



# Expose **bed bugs**, not your business.

Call today to learn how Orkin's proactive bed bug inspections can help protect your hard-earned reputation.



PEST CONTROL DOWN TO A SCIENCE.™

# Bed Bugs Are Here to Stay, and Your Customers Know It

Bed bugs are popping up everywhere in numbers not seen for decades. Orkin receives thousands of bed bug calls each year, and extensive media coverage of the pest's resurgence has put consumers on high alert.

## Early Detection Saves You Money

You can take your chances and hope for the best, but because bed bugs can hitchhike in at almost any time, they're nearly impossible to prevent. Once inside, they breed and spread rapidly, so an undetected infestation can be far more costly than catching them early. Potential costs include:

- ◆ **Lost Business** – In an era of instant online reviews, an upset customer can do a lot of damage to your hard-earned reputation.
- ◆ **Expensive Treatment** – A proactive bed bug inspection program can help save thousands of dollars on treatment, plus your downtime during the treatments.
- ◆ **Litigation** – Out-of-court settlements in cases involving bed bug victims can cost an average of \$8,000 to \$10,000.<sup>1</sup>



## GET THE FACTS

Take action *before* the bed bugs bite. Check out our white paper at [www.BedBugBusinessPlan.com](http://www.BedBugBusinessPlan.com) for insights on how to help protect your reputation and your bottom line.

## Orkin's Three **Advanced Detection Options**

Orkin offers three proactive detection services to help you detect bed bugs earlier, protect your business's reputation and avoid expensive remediation costs:



1

### **Ongoing Visual Inspections**

A specialist trained to detect bed bugs will inspect key areas of your establishment on a regular basis looking for the first signs of bed bugs, so remediation can be quick and discreet.



2

### **Inspections with DNA Testing**

Our bed bug DNA testing procedure can tell with 99.9% accuracy whether bed bugs have been in the tested area. DNA testing can also help provide evidence of the *absence* of bed bugs.



3

### **Inspections with Canine Assistance\***

Canine inspections are fast and accurate, minimizing downtime and maximizing efficiency.



An unchecked infestation can proliferate into more than 13,000 bed bugs in six months. **Do you have a bed bug business plan?**



\*Where available.

<sup>1</sup>Miller, K. (2007, Nov. 8). The cost of bedbugs. *Bloomberg Businessweek*.



Learn about how to help protect your business at  
[www.BedBugBusinessPlan.com](http://www.BedBugBusinessPlan.com)



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