

BED BUG BATTLE

COMPANY: Action Pest Exterminating

BATTLEFIELD: Primarily residential, including apartment complexes and single-family homes

WAR STORY: The most challenging aspect of bed bug treatments, for Joshua Cox of Action Pest Exterminating, is getting rid of bugs in hard-to-reach places, such as under carpets and behind door casings.

“We’ve put a lot of focus on treating those areas,” he says. To do so, he arranges Heat Assault remote heat exchangers in a way to target the most heat to those places. “Trying to focus on those areas has allowed us to be more successful.”

WEAPON OF CHOICE

PROVEN SOLUTION: Heat Assault

WEBSITE: Heat-Assault.com

High temps for high rises

Action Pest Exterminating conquers bed bugs — and the complexities of apartments — with Heat Assault

For Action Pest Exterminating, the approach to eliminate bed bugs isn’t just a pest decision, but a business decision. Joshua Cox, who has been a pest technician with the Midland, N.C.-based company for eight years, says the choice was driven by what was best for the company and its clientele.

“A lot of it had to do with our primary customers, who live in apartment complexes,” says Cox. In 2017, his company began to encounter challenges with new apartment complexes that had fire sprinkler systems. They were using heat to manage bed bugs, but they needed heat equipment that could operate without triggering or damaging the systems.



Joshua Cox

That’s when Action Pest began using the Heat Assault 300X.

“The Heat Assault 300X allowed us to dial in our temperatures and keep customers from having to shut off sprinklers and drain them,” says Cox, explaining that the process of disabling the sprinkler systems can be costly for apartment complexes.

Heat Assault units produce heat reaching temperatures of 145° Fahrenheit or higher to eliminate bed bugs. The equipment uses forced convection technology to quickly achieve high temperatures and pump the heated air uniformly throughout the treatment area.

PURCHASED SECOND UNIT

With Heat Assault, Cox says, they can get properties “as hot as they need” to effectively eliminate bed bugs. The company purchased a second unit, the Heat Assault 500X, two years ago. The 500X is slightly larger, with 135-gallon capacity vs. the 300X unit’s 90-gallon capacity.

“Both units have been great,” says Cox, who appreciates that the equipment is compact and lightweight. “The heat exchangers and manifolds are basically the size of briefcases you can carry up to the location. One person can do it. Even if an apartment unit has a lot of furniture, you still have room.”

Heat Assault also has the power to effectively heat apartment units several stories high. About a year ago, Cox had to treat a high-rise apartment in Charlotte, N.C. Cox was able to get the Heat Assault’s return hoses up seven floors without any problem.

“We were able to get the temperature up to the 140s in about two hours,” he says. “We had no callbacks, it was just a one-time treatment.”

That success rate is important to Action Pest, and to its business.

“Our customers have confidence we can get the job done in one visit,” says Cox. He adds that with the Heat Assault, the team can eliminate bed bugs with one treatment —

as long as the customers are doing their necessary prep. “Our callbacks are low, and we have less work and setup with the Heat Assault.”

The biggest benefit of the Heat Assault treatment for Action Pest is the company’s ability to navigate the complexities of apartments.

“Heat Assault has allowed us to take on properties that we normally wouldn’t have been able to,” concludes Cox. “It has definitely helped our business be successful.”

