

## A winning solution

JS Pest Control overcomes callbacks and infestations with sole use of CrossFire by MGK

**B**ed bugs must love to gamble. They certainly seem drawn to Las Vegas.

“People here are traveling, and they’re coming from all over the world,” says John Longhurst, operations manager with JS Pest Control in Las Vegas, Nev. “That’s how bed bugs are transported.”



John Longhurst

Longhurst says he has found a product that causes bed bugs to roll snake eyes every time: CrossFire by MGK. Since JS Pest Control started using CrossFire about

18 months ago, the company’s follow-up services for bed bug infestations went from an average of four services to just one.

CrossFire has proven so effective, Longhurst adds, that it’s becoming JS Pest Control’s primary product for fighting bed bugs.

“When it’s used correctly, the results are astonishing,” he adds. “And if you can go in and use one product instead of two or three, and get better results, for us it’s a no-brainer.”

CrossFire is formulated to kill bed bug strains that have become resistant to other insecticides. It quickly eliminates bed bugs at all stages of life, including adults, nymphs and eggs, and leaves a long-acting

residual behind. CrossFire is also nonrepellent, so bed bugs don’t bury themselves deeper to avoid it. The product can be applied in homes, commercial buildings and institutions, and it doesn’t stain surfaces.

Longhurst says he first tested CrossFire in a four-unit apartment building. It was a tough case because tenants were moving in and out, and if bed bugs appeared in one unit, the entire building soon became infested.

JS Pest Control technicians treated all four apartments with CrossFire. They returned for a follow-up about three weeks later.

“We saw only slight bed bug activity in one unit,” Longhurst says. “Within 60 days, they were gone.”

Longhurst next tried CrossFire in a 25-building apartment complex. It was another difficult job — JS Pest Control had been battling bed bugs there for about a year, and the apartments were filled with clutter, providing the insects plenty of spaces to hide.

“When we tried CrossFire, most of the time there was no bed bug activity on follow-up,” he reports. “The results were amazing.”

### BED BUG BATTLE

**COMPANY:** JS Pest Control

**BATTLEFIELD:** About 70 percent residential, 30 percent commercial, although the company is shifting more toward the commercial market.

**WAR STORY:** John Longhurst, operations manager of JS Pest Control, says eliminating bed bugs is a challenge because, unless they are part of a serious infestation, the insects are hard to spot. Also, some bed bugs are growing resistant to certain pesticides, so pest management professionals must constantly stay alert to new products that show promise.

But the biggest bed bug challenge is determining how they entered a space. Longhurst says the best way to find the answer is interviewing the customer. Did the bed bugs just start appearing? What changes have occurred in the customer’s life? Did the customer recently buy new clothes or furniture, or did the family just return from vacation? Have guests been staying at the home? Longhurst explains: “Customers won’t seem to know where the bed bugs are coming from, but they will reveal it through conversation.”

#### WEAPON OF CHOICE

**PROVEN SOLUTION:** CrossFire by MGK Insect Control Solutions

**WEBSITE:** MGK.com

