



Magic Pest Management's ***MAGIC GREEN*** ***PROGRAM***

Magic Pest Management Achieves GREEN SHIELD CERTIFIED Status for its *"Magic Green Program"*

Magic Pest Management has earned Green Shield Certification for their Magic Green Program. They are the ninth company in the nation to earn this distinction, undergone a rigorous evaluation by the IPM Institute of North America alongside their sister company, Suburban Pest Management.

Brothers Hal and Marty Byer founded Magic in 1960 to service the five boroughs. Their service area now includes Nassau and Suffolk Counties in Long Island. The company has implemented the use of revolutionary technologies like the Sentricon Termite Baiting System and brings their secret weapon to all potential termite infestations: Seemor. Seemor is a charming termite detecting beagle and has had his success featured in National Geographic Magazine.

Magic Pest Management utilizes the knowledge of their board certified staff entomologist and the concept of Integrated Pest Management (IPM) to provide the highest level of pest control in industry. Many pest issues, per Magic, can be dealt with from the exterior of a building, limiting risk to occupants. When a pest control product use is warranted, Magic's Green Program only allows the use of recognized "green" or organic products.

Ralph Maestre and Lynn Frank serve as the technical directors of the two companies; they are responsible for training the staff and troubleshooting complicated infestations. Both Frank and Maestre are Board Certified Entomologist, examined and certified by the Entomological Society of America. "As a company, our goal has always been to solve our customers' pest problems while limiting the impact on our environment. If we do treat, our technicians are trained to treat smart – using organic or food grade level products in a way that limits exposure to people, children, pets and the environment."

"Integrated Pest Management, or IPM, is the smart way to manage pests," according to Dr. Thomas Green, director of the IPM Institute, who evaluated Magic's new service. "Pests need food, water and shelter. Green Shield Certified providers focus on denying pests access to those – creating an effective, long-term solutions with pesticide use as a last resort."

For example, Magic provides unique services such as installing seals on the bottom of exterior doors including garage doors. These “sweeps” not only deny pests access, they keep dirt outside and heat and air conditioning inside, saving energy and money. Magic has several carpenters, of which two are master carpenters, to assist in pest damage repair and “pest-proofing.”

Magic Pest Management’s green service places the utmost importance on thorough inspection and identification of the pest either through sighting or pest monitoring devices. Mr. Frank believes most of the company’s current customers will choose the new service over the next few years. “It works and it’s the right thing to do. There’s great demand, we’re seeing it grow all the time.”

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.