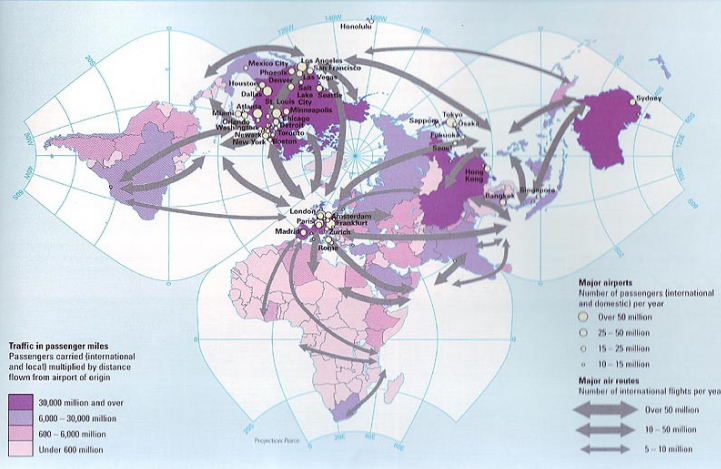


Global War on Bed Bugs

WORLD AIR TRAVEL



PHILLIP COOPER
AUGUST 27, 2011

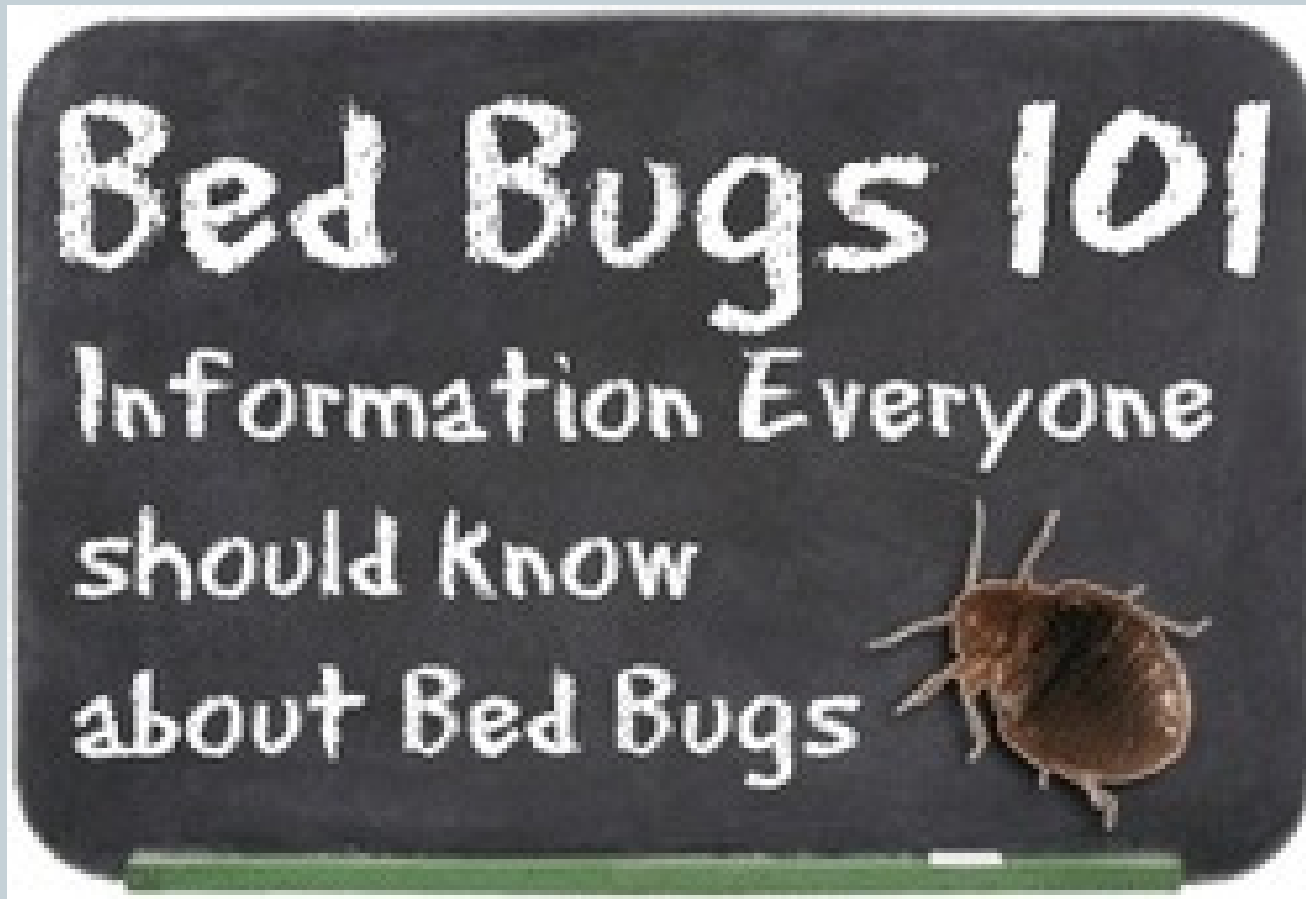


BEDBUG CENTRAL



The Authoritative Source for Information

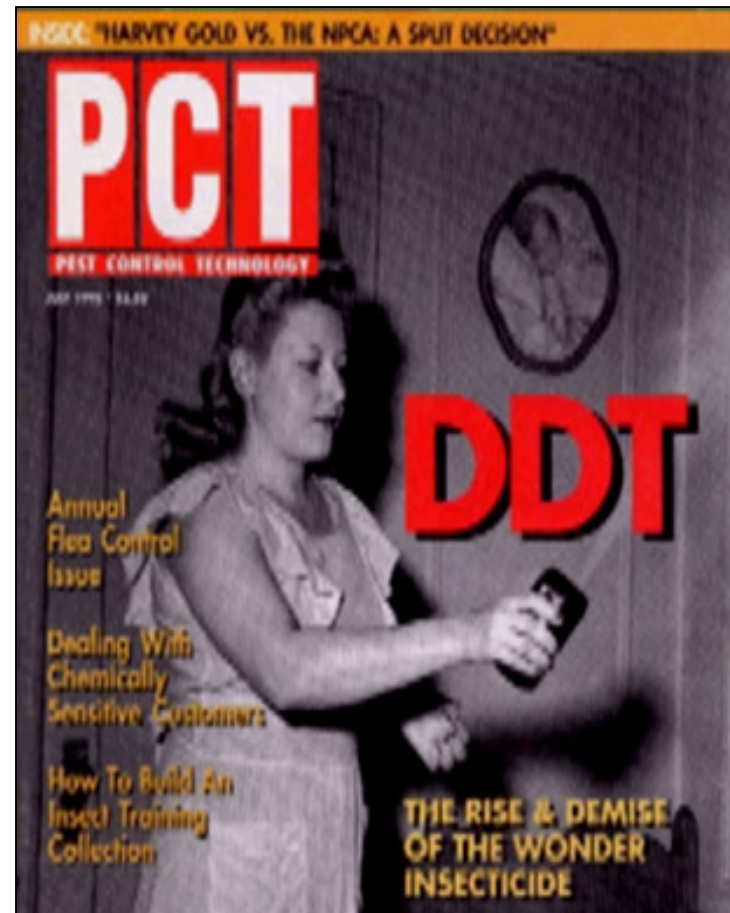
Bug Knowledge is Essential



Bed Bugs were virtually eradicated from the US around WWII



Unless your over 65 years of age you probably don't remember Bed Bugs!



1999 Beginning to See Bed Bugs







**Fortunately
Bed Bugs Have Not
Been Shown to
Transmit Any Diseases!**



Bed Bugs are an Emotional Experience!



Photograph: Richard Naylor

A Few Basic Facts

- **Feed exclusively on blood**
- **Do not feed every day, seek a blood meal once every week or so**
- **Lay 3-5 eggs each day (hatch in 7-10 days)**
- **Nocturnal & very secretive**

Photograph by Richard Naylor

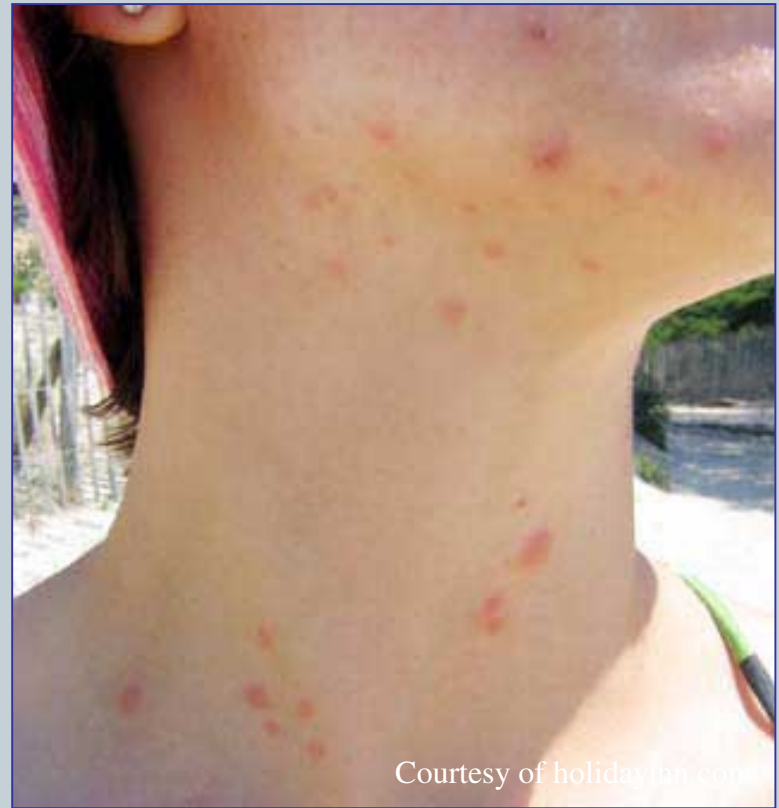
A Few Basic Facts

- **New Info from Virginia Tech**
 - **Can survive many months without feeding**
 - **Cannot live up to year**
 - **More likely four months**



Photograph by Richard Naylor

Bite Symptoms!



Nature of bites delays detection

Response to bed bug bites

- Bites are painless and occur at night so bugs are not detected
- Bed bugs only feed once every few days (often a week or more between blood meals)
- The sporadic occurrence of itchy welts often confused with mosquito bites, poison ivy etc



Medical Community Often Misdiagnoses Bed Bug Bites

- Scabies
- Chicken Pox
- Allergic Reaction
- Etc....





**Size & Behavior
make detection
difficult!**

Eggs pearly white & ~ 1 mm in length



1/8"



**1st Stage Immature
~ 1 mm & light colored**



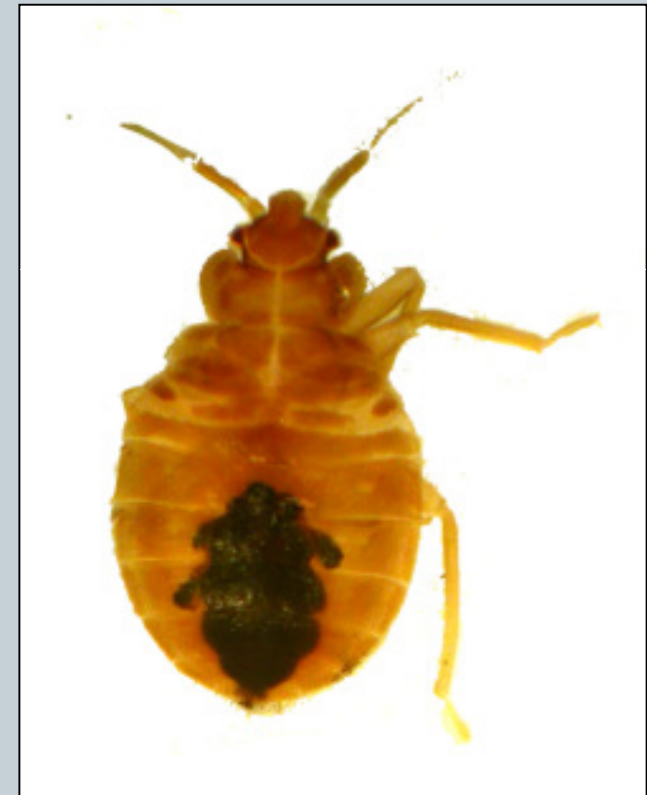
Beyond 1st instar - Tan to Brown



2nd Instar



3rd Instar



Adults



- 1/4" long
- Oval
- Flat
- Reddish brown



Harold Harlan

2010 Public Perception Survey –NPMA

(released January 2011)



- **Your clients are uninformed**
 - 73% of adults in US think bed bugs are increasing
 - 45% of adult Americans believe bed bugs transmit diseases
 - 65% believe bugs are associated with filth
 - Three Basic Questions asked
 - ✦ 13% were able to answer three basic questions correctly
 - ✦ 39% missed ALL three questions



Affect of Seasonality

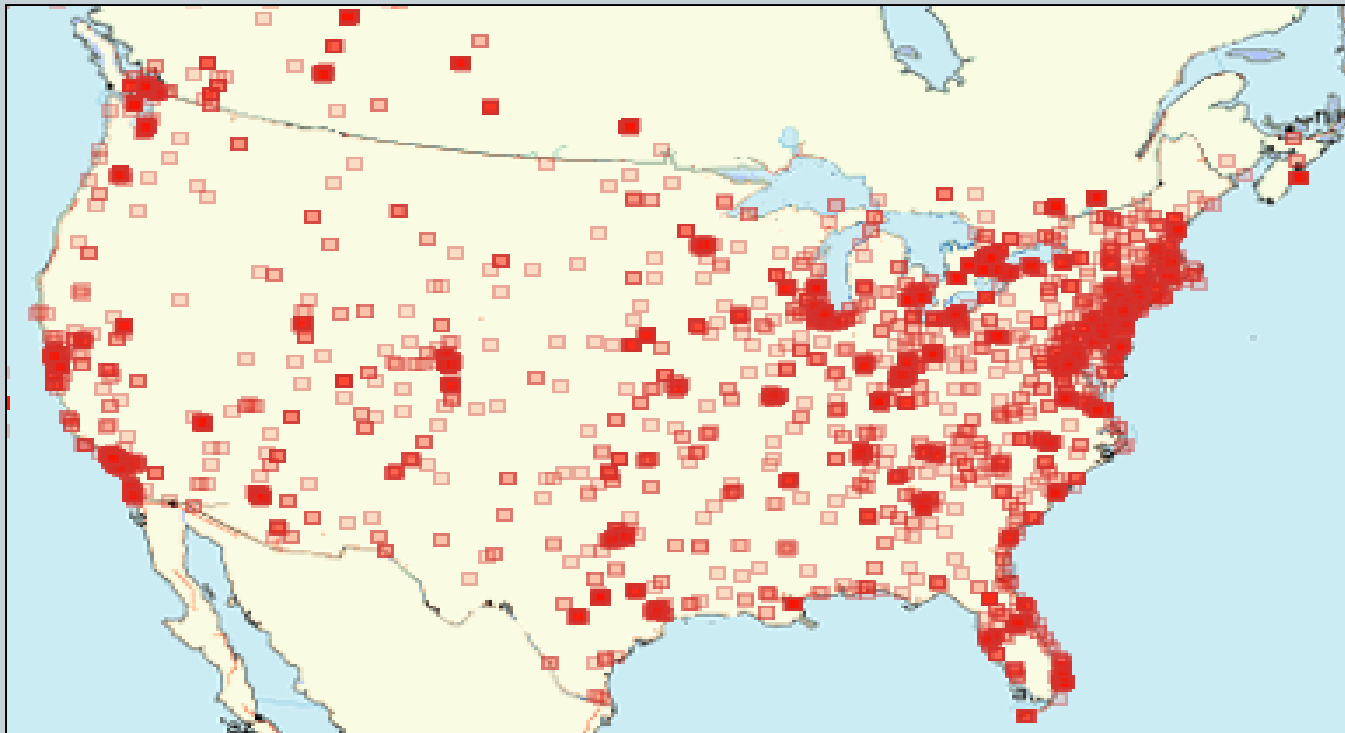


- **Bugs peak in July, August & September**
 - Begin to build back up beginning in March and continue to build
 - August & September can be 3 fold from spring months



- Media attention will build with crescendo in August & September
- Phil Cooper prediction: New Markets to be affected this summer; new cities affected

National Trends



<http://bedbugregistry.com/>

Worldwide Trends



- Europe
- Australia
- Japan
- Dubai
- South America
-

Occupant Turnover - People Movement Travel & Introduction to Your Home



- Travel
- Guests
- Furniture



Occupant Turnover - People Movement Travel & Introduction to The Workplace



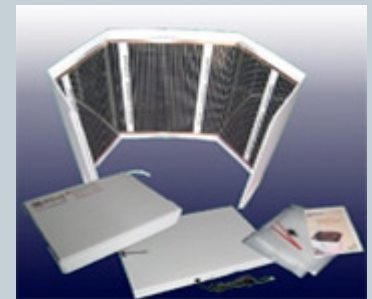
- Travel
- Guests
- Furniture



Your Hardware



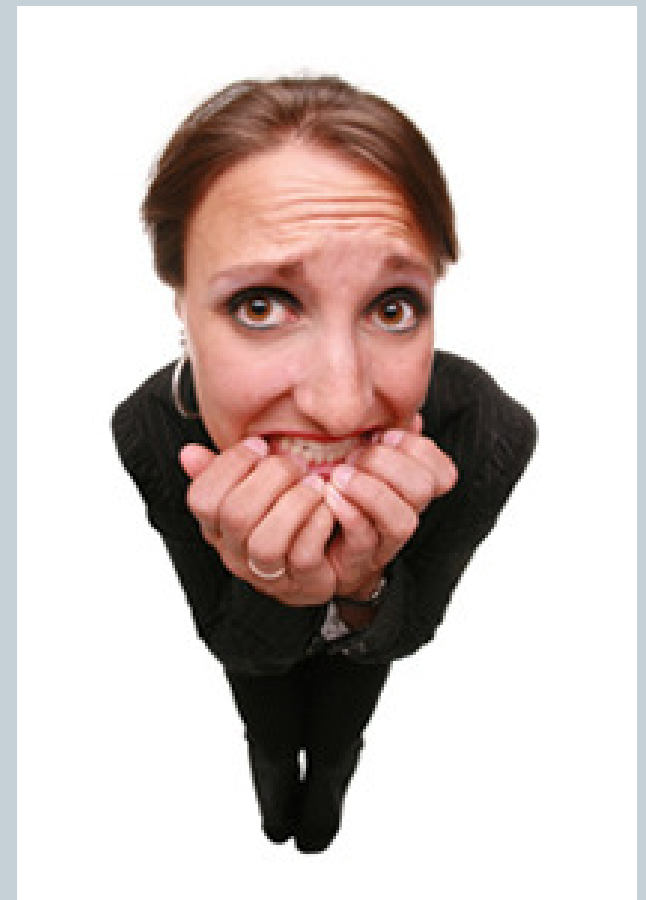
- Luggage Protection - *Bug Zip or Large Plastic Bags*
- Dissolvable Laundry Bags - *Green Clean™*
- Portable Heat - *Thermal Strike™ or PackTite®*
- Interceptors – *Climb Ups*
- Encasements – *Protect-A-Bed or Mattress Safe*
- Other items
 - Deterrent Sprays- *Stop Buggin' Me™*



Bed Bugs Should Not Stop Travel



- Do Not Avoid Cities with Bed Bugs
- Do not make yourself crazy
- Just Travel Smart



Traveling Smart During your trip



- **Pack Smart**

- Pack clothes that can withstand warm and hot cycles
- Pack container or bags for luggage in car
- Pack Dissolvable Laundry Bag (GreenClean™)

- **Optional:** apply treatment to outside of luggage: Stop Buggin' Me

- **Prepare for Your Return Home**

- Sort clothes into dissolvable laundry bags and place in luggage

- **At the Hotel**

- Avoid luggage on beds
 - ✦ Place on luggage stands
- If concerned about bugs in room: Quick inspection of bed frame and head board
- Avoid using nightstands with electronics and other items

Traveling Smart Returning Home

● Protect Your Car

- All luggage goes into sealed container, bag such as BugZip™

● Protect Your House

- Wash Smart Place luggage in garage if possible & transfer clothes in Dissolvable Bags to Laundry
- Insure Luggage is bug Free
 - ✦ Heat Luggage with Themal Strike or PackTite
- Ongoing Detection & Protection in House
 - : Interceptors & Encasements





- **Fact Sheets to Travelers**

- Bed Bug Biology & Behavior
- Signs and Symptoms
- Travel Smart

- **Office Building Response Plans**

- Property Management Preparation when reports of bites occur



How We Can Help

- Travel Lite: FREE <http://www.bedbugcentral.com/shop/products.cfm/bed-bug-travel-guide-lite>
- Free Resources
 - www.bedbugcentral.com
 - ✦ BedBug TV
 - ✦ BedBugs 101
 - ✦ EPA Bed Bug Website
- Further Education
 - BedBug University
North American Summit 2011
Sept 25- 27
Chicago
- Response Plans
- Consultations
- Products

The screenshot shows the BedBug Central website homepage. At the top, there is a navigation bar with links for Home, Bed Bugs 101, Learn, Shop, News, For Professionals, Contact Us, Press Room, and Help Center. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main content area features a sidebar on the left with categories like Bed Bug Products, Bedding Products, Home Products, Travel Products, Detection & Prevention, Do It Yourself Products, Service Products, and Bed Bug Literature. The main content area includes a featured article titled "New Jersey Business Owners Gather to Stop the Rising Financial Losses Caused by Bed Bugs" by Marsh & McLennan Agency. There is also a section for "Bed Bugs 101" information, including a printer-friendly version, a view entire document option, and a download Adobe PDF option. A sidebar on the right contains a "bedbug FREE" advertisement, a "Select your State" dropdown menu, and a "PackTite" advertisement.

Any questions?



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