

Residual Effectiveness and Whitmire Micro-Gen Service Make Cy-Kick® CS the 'Go To' Product for Schendel Pest Services

Topeka, Kansas-based Schendel Pest Services offers a 100 percent satisfaction guarantee to customers, both commercial and residential. Called "PestZero," the policy ensures that clients are happy with every aspect of Schendel's service, from start to finish. To confidently make that claim, the company must use the most effective products available on the market.

Schendel had been using Cy-Kick CS from Whitmire Micro-Gen for special circumstances for about five years. Earlier this year, Schendel decided to move



Brent Boles, President and General Manager of Schendel Pest Services

Brent Boles. "Our technicians are getting fewer callbacks, and that tells us a lot. It's also good for business."

Cy-Kick CS's SmartCap™ microencapsulation technology creates a shell around the active ingredient which increases residual control by protecting the product from ultraviolet rays, weather, porous and greasy surfaces and absorption into soil or organic matter. It also acts as a barrier to reduce human and pet exposure and lessens plant toxicity and staining.

Schendel's 4,000 commercial clients include retail, manufacturing, hospitality, health care, education and food service accounts. With some sensitive environments, the company needs a product that is dependable both inside and outside the facilities and treats a wide variety of pests. Cyfluthrin was chosen as the active ingredient in Cy-Kick CS because it controls a broad array of

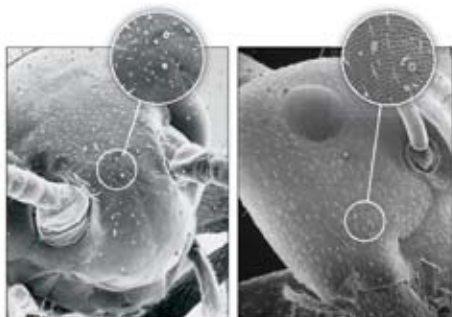
insects, including spiders, ants, mosquitoes, bees, cockroaches, crickets, fleas, flies, bed bugs, silverfish, ticks, wasps and wood-infesting borers. Cy-Kick CS creates a thick blanket of microcapsules, making it impossible for insects to cross without exposing themselves to a lethal dose.

"The knockdown is excellent, and the containers are cost effective because they provide a large application size which in turn lowers our per use cost," Boles says.

He adds that Whitmire Micro-Gen's education and training efforts have helped his company and his technicians understand and properly use Cy-Kick CS. He's also receiving other business support that is proving valuable.

"Whitmire Micro-Gen has given us technical advice, sales advice and even marketing advice and support," Boles says. "Over the years they have proven to be a company that we trust and can rely on as a supplier, but more importantly, a business partner."

For more information on Cy-Kick CS visit www.cykickcs.com or call 800-777-8570.



Electron microscope view of Cy-Kick CS microcapsules on a cricket (left) and a carpenter ant (right)

entirely to a microencapsulated product, and when they made that choice, Cy-Kick CS became the "go to" product for the company's nearly 4,000 commercial accounts in six states.

"The microencapsulation method makes the product last longer. It's that simple," says Schendel President and General Manager,



Cy-Kick CS controls a broad array of insects and has a long-lasting residual

