



**GREEN  
SHIELD  
CERTIFIED**

*Pest control. Peace of mind.*

## **ARROW EVER-GREEN**

Arrow Exterminating Company, based in Lynbrook and serving the New York City Metropolitan area, has introduced a new service, Arrow Ever-Green. The company's new service has been evaluated and certified by the IPM Institute of North America, a national, independent non-profit organization based in Madison, Wisconsin.

"Arrow underwent a rigorous on-site evaluation to demonstrate their ability to meet a very high standard for effective control of pests with a minimum of pesticide use," reports Dr. Thomas Green, who conducted the evaluation. "The new green program is a natural extension of Arrow's long-time commitment to Integrated Pest Management, or IPM."

Green pest management focuses on advanced IPM techniques. The focus is on determining the cause of pest problems and addressing those for long-term control. Pests need food, water and shelter. Denying them those resources is the key to pest-free environments.

Joe Kennedy, company vice-president with 47 years at Arrow, started the transition to less toxic methods more than 25 years ago. "It was tough at first," according to Joe. "We had to retrain our technicians and our customers. We told our technicians we were no longer spraying baseboards and took their sprayers away. Customers would greet us at their door and want to know where our sprayer was, or would call to complain that the technician didn't do anything because they couldn't smell any pesticide."

"We stuck with it and didn't lose many customers because the new approach really works," Joe continues. "With the growing interest in green products and services, it's much easier to explain to customers why our new Arrow Ever-Green service is the way to go."

"Our drain cleaning service is a great example of green pest control," says Mike Deutsch, Arrow's technical director. Deutsch is a Board-Certified Entomologist and also an Industrial Hygienist. "Drain flies and fruit flies will breed in dirty drains," he continues. "You can spray all you want but if your drains are dirty, you'll have flies. You need to get to the source - organic waste - and remove it. We use steam and mechanical cleaning to remove this material. We also use

HEPA-filtered vacuums to remove rodent droppings and small insects from the environment.”

“Green Shield Certification sets companies apart,” Dr. Green reports. “It’s been difficult for commercial and residential customers to find companies that really know their stuff and offer a true green program. We provide the best available assurance through our process of going on-site with the company, interviewing staff, reviewing records, inspecting inventories and vehicles, and watching technicians at work in customer accounts.”

The IPM Institute of North America, Inc., which operates the Green Shield Certified program, is an independent, non-profit organization based in Madison, Wisconsin. Modeled after the Institute’s award-winning IPM STAR program for schools, Green Shield Certified is available to pest control companies and services, as well as facilities other than schools.