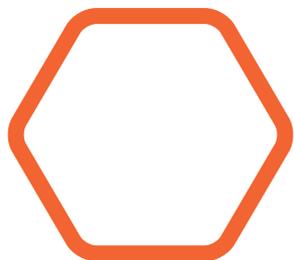
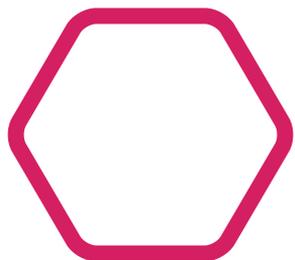
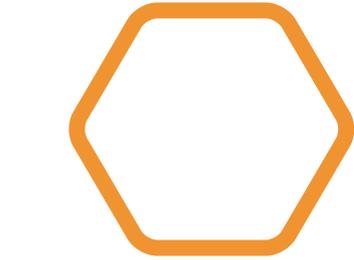
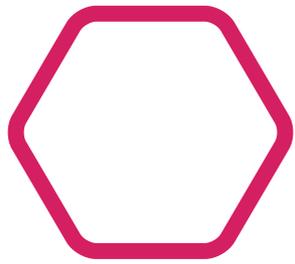




Case study: Killgerm





Raising the Standard in Bed Bug Monitoring with BugScents™ Sentry Pro

Background

Killgerm, a leading distributor of pest control products, has built its reputation on offering high-quality, technically advanced solutions. Their journey with BugScents began in 2017 when they first encountered the lure technology developed by Arctech Innovation. Recognising its potential, Killgerm became an early advocate, offering valuable input on product development. By January 2021, BugScents was available commercially, and Killgerm actively promoted the lure. However, the absence of a dedicated trap presented challenges, until the launch of **BugScents Sentry Pro** in 2024.

Challenges in bed bug detection

Time constraints have long been a major issue for pest controllers. With no reliable monitoring tool on the market, pest professionals often had to inspect sites themselves, which is a time-intensive task. Low-level bed bug infestations were particularly challenging, as existing monitors lacked sensitivity and reliability.

The solution

BugScents Sentry Pro changed the game by combining a scientifically validated lure with an optimised trap. The unique aggregation pheromone in the lure attracts bed bugs, while the innovative housing design maximises capture efficiency. This allows pest controllers to rely on the product to detect infestations early, freeing up their time and improving service efficiency.

“ We think that BugScents is the best in the market, and it’s helping pest controllers trust a product to complement their integrated approach to bed bug detection and control.

Paul Wood

Head of Commercial at Killgerm

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Results and market impact

Since introducing **BugScents Sentry Pro**, Killgerm has seen increased sales and positive customer feedback. Many pest controllers reported that the product outperforms alternatives they previously used. In-house testing conducted by Killgerm confirmed that BugScents is the most effective bed bug lure they have encountered.

Customer insights

The primary customers for **BugScents Sentry Pro** are pest control professionals. While direct access to end-users such as hotels or residential property managers is limited, Killgerm relies on its customers to champion the product on-site.

What sets BugScents Sentry Pro apart:



Proven Science: The only commercially available aggregation pheromone-based bed bug monitor.



Advanced Design: The new trap housing enhances bed bug attraction and capture.



Trusted Performance: Field results and scientific data provide customers with confidence in the product’s effectiveness.



The data behind the product is very impressive, and we are encouraging customers to trust in that when they get called in for a job.



Dr Matthew Davies

Head of Technical at Killgerm

Partnership success



With strong technical support from BugScents' team members, including product specialist Sophie Wulff, Killgerm has strengthened its market presence. Dedicated customer workshops have further enhanced the partnership, setting the stage for continued growth.

Conclusion



By embracing **BugScents Sentry Pro**, Killgerm has elevated its bed bug monitoring offerings. This partnership demonstrates how collaboration, scientific innovation, and customer-driven development can redefine industry standards, offering pest control professionals a solution they can trust.



New to the professional market, BugScents™ Sentry Pro is our slim, discreet and re-usable detector, powered by our patented and highly effective lure technology, that detects bed bugs fast for active monitoring.

We are changing the bed bug control landscape by arming pest controllers with the fastest way to confirm detection and monitor bed bugs.

For more information, get in touch:

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www.bugscents.com