



**GREEN
SHIELD
CERTIFIED**

Pest control. Peace of mind.

WITT SMARTPM-GREEN SERVICE

Witt Pest Management, Pittsburgh's oldest pest management company, has earned Green Shield Certification for **SmartPM-Green**, its new green service. To certify the service, the company underwent an extensive, on-site evaluation by the non-profit IPM Institute of North America, an independent third party.

For over 100 years and 4 generations of family ownership, Witt's commitment to environmental responsibility and protecting public health and properties has not wavered. In addition, the other divisions of the organization, Watch-Gard Systems (providing food safety and sanitation services to the greater Pittsburgh area), and Dynatech (providing commercial contract cleaning to the region) offer green cleaning solutions that use low-impact products and practices for commercial customers looking for a green approach.

Cleaning and maintenance is closely related to effective pest management. "My great-grandfather provided both cleaning and pest management products to his customers," reports Adam Witt, general manager for the company. "Eventually they asked him to provide the service as well. By continuing to focus on good sanitation and housekeeping—reducing food and harborage sources for pests, we're able to deliver great results without relying on pesticides."

"For example," Witt continues, "we provide a drain cleaning service that helps eliminate breeding sites for drain flies, fruit flies and other pests. By removing root causes of pest infestations on a proactive basis, we prevent problems from developing. We do not operate under the "pesticide application" method, using pesticides to respond to just the *symptoms* of problems. At Witt, we pride ourselves on using IPM to seek out and eliminate the *sources* of problems.."

Witt focuses on hiring and retaining top notch staff, a critical component of a green approach which requires extensive knowledge and experience to be able to identify and diagnose the cause of pest problems. For example, Joe Ryan, service manager, has been with the company for 23 years. Stan Gshinsky, a senior technician, has also been with the company for 23 years.

Witt's technicians utilize handheld data-collection technology to capture detailed records supporting each service visit. They use a ranking scale when collecting service information in the field. By assigning specific levels of activity, Witt is able to identify trends and troubleshoot issues more effectively. All information

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is wirelessly synced to a secure web portal, which allows both Witt and their clients' online access to their service reports. And because their reporting system is electronic, the use of paper is drastically reduced, another benefit to the environment.

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.