



Superior Pest Elimination, Inc.

## ***Superior Pest Solutions***

### **“Superior Pest Solutions Green Services” Achieves Green Shield Certification**

Superior Pest Elimination’s “Superior Pest Solutions Green Services” has earned Green Shield Certification, a recognition bestowed by the IPM Institute of North America for Superior’s ability to provide affordable, effective pest control with a minimum of pesticide use. Superior is the twenty-first company in the nation to offer a Green Shield Certified service. Residential and commercial customers in New York and New Jersey looking for a preventative approach to pest management can now choose “Superior Pest Solutions Green Services.”

To earn the credential, Superior passed a rigorous evaluation conducted by the IPM Institute of North America at the company’s headquarters on Staten Island. Superior Pest Elimination will use their Superior Pest Solutions Green Services to produce lasting results with a minimum of pesticide use.

Green pest control strictly adheres to the principles of Integrated Pest Management, or IPM. Superior Pest Elimination focuses on solving pest problems with effective, preventive strategies, including the IPM principle of exclusion. According to Michael Orino, president of field operations, “Rodent proofing is a technique that has helped us reach the cause of a number of problems we’ve encountered. We seal up areas and use exclusion to keep pests out.”

Superior tackles problems both large and small using innovative strategies fostered by IPM. “We’ve taken apart sizeable factory machinery to find the origin of a problem. We recently disassembled and reassembled a large piece of equipment to resolve a difficult cockroach problem. The roaches had been inside the machine, and spreading from there,” said Mr. Orino.

“Green Shield Certified is based on IPM practices that require the company to focus on solving the root cause of an issue, rather than the potentially unnecessary application of pesticides. “Superior Pest Solutions Green Services” achieves effective pest control through initial identification and diagnosis,” noted Dr. Thomas Green, president of the IPM Institute of North America.

Green Shield Certified is an independent, non-profit certification program that promotes practitioners of effective, prevention-based pest control while minimizing the need to use pesticides. Green Shield Certified is operated by the IPM Institute of North America, a non-profit organization recognized by the U.S. Environmental Protection Agency for its expertise and accomplishments in promoting integrated pest management.

4510 Regent St., Madison WI 53705  
608 232-1410, Fax 608 232-1440  
1-888-GRN-SHLD (476-7453), [www.greenshieldcertified.org](http://www.greenshieldcertified.org)  
[ipmworks@ipminstitute.org](mailto:ipmworks@ipminstitute.org), [www.ipminstitute.org](http://www.ipminstitute.org)