

SPECIAL ADVERTORIAL INSERT

PMP

Pest Management
Professional



GO ON THE 'ATAHC' FOR BED BUGS

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WORD FROM ATAHC's FOUNDER

THEY SAID IT COULDN'T BE DONE

Since 2011, Allergy Technologies has been working with pest management professionals (PMPs) across the country to help hotels, senior living communities, dorms, and private homes — anywhere there is a bed, really — to mitigate bed bugs and prevent future infestations. But in 2015, the company set its sights on its biggest challenge and largest opportunity: the control and prevention of bed bugs in affordable housing.

We soon became familiar with the challenges that PMPs, affordable housing management and residents face when trying to rid their communities of this pest. These include residents' reluctance to provide access to their homes to management; maintenance workers' fear of bugs hitchhiking back into their homes; PMPs repeatedly being called back as bed bugs migrate to new locations; never having adopted a preventive, facility-wide approach; and the logistical nightmare of scheduling and communicating collaboratively to address this elusive and cryptic pest.

Allergy Technologies turned every challenge into an opportunity when creating its trademarked Allergy Technologies Affordable Housing Control (ATAHC) program, a resident-focused, preventive-centric, facility-wide, comprehensive, turnkey solution that effectively attacks each of the unique challenges facing affordable housing communities when battling bed bugs head-on. By forming collaborative partnerships among management, residents and PMPs, ATAHC cuts bed bug incidents by more

than 95 percent year over year — all while saving time and money and improving the lives and or working conditions of everyone involved.

A MATTER OF TRUST

Every ATAHC team member strives to see the situation empathetically through the lens of the resident and treat them as the old adage suggests, “as you would want to be treated yourself.” We hire residents under Section 3 as resident property coordinators (RPCs) to act as liaisons to the community, distributing information and scheduling; escorting service providers throughout the property; facilitating introductions with neighbors and management; and acting as overall ambassadors to assist in achieving resident buy-in of the ATAHC program.

A PROACTIVE, HOLISTIC APPROACH

For too long, bed bug remediation in affordable housing has been a game of Whack-a-Mole. PMPs remediate them in one residence or maybe a few, only to have them reappear in another part of the building complex. By forming a healthy partnership among residents, management and PMPs, we can attack the problem across the entire community environment. And by installing *ActiveGuard* Mattress Liners and other preventive measures, including periodic monitoring focusing on high-risk units, we effectively prevent future infestations.

IMPROVING EVERYONE'S LIVES

When bed bugs are taken out of the equation, everyone's lives get better:



BY JOSEPH LATINO
President, Allergy Technologies

- It frees up management and staff to tackle other issues in the community that need attention.
- Maintenance workers aren't worried about bringing bed bugs home with them.
- Family members and neighbors can visit one another more freely and rebuild social and support networks that were interrupted.
- Residents sleep better and have greater peace of mind knowing that they and their children are safe from harm at night.
- PMPs save time and money on callbacks, enjoying improved customer confidence. Through a scheduled strategic approach, pest management also can more effectively deploy labor and minimize expense.

Throughout this insert, we will take you deeper into the ATAHC Program — specifically the significant financial opportunity it offers PMPs to build their businesses.

'WHACK-A-MOLE' NO MORE

Through an impressive partnership among pest management professionals (PMPs), residents and property managers, Allergy Technologies has successfully created and coordinated a comprehensive prevention program for bed bugs (*Cimex lectularius*). The Allergy Technologies Affordable Housing Control (ATAHC) Program for bed bugs (ATAHC, pronounced "attack") has produced transformative, long-term results.

Common laments as to why affordable housing has not controlled this insidious pest include a lack of resident compliance, overwhelmed building management preventing guidance and cooperation, and constant unresolved bed bug issues. These factors are usually due to a limited, reactive-based approach. However, there is a "one-stop" solution to many of these concerns: the ATAHC Program. As Allergy Technologies contracts with public housing authorities, ATAHC provides a proven, "turnkey" approach to pest management, immediate mitigation, and long-term effective prevention of bed bugs.

WHAT PMPS CAN EXPECT

Allergy Technologies is engaged to execute the ATAHC Program in housing authorities throughout the country with a contract that typically spans five years. Allergy Technologies then allocates, on a city-by-city basis, service opportunities for certified PMPs on either a facility basis or shared-facility plan (for larger building complexes requiring more expansive service personnel and resources). At the facility level, the success of ATAHC is largely due to the focus on the following:

- Education of staff and employees.
- Hiring of resident property coordinators (RPCs) to assist in facilitating program implementation.
- Extensive engagement with residents to ensure unit access by PMPs.
- Scheduling appointments for the detection and treatment of all units in a facility.
- Working with the staff, social services and housing authorities to gain access to units less cooperative than required for program progress, such as mental or physical challenges.
- Scheduling and notification of residents for monitoring their apartments on a periodic basis, determined by the bed bug activity found during the initial inspections.
- Payment of PMPs on 60-day terms for all work conducted. Examples include canine inspection, confirmatory inspection, preventive measure installations and periodic inspections. This occurs regardless of the timing of fee payments from housing authorities; 90 days for thermal remediation and conventional treatments requiring a two-month inspection period demonstrating continuous zero detectable bed bug status.
- Handling of all staff and resident bed bug-related calls.

Interested in becoming an ATAHC certified professional?
Call (866) 978-6288.

NOTABLE QUOTABLES

"Affordable housing residents are now primed to have their lives changed due to our groundbreaking ATAHC Program. We have been able to provide a solution to a huge unmet need in an environment that desperately needs effective bed bug prevention."



JOSEPH LATINO

President, Allergy Technologies

"We're very pleased with how the pilot turned out and would like to see it duplicated, whether it's public housing or private housing communities. The results were astronomical."



MARK SQUILLA

Philadelphia Council Member

"Our residents deserve homes free of this insidious pest. The ATAHC program... is not simply a reactive strategy aimed at killing bed bugs when reported but rather, a program that unifies residents, staff and pest control professionals in partnership to deliver a prevention-based solution to this complex problem."



KELVIN JEREMIAH

Philadelphia Housing Authority CEO and President



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SUCCESS STORY

CORBETT EXTERMINATING EVP REAPS REWARDS OF BEING **ATAHC-CERTIFIED**

Chuck Cerbini, executive vice president of Mountainside, N.J.-based Corbett Exterminating, is a certified member of the Allergy Technologies Affordable Housing Control (ATAHC) program. Over his more than 37 years of industry experience, he quips that he's seen every "next best thing" that's been offered on the market.

"Not many have lived up to their promises," he says. "Then along came ATAHC."

This particular "best thing" was first introduced to Cerbini and his team in 2019, when they met with Allergy Technologies President Joseph Latino to discuss the logistics and implementation of the ATAHC Program at a multi-family housing community in Philadelphia.

"We had been servicing the site for years, constantly banging our heads against new and repeated bed bug introductions,"



CHUCK CERBINI

Cerbini recalls. "We maintained the status quo, but bed bug issues need more than that because they affect the quality of life in the community. We needed to make a real, long-term

difference with true bed bug prevention."

The Corbett team was part of the pilot program in Philadelphia, Pa. (see p. 7). Since then, with Cerbini and several other staffers ATAHC-certified, the team

has since moved into additional markets, working with Allergy Technologies to break new ground geographically.

"Corbett has six core technical staff involved, including me, a supervisor, and four pest management professionals who inspect and service apartments and common areas," Cerbini explains. "The workflow is scheduled in advance, which is another benefit of the ATAHC Program, so we can easily anticipate upcoming labor and material requirements."

Cerbini considers ATAHC's established protocols and framework as one of the biggest factors to success. "Having some flexibility in scheduling was also essential," he adds, "because the proper timing of services is critical to overall program efficiency."

While documentation has long been a hallmark of the Corbett team's bed bug strategies, Cerbini points to the guidelines in reporting from ATAHC and helping to increase the consistency and transparency of the inspections and other documentation across the team. "In addition to ensuring service quality, having an apples-to-apples comparison across the board among all the reporting helps us make better informed decisions regarding how best to respond on those rare occasions when a bed bug issue arises," he says.

KNOCK IT DOWN, KEEP IT OUT

With the pilot program, the bed bug population was practically eliminated with the ATAHC program within a very short time, Cerbini reports. Subsequent accounts have experienced similar success, he says.

"It really didn't take long at all," he

recalls of the Philadelphia account. "This particular community comprises nearly 500 apartments of seniors and families, and many had active bed bug infested units when ATAHC was implemented. We divided the community into four sections. Some of the work intentionally overlapped and was performed concurrently.

"It took only a few months, working through all phases of the ATAHC Program, to arrive at the day we completed the final heat treatment," Cerbini continues. "It became a maintenance account immediately after that and has remained a maintenance account since. The results have been phenomenal."

Because Corbett also has the general pest account for the facilities, he notes an extra benefit with the heat treatment has been a reduction in cockroaches, ants and other pest complaints overall. Cooperative residents and management working to keep both private residences and public areas clean are another factor.

"I like that it is a well-organized program that is a down-to-earth recipe for pest management companies to successfully follow," he states. "Having a positive effect on people's lives is why I got into pest management in the first place."

Cerbini says now he can't believe he dragged his feet on getting on board with the ATAHC Program, but he did need some convincing at the start.

"Honestly, I thought believing that bed bugs can be proactively prevented was on par with believing in unicorns," he says with a laugh. "I couldn't be more pleased to have been proven wrong."



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ATAHC

GET ATAHC-CERTIFIED

The trademarked Allergy Technologies Affordable Housing Control (ATAHC) Program creates a foothold in the \$15 billion opportunity for pest management professionals (PMPs) in the untapped affordable housing market. ATAHC-certified PMPs enjoy an enormous service offering that improves scheduling efficiency and significantly reduces the time needed to resolve access issues commonly seen in the sector. ATAHC has also created a new level of cooperation among residents, staff and PMPs.



ERIC BRAUN

“Preventing bed bugs in affordable housing addresses a huge unmet need,” says Rentokil Terminix Technical Service Manager Eric Braun, BCE, who also is ATAHC-certified. “I have found that implementing ATAHC increases bottom-line revenue because the program reduces callbacks, allows for more efficient deployment of staff, and increases customer confidence in our services.”

HOW DOES ATAHC HELP PMPS?

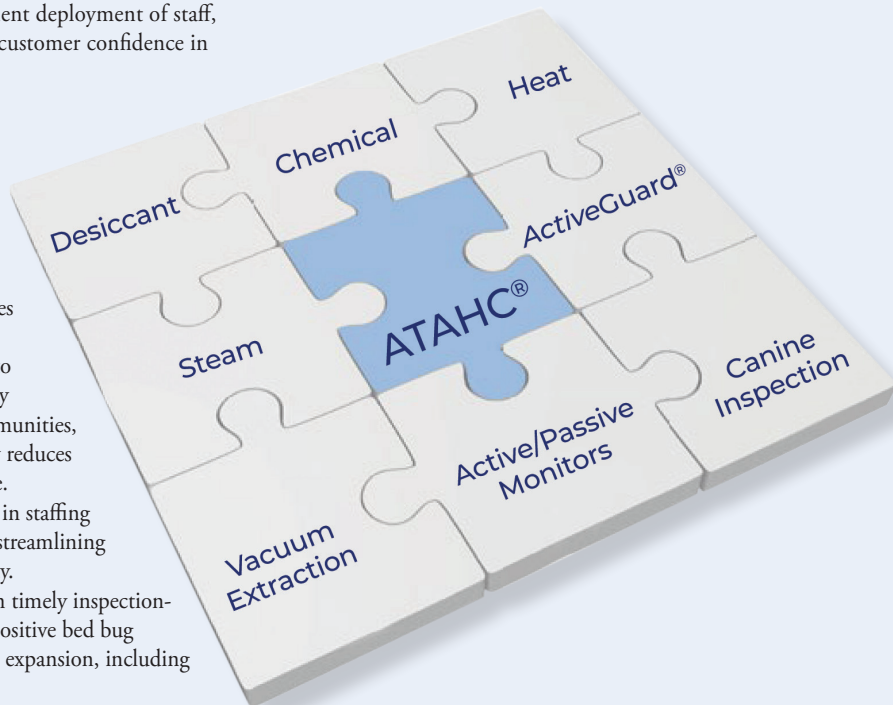
- The ATAHC team deals with the contracts and payments with housing authorities and takes over all payment risk for the PMP.
- The ATAHC team educates and prepares staff and residents at the facility about the program and facilitates easy access to apartments. Access is an issue constantly experienced in affordable housing communities, so gaining it from the start significantly reduces downtime and minimizes labor expense.
- The ATAHC team provides efficiencies in staffing by treating multiple units at one time, streamlining scheduling and maximizing productivity.
- The ATAHC team places a premium on timely inspection-to-treatment, ensuring that identified positive bed bug activity is remediated before infestation expansion, including

mitigating the spread to adjoining units.

- The ATAHC team centralizes and coordinates service visits to affordable housing locations that comprise multi-unit locations, making for a more “surgical” approach to overall program management, reducing labor requirements, limiting unnecessary travel time, and enhancing overall revenues.
- The ATAHC team provides scheduling for periodic monitoring of units over the program’s typical five-year life.

LEARN MORE TODAY

If you are looking to discuss the financial ramifications of adopting the ATAHC program and learn how it can specifically benefit your company and its bottom line, visit [ATAHCnow.com](https://atahcnow.com) or email info@allergytechnologies.com.



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ATAHC SAVES PMPS **TIME AND MONEY,** WHILE OPENING THE DOOR TO A **\$15 BILLION MARKET**

Affordable housing presents several challenges when it comes to bed bugs, including:

- Bed bug incidents often go unreported because many residents fear eviction and the stigma that comes from the misconception that the infestation is a result of uncleanness.
- Many residents are reluctant to open their doors to pest management professionals (PMPs) or property management. Some of them are reluctant to make any suggested changes after the visit to help mitigate the problem.
- Bed bugs possess an amazing ability to migrate and spread from home to home in multi-unit, multi-level buildings.

- Often, maintenance personnel are afraid of bringing bed bugs home to their own families.

For years, housing authorities have used the traditional “whack-a-mole” reactive model of bed bug control — treating bed bugs when they appear in the building complex and then inevitably having to deal with them all over again when the nasty little pests reappear down the hall or on another floor.

This archaic method is hard on everyone: the residents who are losing sleep, the management team busy fielding angry phone calls, the maintenance team trying to gain resident unit access, and the PMPs who are losing valuable time,

staff and money on callbacks and non-productive visits.

For PMPs, the year-over-year remediation costs and associated staff time and energy expending in controlling bed bugs in these high-traffic accounts can be overwhelming.

THE ATAHC PROGRAM

To better handle this problem, Allergy Technologies has built a powerful, strategic partnership among expert PMPs, building management, maintenance staff, and residents that tackles each of the challenges affordable housing communities face when attempting to eliminate bed bugs head-on.

PHOTO: THOMAS BRILL/GETTY IMAGES



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The result is the Allergy Technologies Affordable Housing Control Program, trademarked as ATAHC and considered to be the only proactive, property-wide and prevention-based bed bug solution on the market today.

ATAHC empowers PMPs to do what they do best — remediating bed bugs — by removing roadblocks and acting as a buffer between building management and PMPs. ATAHC is in control of scheduling, notification, gaining resident unit access, payments and all the other details, allowing PMPs to manage their time and deploy their crews more effectively.

ATAHC also works with all parties in the community to dispel common misconceptions about who gets bed bugs and why. As PMPs know, bed bugs don't care about sanitation or clutter; they're simply an unfortunate incident when they are introduced into a home. And they are prone to stay wherever there's a bed or other resting surface, and with whomever gives them access to bloodmeals. In other words, they like all homes and all humans.

Unique to ATAHC is a primary focus on the dignity and self-esteem of the residents. Education through presentations by professionals sponsored by the U.S. Department of Housing and Urban Development (HUD); distribution of easy-to-understand materials dispelling the myths surrounding this pest in the residents' native languages; and an overall sensitivity toward cultural diversity are all cornerstones to fostering resident engagement in the program.

The ATAHC team also works directly with resident councils and goes door-to-door with community representatives to build relationships, earn resident buy-in, and get access to homes. When issues arise — and they always do — this support from the resident council and the trust that has been built helps immensely.

Reluctant maintenance staff who avoid addressing units infested with

bed bugs for fear of bringing them home to their own families are educated and given the knowledge they need to confidently protect themselves while on the job.

Then, the PMPs remediate the pests in every unit proven to have bed bugs. It's a holistic approach with full community buy-in, all at once.

A community without detectable bed bugs can now transition to implementing the preventive-based phase of the ATAHC Program that all but eliminates new introductions — and costly callbacks — by using a combination of Allergy Technologies' bed-bug-killing *ActiveGuard* Mattress Liners along with silica-based desiccant dust, bed bug monitors and periodic inspections to prevent and stem any future infestations.

A firm groundwork of education, preparation and trust-building is laid before remediation. Following treatment, which reduces bed bugs to non-detectable levels, the program shifts to comprehensive bed-bug prevention. Studies have proven this approach to be sustainable over many years.

By working closely with PMPs, the community's management, council leaders, residents and maintenance staff, the innovative ATAHC Program achieved incredible results in its first pilot program, already in the middle of its third year of inception (see box at right).

A \$15 BILLION OPPORTUNITY

ATAHC is offering PMPs a spot in the \$15 billion untapped market that is affordable housing. ATAHC-certified PMPs enjoy an enormous service offering opportunity that improves scheduling efficiency and significantly reduces the time needed to resolve access issues commonly seen in the sector. This, while enjoying a level of cooperation among residents, staff and PMPs that has been heretofore unachieved.

Learn more at [ATAHCnow.com](https://atahcnow.com).

PHILADELPHIA HOUSING AUTHORITY LAUNCHES \$15 MILLION ATAHC PROGRAM

After proof of concept with a three-year pilot program, Pennsylvania's Philadelphia Housing Authority (PHA) and ATAHC have launched a \$15 million, five-year partnership to eradicate bed bugs — and prevent future infestations — in all the city's affordable housing communities. This represents more than 6,000 apartment units.

By working closely with pest management professionals, the community's management, council leaders, residents, and maintenance staff, the ATAHC program achieved incredible results:

- More than 95 percent of units have not had a reintroduction or re-emergence of bed bugs.
- There has been an 81 percent reduction in the number of required treatments as compared to historical frequency for the property.
- There has been a greater than 40 percent operational savings to property management.
- Last but not least, there has been a 40 percent reduction in technician on-site time.



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ATAHC is the Latest Innovation in Bed Bug Control and Prevention

- Create a foothold in a **\$15 billion untapped market**
- Offer a turnkey solution for bed bug control & prevention
- Cut reintroductions by **more than 95%**
- Streamline your labor deployment to maximize revenues
- Enhance client confidence and retention



Email us at **info@allergytechnologies.com** or call **866.978.6288** TODAY to learn more about becoming an ATAHC Certified Professional.



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