

JOSEPH LATINO  
President

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## QUESTIONS WITH JOSEPH LATINO

### 1 Why is bed bug prevention so much more powerful than reactive treatments?

Prevention saves time and money, protects reputations and mitigates legal issues, while most importantly increasing customer confidence and retention by protecting all those served. For affordable housing and all multi-occupant dwelling environments, ATAHC™ is a win-win-win for the PMP, residents and property management. It is the most effective way for landlords, private management companies and housing authorities to rid their properties of this insidious pest, increasing the quality of life for all those impacted. As we like to say, “Bed Bug Prevention is Good Business.”

### 2 What is the ATAHC Program? How does it work?

ATAHC is a bed bug control and prevention program that virtually eliminates bed bugs in affordable housing, protecting our country’s most at-risk residents. The Program is proven to reduce reintroductions by more than 99 percent. While core principles of ATAHC include early detection and intervention, a critical component leading to Program success is our formation of a collaborative

partnership with property management, staff and residents. The “magic” occurs when these stakeholders work together toward a solution.

### 3 Why is collaboration between residents, pest management, building staff and management such a key component for preventing and controlling bed bugs in affordable housing?

Affordable housing represents a significant challenge for property managers and PMPs tasked with controlling and preventing bed bugs in these complex environments. Many hurdles have historically stood in the way, with pest management professionals often citing the lack of resident cooperation. Through ATAHC, our coordinated partnership with PMPs, residents and property managers has resulted in a comprehensive prevention program that has produced impressive, long-term results while saving time and money.

### 4 Are you having success with ATAHC in the affordable housing market?

The ATAHC pilot proved that our approach to controlling and preventing bed bugs in affordable housing can — and does — work. For over two years, more than 99 percent of residents

in a 470 unit complex did not experience a reintroduction of bed bugs; the property management company saved more than \$40,000 per year; and there was a 40 percent reduction in technician time on site, saving PMPs labor expense through better staff deployment. These data spearheaded the contract award of \$15 million to Allergy Technologies for the implementation of ATAHC throughout 6,000 units under the Philadelphia Housing Authority.

### 5 How can PMPs make ATAHC part of their business?

ATAHC is a paradigm shift toward a preventive, facility-wide strategy in the industry. Quelling any concerns over potential remediative revenue loss from unpredictable reactionary approaches, ATAHC actually allows PMPs to better use technical staff, facilitating scheduling and saving labor costs. In the end, implementing ATAHC will enable PMPs to increase overall growth and bottom-line revenue by reducing callbacks, more efficiently deploying staff and enhancing customer confidence and retention. PMPs interested in becoming a certified ATAHC™ provider should call 1-866-978-6288 or email [info@allergytechnologies.com](mailto:info@allergytechnologies.com).



## Finally, *the* Program that Perfects Bed Bug Control and Prevention



### Two-Year Data from ATAHC's Landmark Program Launch

- **> 99%** of units have not had areintroduction or re-emergence of bed bugs
- **81%** reduction in the number of required thermal treatments
- **> 40%** operational savings enjoyed by property management
- **40%** reduction in technician on-site time

Improve 'Quality of Life' for residents in affordable housing and multi-occupant dwelling environments

**CALL TODAY** to learn how to become an ATAHC Program service provider

**Allergy Technologies**  
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**Bed Bug Prevention is Good Business**  
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