

High-Rise Roaches



Street smarts — namely his bait gel-on-a-rope innovation — help Joe Silvestrini eradicate a 30-story cockroach infestation.

“Creativity counts when you’re working in commercial pest services,” says Joe Silvestrini, owner and president of

Norristown, Pa.-based Pest Control Technicians, Inc., which serves commercial properties in Philadelphia. To Silvestrini, the fun part of his job is finding solutions to the challenges his company faces while working in an uncontrollable urban environment.

Silvestrini’s most recent innovation? Bait gel on a rope.

When Silvestrini was called in to the penthouse of an exclusive high-rise condominium to solve an ongoing infestation of American cockroaches, he had to get creative.

“This wasn’t a basement or a ground floor — we were 30 stories up,” Silvestrini explained. “I could kill the roaches, sure, but first we needed to figure out how they were getting up there.”

After a thorough search of the building, Silvestrini determined the roaches were entering through a drain pipe, and then infesting the vent lines. Knowing the infestation would continue

if he didn’t stop the entry point, he had to provide a solution that could work in the humid, 30-story environment.

Using a combination of surveyor’s line and washers, Silvestrini placed Bayer’s Maxforce FC Select Roach Killer Bait Gel every

10 feet through the pipe and left it for two weeks. After the first treatment, all of the bait had been consumed and complaints of roach sightings had stopped.

“The bait did, and continues to do, a great job,” says Silvestrini. “I will continue to use this bait gel because it gives us the results we want.”

While complaints of roaches in the building had stopped, Silvestrini wanted to conduct a second application, as this was such an unusual situation. Pulling up the line, his team applied another round of baiting. After two weeks, about 75 percent of the bait had been consumed, indicating they had wiped out the small population of roaches still in the building.

Feeling confident he had solved the problem and proud of his team’s work, Silvestrini soon

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(right) Silvestrini uses a surveyor’s line and washer to apply Bayer’s Maxforce FC Select Roach Killer Bait Gel.



cockroaches

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had other jobs on the horizon.

“Because of the resourceful solution we created and the success of the bait gel we used, we already have leads in other high-rise buildings in the city,” Silvestrini notes. “Wiping out such a large infestation has really helped my company’s reputation and already has expanded my business.” **pmp**

You can reach Silvestrini, president of Norristown, Pa.-based Pest

