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## **Company of the Month: Knockout Pest Control: Green pest control is effective pest control - saving building managers money**

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According to Knockout Pest Control, going green isn't just about doing the right thing; it is about profit. Building managers in the New York metro area have realized they can gain financial and competitive benefits from adopting green building management practices, including ongoing measures like green pest control. Improving quality of life doesn't require you sacrifice pest control effectiveness. Contrary to the perception that it is expensive, green pest control actually saves you money.

### Doing the Math of Going Green

Adopting environmentally sound building management approaches is not expensive. Green practices take extra thought, but not usually extra cash. The benefits, however, are very real. Reduced operating costs, faster lease-up rates, and incentives in the form of tax rebates and zoning allowances are just some of the ways green management pays. Long term, green buildings tend to retain higher property values. Green pest control is an example of the math working in your favor - green methods are less expensive and less disruptive.

### Better Results through Better Approaches

Environmentally sustainable pest control can be more effective than traditional methods. At the heart of this approach is the concept of integrated pest management, a strategic way of managing pests. Instead of broadcasting pesticides, experienced green pest control practitioners base programs on a comprehensive understanding of pest lifecycles, how they interact with the environment and how they related to other pests. A program of coordinated techniques, such as inspections and monitoring, environmental remediation to eliminate conditions that attract pests, and using a combination of targeted methods for trapping, disrupting life cycles and halting feeding and metabolism is put in place. The emphasis is on strategic control that focuses on results with minimal impact to the environment and people in it.

### Buildings Partnering with Service Providers

The New York metro area is home to some of the country's most innovative building managers. These companies have initiated strategic partnerships with service providers with the right experience and certifications.

### Albanese Organization:

#### The First

The Albanese Organization, a large Long Island-based real estate company with properties in New York City and the surrounding counties, earned the first Leadership in Energy & Environmental

Design certification in our area. This certification by the U.S. Green Building Council is earned by satisfying best-in-class building strategies and practices to earn points. They have been working with Knockout Pest Control to earn valuable points toward certification for the last fourteen years.

Canon USA:

The Largest

One Canon Park is one of the largest commercial properties on Long Island to achieve Leadership in Energy & Environmental Design (LEED) Gold certification. The facility stands as a model for environmental stewardship and innovation. Knockout Pest Control is the exterminator for the Canon Americas Headquarters. Canon achieved a total of 41 credits, one of which was contributed through Knockout Pest Control's Quality Pro Green certification.

What to Look for: Certification, Experience, and Innovation

Certification is a must when considering suppliers that can contribute to LEED qualification. The National Pest Management Association is the premier organization providing third party verification of environmental practices. Knockout is one of just 135 companies nationwide who have earned that organization's Quality Pro Green certification.

"We applaud companies like Knockout Pest Control for their commitment to the environment and the steps they take to promote green pest management services," said Andrew Architect, executive director of the Quality Pro program at the National Pest Management Association. "A comprehensive pest management plan is integral to the health of a building and its occupants. To ensure a multi-faceted approach focused on reducing the conditions that pests need to survive, companies can ascribe to meet eco-effective standards that allow them to be awarded the GreenPro certification."

Certification is the culmination of years of hard work and innovation. Knockout Pest Control began applying green pest control techniques and strategies over 15 years ago, long before "going green" was a trend. Being among the first to use innovations such as Sentricon to control termites when it was launched in 1995 and being one of the highest volume users of cutting edge bed bug remediation treatments, such as Cryonite had put Knockout Pest Control in the vanguard of the green movement. Experience isn't measured just in years, but also in the number and variety of pest control situations the company has combated.

"Caring for the environment is not just a nice thing to do. We know it has direct impact on employees," said Knockout Pest Control CEO Arthur Katz. "It is why we made the investment to meet the comprehensive and stringent environmental standards set by the National Pest Management Association to qualify for the Quality Pro Green certification."

Profitable Differentiation

in a Competitive Market

Commercial real estate developers and managers have an opportunity to do well by doing good. Simple things, like integrated pest management from an innovative, experience and certified professional like Knockout Pest Control can save time and money, with providing the best protection against pests available.

Green Pest Control Checklist

When considering finding a green pest control partner, consider these factors:

- \* Years of experience specifically with green pest control methods.
- \* Number and variety of green pest control projects undertaken.
- \* Use of innovative products and methods that are certified green.

\* National Pest Management Association certification as GreenPro.

\* Track record of working within LEED standards.

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