

Discover the Power of Bed Bug Prevention

**Prevent the Infestation...
Preserve the Reputation**

Discover the Power of Bed Bug Prevention

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INTRODUCTION

Achieving coveted customer loyalty is the holy grail of hospitality, and hoteliers are increasingly implementing strategies to drive guest satisfaction and profitability. To successfully retain guests, savvy hoteliers are looking beyond the attractive room décor, food and beverage offerings, and trendy lobby layout to one of the increasingly crucial factors potential hotel customers research when deciding where to book a stay – issues with bed bugs.

The importance of bed bugs is serious business for a hotel. Social media's power is undeniable, and its financial impact is evident based on positive praise or negative comments. Consider this – according to a University of Kentucky study “Bed Bugs ‘Bite’ the Wallet of Hotel Owners,” a single report of bed bugs in recent traveler reviews lowers the value of a hotel room by \$38 a night for business travelers and \$23 for leisure travelers, creating an enormous downward-spiraling impact on RevPAR.

“REACTIVE-BASED MEASURES ALONE, HOWEVER IMPLEMENTED, FOR EFFECTIVE BED BUG MANAGEMENT AND CONTROL IS AN ANCIENT AND INEFFECTIVE WAY OF DEALING WITH BED BUGS IN HOTELS AND WILL ASSUREDLY CREATE LEGAL PERIL FOR HOTEL PROPERTY OWNERS.”

**JEFFREY LIPMAN - ATTORNEY-AT-LAW AND POLK COUNTY MAGISTRATE JUDGE
CONSUMER CLASS ACTION BED BUG LITIGATOR**

80%

OF ALL HOTELS
WERE TREATED
FOR BED BUGS
LAST YEAR.

Discover the Power of Bed Bug Prevention



Unquestionably, problems with bed bugs can make or break a property's reputation and profitability. This White Paper – *Discover the Power of Bed Bug Prevention* – explores the current bed bug situation and outlines how executing a proven and effective prevention program with ActiveGuard Mattress Liners is the “best liner of defense” between bed bugs and guests. Plus, it puts a property in the enviable position of maximizing revenues, positively raising their profile, and securing guests for life.

THE HOTEL/BED BUG LANDSCAPE

The stark reality is that the present landscape of bed

bugs is worsening, and responding reactively is simply not enough. According to Jeffrey Lipman - Attorney-at-Law and Polk County Magistrate Judge Consumer Class Action Bed Bug Litigator, “Reactive-based measures alone, however implemented, for effective bed bug management and control is an ancient and ineffective way of dealing with bed bugs in hotels and will assuredly create legal peril for hotel property owners.” Being proactive makes a tremendous difference, and the numbers speak volumes about why this is essential.

■ **80% of all hotels were treated for bed bugs last year – and four out of 10 nationwide were treated last month.** Almost 50% of all hotels are subject to bed bug litigation; costs for treatment and litigation can be as high as \$23,560. *“Study: Bed Bug Infestations Cost Hotel Thousands” – 2017 Orkin/Bantam Group Study*

■ **Bed bugs accounted for 21% of U.S. business liability claims.** U.S. claims involving bedbugs increased 50% between 2014 and 2015; projected totals for 2016 indicate similar trending. Commercial bed bug claims averaged \$5,660 per incident. *Allianz Global Corporate & Specialty Unit*

■ **75% of Pest Management Professionals reported problems with bed bugs in hotel rooms.** *“2015 Bugs Without Borders” Survey from the National Pest Management Association and the University of Kentucky*

■ **One out of five Americans have been touched by bed bugs.** Over 60 million Americans have had a bed bug infestation in their home or knows someone who has encountered bed bugs at home or in a hotel. *“Bed Bugs in America” Survey by the National Pest Management Association and 2017 US census*

ALMOST 50% OF ALL HOTELS ARE SUBJECT TO BED BUG LITIGATION; COSTS FOR TREATMENT AND LITIGATION CAN BE AS HIGH AS \$23,560.

**“STUDY: BED BUG INFESTATIONS COST HOTEL THOUSANDS”
2017 ORKIN/BANTAM GROUP STUDY**

■ **64% of Pest Management Professionals believe bed bug infestations continue to be on the rise.** “2015 Bugs Without Borders” Survey from the National Pest Management Association and the University of Kentucky

AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE

The Benjamin Franklin quote “An ounce of prevention is worth a pound of cure” speaks to the power of preventive behavior. When it comes to launching any new initiative, hoteliers always consider the impact on the bottom line as they weigh the risk versus reward of spending money. **Bed bugs are a very real concern for guests, so proactive bed bug prevention is proving its worth as an essential investment for hospitality professionals.**

According to *Pest Management Strategies for Bed Bugs (2017)*, “Although proactive IPM (integrated pest management) approaches for bed bugs may initially generate substantial additional costs, these long-term programs may eventually make economic sense as the best ways to effectively manage bed bugs.”

The emergence of bed bugs throughout the county continues to escalate with relatively few new products or strategies to combat this serious problem. This is driving hoteliers, who are concerned with their property’s reputation and guest satisfaction levels, to embrace a preventive, tried-and-tested bed bug solution that is supported by renowned national research entomologists and the leading top 100 Pest Management Professionals.

ActiveGuard Mattress Liners prove that not all product protection is created equal. This unrivaled industry product:



- Prevents new bed bug infestations before they establish for two years
- Starts killing bed bugs in just 10 minutes of contact
- Kills bed bugs in bedding (mattress, air mattress, box spring, sofabed)
- Stops bed bug re-infestations
- Is useful as a long-term control of adult bed bugs and their juvenile forms
- Works as a bed bug monitor where bed bugs are most likely to infest...the bed

BEST LINER OF DEFENSE

Bed bugs can cause as much damage to a property as a fire or flood. Hotels likely have the best fire and flood

“ALTHOUGH PROACTIVE IPM (INTEGRATED PEST MANAGEMENT) APPROACHES FOR BED BUGS MAY INITIALLY GENERATE SUBSTANTIAL ADDITIONAL COSTS, THESE LONG-TERM PROGRAMS MAY EVENTUALLY MAKE ECONOMIC SENSE AS THE BEST WAYS TO EFFECTIVELY MANAGE BED BUGS.”

PEST MANAGEMENT STRATEGIES FOR BED BUGS (2017)

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Figure above: ActiveGuard installed inverted on a box spring.

coverage – so why not ensure a hotel has the best bed bug coverage?

Bed bug prevention is critical, and ActiveGuard Mattress Liners are the perfect centerpiece to any effective, long-term program. Since 85% of all bed bugs found in a hotel room are within a five-foot radius of the bed, placement of ActiveGuard on the mattress or box spring is ideally situated to prevent infestations before they establish. Simply installed as a fitted sheet on either a box spring or mattress, ActiveGuard provides unique and unparalleled value by killing bed bugs that are introduced into a room and preventing the establishment of an infestation.

Cutting-edge research demonstrates that after only 10 minutes of contact with ActiveGuard, bed bugs tend not

to feed and females do not drop their eggs. Real world consequences include reduced biting and significant population control. Plus, no maintenance is required for two years, which effortlessly provides continuous prevention and control. Incorporating ActiveGuard in every room of a hotel affords significant and invaluable peace of mind, particularly with a solution that is not solely service-based.

“We’ve had them on our mattresses for years, with no confirmed bed bugs. It’s the only solution for the problem,” said Rick Adie, General Manager, The Statler Hotel, Cornell School of Hotel Administration.

ActiveGuard Mattress Liners are the only registered product labeled for bed bug control and prevention of infestations in bedding for two years; it also bears no usage restrictions or cautionary statements. This device actively kills bed bugs at the two main sites where bed bugs seek harborage – mattresses and box springs. Encasements protect against fluids and stains, and may protect the capital expense of replacing a mattress, but they do not prevent infestations. And, while interceptors are excellent for monitoring, they do not control bed bugs or prevent infestations. Use of canines are a superior inspection method, but a reactionary and often cost-prohibitive approach to detect a low-level presence of bed bugs.

Taking preventive steps to assure a property’s rooms are bed bug-free enormously increases guest confidence as to where they lay their head at night. Maintaining brand reputation is vital, so reducing guest-reported bed bug incidents, while offering a unique selling proposition that distinguishes a hotel from unprotected competitor properties, affords a distinct edge in today’s hospitality market.

“WE’VE HAD THEM [ACTIVEGUARD MATTRESS LINERS] ON OUR MATTRESSES FOR YEARS, WITH NO CONFIRMED BED BUGS. IT’S THE ONLY SOLUTION FOR THE PROBLEM.”

**RICK ADIE, GENERAL MANAGER, THE STATLER HOTEL,
CORNELL SCHOOL OF HOTEL ADMINISTRATION**

Added bonuses of an active mattress liner-based prevention program include: bolstering of hotel operating efficiencies (with no service disruption); a huge reduction in operational expenses and a lowering of costs related to bed bug treatments/infestations; a reduction in housekeeping and staff inspection requirements; creation of a hypo-allergenic sleeping environment with the added benefit of dust mite abatement; preservation of shareholder equity; avoidance of legal liability; and, a significant decrease in negative social media posts maximizing RevPAR.

INSTITUTING PREVENTION

Once committed to the concept, how do hoteliers begin to institute a basic prevention program?

- Install *ActiveGuard* on every bed in every hotel room to enjoy control and prevention against bed bug infestations for two years
- Make certain to have a Standard Operating Procedure manual to properly handle any bed bug-related incidents through the use of written procedures and training instructions, including:
 - Educating staff on how to monitor rooms for bed bug incidents through inspection (e.g., check *ActiveGuard* for signs of activity and dead bed bugs)
 - How to respectfully and confidently work with hotel guests that file a bed bug report in a property
 - Working with a hotel's pest professional to treat bed bug incidents early and avoid full-fledged infestations
- Quarterly canine or human visual monitoring



An enhanced program encompasses the features of a basic program, plus the following:

- Placement of a silica-based desiccant or other insecticidal dust around switch plate and outlet covers, basement moldings and bed frames
- Installation of passive monitors under bed legs and strategic areas throughout the room – consideration may be given to using active monitors/interceptors (including a lure) for enhanced sensitivity in monitoring
- Retaining mattress encasements, if already installed. Use *ActiveGuard* on the box spring; these liners continue to work if ripped or torn. Hoteliers can install a mattress encasement to ensure the capital asset of the mattress and to avoid spills and stains. However, frequent inspection for rips and tears is mandatory to prevent the inadvertent creation of sites for bed bugs to hide.

MAINTAINING BRAND REPUTATION IS VITAL,
SO REDUCING GUEST-REPORTED BED BUG INCIDENTS,
WHILE OFFERING A UNIQUE SELLING PROPOSITION THAT
DISTINGUISHES A HOTEL FROM UNPROTECTED COMPETITOR
PROPERTIES, AFFORDS A DISTINCT EDGE IN TODAY'S
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Use of *ActiveGuard* in an overall bed bug preventive program has published data evidencing reductions in bed bug infestations of more than 80% in hotels and other transient facilities. Even higher levels of prevention can be expected when implementing the elements of an enhanced program – enormous reductions in bed bug treatment-related costs coupled with immeasurable preservation of brand reputation.

CONCLUSION

Strategic-minded hoteliers are outfitting hotel beds accordingly with active mattress liners that provide unrivaled protection against bed bugs – and they are doing it proactively. Don't give hotel customers a reason to complain about bed bugs because the power of social media and word-of-mouth conversations can severely tarnish a hotel's reputation. **Put to bed customers' worries about bed bugs because this worry influences a guest's ability to unwind and rest easily after a busy day of work or play. Well-rested guests are happy and satisfied ones – and they become customers for life.**

***ActiveGuard* empowers hoteliers to protect their guests with a proactive preventative program to combat bed bug infestations before they establish.** *ActiveGuard* is a lab- and field-proven, cost-effective product providing unrivaled prevention supporting a hotel's efforts to attain a bed bug-free environment. They also enhance and complement every bed bug treatment strategy in place or being considered – these liners extend the scope of a hotel's pest management provider's service approach by significantly reducing bed bug infestations for two years. Shortly upon contact, bed bugs begin to die, preventing the establishment of an infestation. Hoteliers effectively

save thousands of dollars in remediation costs that would otherwise result if an introduction developed into an infestation. **Bed bug prevention preserves brand reputation, improves bottom line profits no longer compromised by bed bug-related expenses, and heightens guest satisfaction and confidence.**

For more information about *ActiveGuard* and bed bug prevention click on the following links:

- www.hotelbedbugprevention.com
- **Maximize Profits by Reducing Treatment Costs**
- **Reduce Legal Liability to Protect Guests**
- **Protect Guests from Bed Bug Bites**
- **Protect Brand Reputation & Maximize Room Occupancy**
- **Provide Prevention & Control for 2 Years**

For more information, including a detailed program for bed bug prevention, please contact Allergy Technologies at: info@allergytechnologies.com or call (866) 978-6288.



BED BUG PREVENTION PRESERVES BRAND REPUTATION,
IMPROVES BOTTOM LINE PROFITS NO LONGER
COMPROMISED BY BED BUG-RELATED EXPENSES, AND
HEIGHTENS GUEST SATISFACTION AND CONFIDENCE.