



Batzner Pest Management's ***B.A.N. GREEN HEALTHY HOMES*** & ***B.A.N. ULTIMATE GREEN*** ***BRAND PROTECTION*** Services

Batzner Pest Management, Inc. based in New Berlin, WI Achieves Green Shield Certification for Two of Their B.A.N. System™ Services

Batzner Pest Management (www.batzner.com) has earned Green Shield Certification for two services, the first provider in the states of Wisconsin and Illinois to achieve this third-party credential and the nineteenth in the country. Batzner uses their exclusive Balanced as Nature—B.A.N. System™, which has been tailored specifically towards clients looking for a “green” service with their B.A.N. System – Green Healthy Homes™ and B.A.N. System – Ultimate Green Brand Protection™. Batzner passed a rigorous, on-site evaluation that examines 63 separate aspects of the pest control service to earn its services’ Green Shield Certification (www.greenshieldcertified.org) offered by the independent, non-profit IPM Institute of North America.

Batzner now offers B.A.N. System – Green Healthy Homes™ to residential clients looking for a service that focuses on inspection, monitoring and exclusion as well as carefully selecting any chemicals after confirming any client sensitivities or allergies. B.A.N. System – Ultimate Green Brand Protection™ is available to commercial customers including hospitals, clinics and office buildings. B.A.N. System – Ultimate Green Brand Protection™ also assists clients interested in the LEED certification for Existing Buildings achieve IPM points.

“Green Shield Certification evaluates the pest management professional's practices including tracking customer feedback. Batzner Pest Management received the highest possible score for its extensive customer satisfaction systems including thorough quality assurance checks on staff performance.” explained Dr. Thomas Green.

Batzner has built its services around the five-step Balanced As Nature—B.A.N. System™ to pursue less toxic pest control: identify the pest, inspect the structure, determine a low-risk resolution method, implement the treatment plan with low dose applications when possible and follow up with the customer to keep them informed. Ted Snyder, staff entomologist at Batzner, has been working on IPM since the early 1990s. Snyder said that “the greatest benefit of Green Shield Certification is that it lets environmentally-conscious consumers easily pick out which pest management companies are working to advance the field of IPM and reduce pesticide risk.”

Spurred on by corporate environmental responsibility, Jerry Batzner, president of the 60-year-old company, initiated their IPM program. “If you try to control mice only with rodenticide,”

Batzner says, “you most certainly can kill the mice inside the structure, but in many cases, more mice will re-infest, and the client feels that they need your continued service to keep the mice under control. The ethical approach would be to eliminate the mice inside and seal off the opening the mice are using, providing long term control with significantly less pesticide.”

Where does Batzner attribute its success to? Effective employee training is key to implementing an IPM program, according to Snyder. “Many of our service professionals have completed courses from Purdue University on pest management, and we use a rigorous annual standardized exam to focus our monthly training topics and one-on-one coaching on areas where training can make the greatest impact.”

Batzner received some attention from the media last year for the Bravo! Entrepreneur Award and being named one of the Best Places to Work by Milwaukee Magazine and the MRA. The Bravo! Entrepreneur Award by the Small Business Times is given annually to only ten of southeastern Wisconsin’s most dynamic and innovative business leaders.

Batzner Pest Management (www.batzner.com) serves southeastern Wisconsin and northern Illinois with specialized residential and commercial service programs, such as insect and rodent management programs, bird exclusion and small animal trapping.

Green Shield Certified is operated by the IPM Institute of North America, Inc., 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.