



HISTORY

- Founded in 1974 by Malcolm Stack
- Started Bell with just one product: Rodent Cake
- 1976 Bell moves to rented facility in Madison, WI for increased office, manufacturing and laboratory space
- 1979 Bell purchases and moves into current corporate headquarters



Malcolm Stack



HISTORY

<p>20 ISLAND PROJECTS WORLDWIDE TREATED WITH BELL PRODUCTS TO ERADICATE RODENTS</p>	<p>40 ACRES BELL PHYSICAL HOLDINGS IN MADISON, WISCONSIN</p>	<p>39 COUNTRIES WITH BELL PRODUCTS REGISTERED AND PENDING REGISTRATIONS IN THESE ADDITIONAL COUNTRIES</p>
<p>5 ACTIVES SYNTHESIZED AT BELL AND USED IN BAITS WORLDWIDE</p>	<p>10 DIFFERENT RODENT BAIT STATIONS MANUFACTURED BY BELL ARE DESIGNED FOR SPECIAL PROFESSIONAL USES</p>	



ORIGINAL RODENTICIDES

- Bell's 1st product - **Rodent Cake**:
 - Active 1st gen. AVK *Warfarin*
 - UW-Madison discovery and patent of warfarin in 1941
 - Bell took that active and made our first successful rodenticide
- Bell's 2nd product - **PCQ**:
 - Active was second-generation anticoagulant Diphacinone
 - Introduced in 1975



MADISON, WI



TODAY

The World Leader in Rodent Control Technology®

- Vertically integrated company
- Bell works with pest control distributors on six continents
- 260,000 sq. ft. manufacturing, laboratory and office space



WAREHOUSE



- 300,000 sq. ft. warehouse space
- Approx. 4 soccer fields
- Bell's physical holdings are now total 40 acres



NEW PRODUCTION

- 283,000 sq ft approx. 3,7 soccer fields

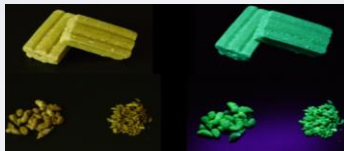
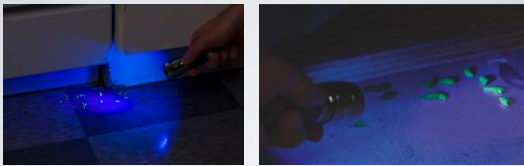


PRODUCTS



BAIT





NOTRAC[®]

- Contains 2nd gen. anticoagulant Bromadiolone
- Formulated with an optimal blend of human food-grade ingredients and low wax content for high palatability and weatherability
- Ideal choice for all-around control
- Single feeding action
- Fits securely on rods in Bell's bait stations
 - 28g BLOX in 8kg
 - 225g BLOX in 9kg









CUSTOM SOLUTION

Choose from a variety of colors and logo styles



TRAPPER®



ISLAND CONSERVATION PROJECTS

- Involved in conservation efforts to:
- Support a community of science & research in all areas, including environmental efforts
- Follow Stack's passion for environmental conservation
- Project locations include: South Georgia Islands, Galapagos Islands, Palmyra Atoll, Anacapa Island, Rat Island, Canna Island, French Polynesia



DISTRIBUTION



- Vilomix Norway became the official distribution partner in 2017