



# The best in class bed bug monitoring guide for hospitality



# What do bed bugs look like?

## Identification

**Eggs** are approx. 1.2mm long and pearl-coloured and usually identifiable from other insect eggs.

**Nymphs** are pale yellow-brown and translucent when starved, changing to brown-red when fed.

**Adults** have a clearly segmented abdomen which is not covered by wings (unlike beetles) and are about the size of an apple pip.

**Faecal spots** which appear as small black, ink-like spots on bedding are a tell-tale sign of bed bug presence. It is important to note that similar spots can be produced by flies, spiders and cockroaches.

**Bites** are not always noticeable as many people do not react. Bed bugs feed on exposed skin at night and typically occur in straight lines. Bites can be caused by a number of things other than bed bugs, including midges, mosquitoes, fleas and lice.



## Signs of bed bugs

### Behaviour & Harbourage

Bed bugs are nocturnal and strongly thigmotactic, preferring; tight cracks and crevices, dark harbourages close to hosts, and vertical edges and structural seams.

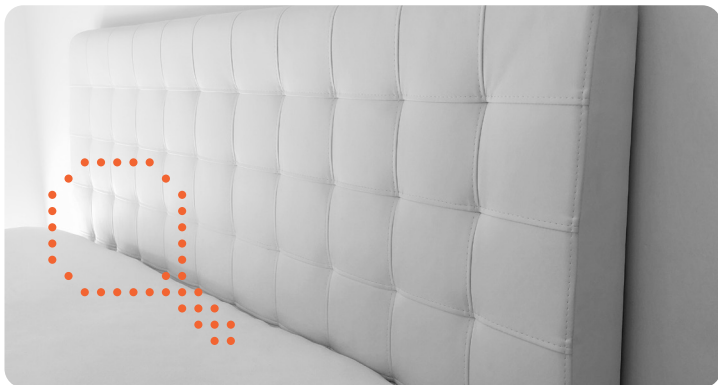
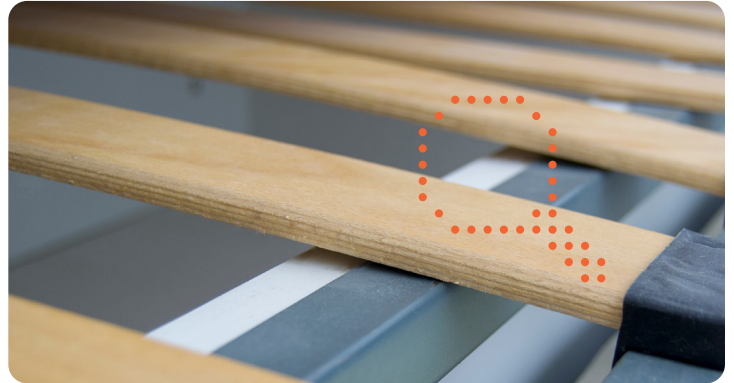
### What to look for:

- Adults: brown, oval (apple seed size)
- Young: smaller and lighter in colour
- Eggs: tiny, white

# Where to check for signs of bed bugs

Where to check:

- On the sheets where the hosts sleep on
- Between the mattress seams
- Around and behind the headboard
- Around and between the bed frame joints
- Between crevices like skirting boards
- Around the bedside tables



# How to prevent bed bugs

## Why are bed bugs hard to control?

**Early identification is difficult:** bed bugs hide away in 'harbourages' or 'refuges' during the day and are activated at night by the presence of a sleeping human, returning to the harbourage after their meal.

**Spread rapidly:** if an infestation is left untreated, it can spread by bed bugs crawling between floors and rooms. The females often move away from an established harbourage to create a new harbourage away from the adult males and can lay 200-500 eggs.

**Survive starvation:** bed bugs can survive for months without feeding, enabling them to persist even in vacant accommodation.

**Hitchhikers:** bed bugs can be moved around from an infested room to another, for example on cleaning carts, furniture, via the corridors and communal areas.

**Resistance to insecticides:** bed bugs have developed resistance to many commonly used insecticides, making bed bug control more challenging.

## Why is it important to detect bed bugs early?

Early identification enables targeted treatments, reducing reliance on extensive insecticide use and minimizing disruption in hotel rooms and accommodation. Additionally, detecting bed bugs before they reach high populations helps prevent bites, allergic reactions, and psychological distress for those affected.

Detecting bed bugs early means that you detect them before your guests experience the effects of an infestation. This also enables faster intervention before infestations escalate into costly incidents. One incident can lead to room closures, compensation claims, negative reviews and lost revenue.



# Proactive bed bug protection



## Protect Revenue

Avoid room closures, compensation claims, and lost bookings.



## Protect Reputation

Reduce guest complaints and negative reviews.



## Reduce Treatment Costs

Identify activity early and respond before it spreads.



## Minimise Disruption

Target affected rooms only.

Continuous monitoring with BugScents™ helps hotels detect activity early, protecting your guests, revenue, and reputation.



# Stop bed bugs before they spread

## The hidden cost of bed bugs infestations in hospitality



48%

of UK travellers would avoid a hotel after just ONE recent bed bug review



£17,776

Average cost of one bed bug incident



70%

of UK travellers check hygiene & bed bug information before booking



£17-28

Potential reduction in room value per night after a single online report

## Detect early, act confidently

Proactive monitoring with BugScents™ gives you early insight before issues become visible to guests.

Early intervention means:

- Swift, targeted intervention
- Less downtime
- Reduced operational disruption

## Build guest trust

70% of customers check bed bug safety before booking with most hotels facing more than one outbreak a year.

Even isolated incidents can impact:

- Guest confidence
- Reviews
- Brand reputation

BugScents™ helps hotels identify issues earlier and respond before escalation occurs.

## Simple to deploy & scale

BugScents' passive monitors are quick to install, discreet, and easy to integrate into routine inspections.

Designed for:

- Seamless integration with existing processes
- Continuous peace of mind
- Professional-grade monitoring your team can rely on

# Why professionals choose BugScents™



## The BugScents™ difference



### Scientifically developed

Patented pheromone based attractant technology designed around known bed bug behavioural science



### Continuous monitoring

Provides an additional layer of surveillance between scheduled inspections



### Discreet & easy to deploy

Designed for seamless integration into hospitality environments



### Supports early intervention

Helps identify activity before infestations become established

## How it works



### Install

Place the device in the target area



### Monitor

Devices passively monitor 24/7



### Identify activity

Detect activity early before it spreads



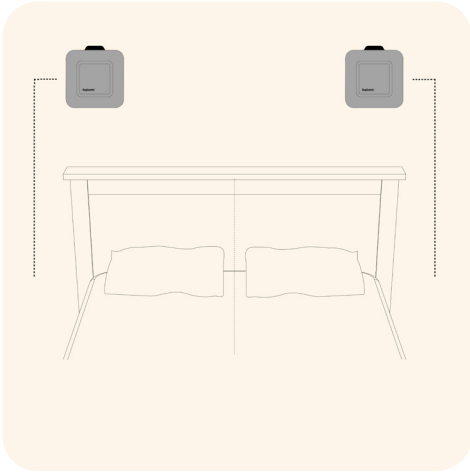
### Take action

Respond quickly and minimise disruption

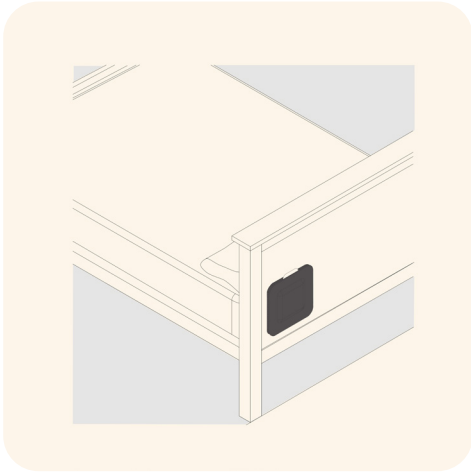
# How to use BugScents™



Your BugScents™ Sentry Pro device is for monitoring and detection in low to medium infestation settings. The device is not a treatment for bed bugs.



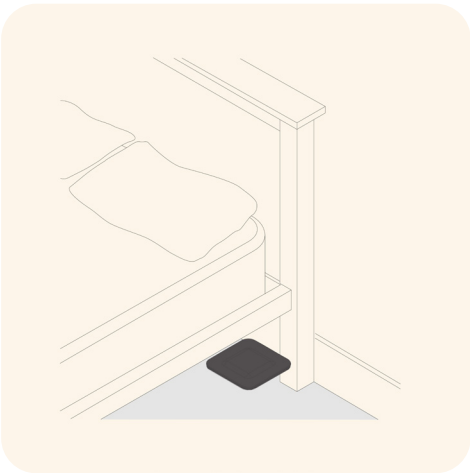
One device is recommended for a single bed, two for a double bed.



For detection, place the device at the head of the bed and wait 72 hours before checking.

## Device recommendations for early detection of bed bugs.

|                 |                           |
|-----------------|---------------------------|
| 1 device        | Single rooms              |
| 2 devices       | Double, queen, king rooms |
| up to 3 devices | Larger, high risk rooms   |



To check an infestation has been treated; place the device at the head of the bed 72 hours\* after treatment. Do not use a device that has been in contact with insecticides, this vastly decreases the efficacy of detection.



On-going monitoring; place the device at the head of the bed and wait 72 hours\* before checking. The device can be checked weekly, monthly or quarterly. The glueboard and sachet must be replaced every three months to ensure efficacy is maintained.



To replace the glueboard and sachet; separate the lid and base, peel off the glueboard, dispose of this and the sachet then follow the assembly instructions above to replace the glueboard and sachet in the existing device.

## How many devices do I use and what is the best placement?

Two traps per bed is recommended for optimal coverage, though a single trap may suffice in smaller sleeping areas. Position the traps at the head end of the bed, ideally near the headboard, where bed bugs are most likely to be active. In settings like hotels, an alternative placement is under the bed or behind the headboard. Ensure the trap is positioned so that the glue board is on the “ceiling”, allowing bed bugs to be caught on their backs as they move. Proper placement enhances detection and increases the likelihood of capturing bed bugs early.

## How often do I need to replace the attractant?

You should replace the attractant sachet 3 months after opening.

TIP: you can write the date of opening on the paper sachet so you can keep track of when it should be replaced.

## When do I need to replace the glueboard?

You should replace the glue board after 3 months from opening it, or when it expires (the expiry date of the glue board will be on the glue board packet).

## How do I dispose of the glue board?

Place in an outdoor bin/trash can.

## How should I store the product?

Store the product in a cool dry place. If stored in a warm place e.g. 25°C/77°F the glue may be affected.

## Is it safe to use around pets and children?

Yes, you can use it if you have pets or children.

## Does it contain insecticides?

No.



# BugScents™ in action



Not all individuals react to bed bug bites, which complicates reliance on residents' reports.



It detects early-stage nymphs, which are normally difficult to detect and can persist post-treatment, leading to "false clear" visits.



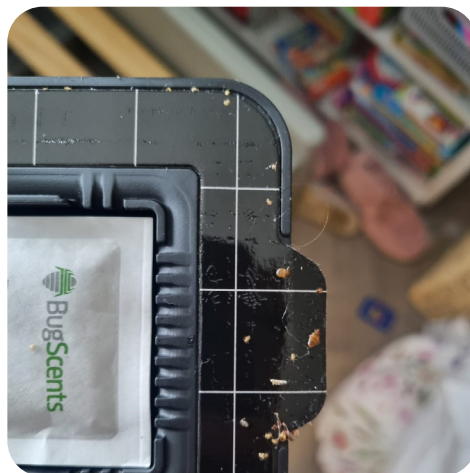
Save time and reduce unnecessary costs by identifying infestations earlier, helping minimise repeat inspections and avoidable treatments.

We think that BugScents™ is the best in the market, it is the best complementary product for an integrated approach to bed bug detection and control.

Paul Wood  
Head of Commercial at Killgerm



Early detection helps protect your reputation by enabling fast action before infestations spread and impact guest experiences.



BugScents™ uses a unique bed bug lure, designed to attract bed bugs to the trap rather than relying on chance encounters.



BugScents™ empowers you for greater confidence while reducing follow up treatments.

# What to do if you find bed bugs in a hotel room



## Stop

Do not move items from the room



## Report

Notify supervisor immediately



## Record

Room number and location



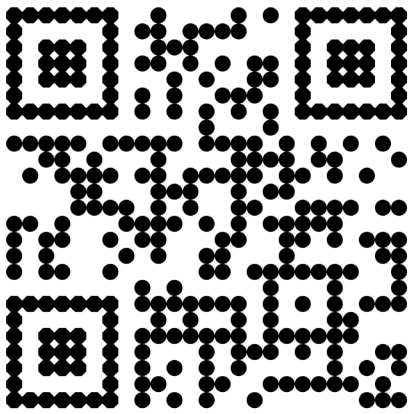
## Check

Check for other signs of bed bugs in areas like headboards, bedsheets, bedside tables, mattress seams, bed frame joints, skirting boards and other crevices.



Don't wait for complaints.  
Detect sooner with BugScents™.

Get in touch: [sales@bugscents.com](mailto:sales@bugscents.com)



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