

Terminix Case Study

Terminix Service, Inc is a family run franchise of Terminix International that operates in three states including; South Carolina, North Carolina and Georgia. Terminix has a total of 54 branches and over 1,200 employees. Terminix is recognized as #9 in the PCT top 100 Pest Control Companies.

Challenges

Kevin Hathorne, Technical Director of Terminix was challenged with making his team and customers aware of the benefits of using a vacuum for unwanted pest infestations.

Solution

Kevin chose to work with Atrix and purchase our products because of the quality, value, and presence in the industry. Kevin worked closely with Brian McNealy, Atrix Business Development Manager to find an affordable, quality solution that could suit their customers' needs as well as the Pest Management Professionals using the product. Kevin Hathorne led the initiative to purchase Atrix Ergo Pro Backpack pest control vacuums for their 54 Terminix branches. The low profile, ergonomic backpack has become an effective and essential tool for the PMP's.

Benefits

Kevin stated the features of Atrix products were most appealing to him because they are economical, durable and provide ease of use when combatting pest infestations. By using the Atrix vacuum before treatments are applied gravid pests and eggs are vacuumed which decrease the chance of pests repopulating. This method expedites the time it takes to eradicate pests and reduces the amount of call backs which allows PMP's to be more productive and generate additional revenue.

Customers are becoming more environmentally aware and wanting less exposure to chemicals. Vacuuming infestations is ecofriendly, safe and allows for less chemical consumption. Atrix pest control vacuums will increase customer satisfaction and customer retention.

Terminix Case Study Participant:

Kevin Hathorne, Technical Director

Interviewer:

Breanna Miller,
Marketing Specialist

Atrix Business Development Manager:

Brian McNealy

Application:

Pest Control

Manufacturer Name:

Atrix

Headquarters:

Burnsville, MN

Website URL:

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