a major selling point for Horne and his team.

"They're very quick to get back to us and answer any technical support questions we have, like when reading labels," Horne says. "It takes the guesswork out of the picture."



**Suspend**  
**POLYZONE**

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