

# PRESS RELEASE

Contact:

Roberta Perry

[Roberta@10-16.com](mailto:Roberta@10-16.com)

610-761-5585

## **New Weapon to Kill Bed Bugs**

*ActiveGuard™ Mattress Liners added to treatment programs yield OUTSTANDING results*

FEBRUARY 26, 2010 Philadelphia, PA --- Allergy Technologies LLC introduces their newest product, *ActiveGuard™* mattress liners, to the US market. *ActiveGuard* mattress liners are patented, fitted mattress covers proven to **kill** bed bugs on mattresses and box springs. With extensive lab and field research validation, *ActiveGuard* is now successfully being used across the country as part of Pest Management Professional's (PMP) treatment programs to control, and in some cases, prevent bed bug infestation.

Bed bug problems are reaching critical mass in metropolitan areas prompting active product and protocol research. *ActiveGuard* represents a **major** development in technology, which has been needed to bolster the success of treatment. "Bed bugs are particularly insidious because they are so difficult to control," states James Ballard, PhD., BCE of Ballard Pest Management Consulting.

In his independent lab and field studies, Dr. Ballard discovered flaws in current bed bug treatment protocols. "The importance of proper preparation isn't being stressed enough and new products like active liners are being overlooked," Ballard asserts. "*ActiveGuard* has demonstrated its ability to kill bed bugs in both the lab and real life scenarios," Ballard continues. The March 2010 issue of PCT Magazine more fully reports on these impressive results of Dr. Ballard's field study. Many PMPs use encasements to trap any live bugs or nymphs that were missed in treatment. *ActiveGuard* is different, in that within 72 hours, whatever is left on the mattress and box spring dies and installation is significantly easier with no ripping or tearing. This means no live bugs crawling around under you while you sleep. "We're using it in places with a high probability of reinfestation," says Joe Silvestrini of Pest Control Technicians, Inc. in Norristown, PA. "*ActiveGuard* actually kills bed bugs, which is essential in preventing reinfestation."

Originally developed to combat dust mites and asthma by medical entomologists at the London School of Hygiene and Tropical Medicine in London, *ActiveGuard* is a natural extension of the malaria nets, or bed nets, used by millions of people throughout the

world for over 50 years. While new to the U.S., *ActiveGuard* (under the brand name Astex®) liners have been available in Europe and Asia for the last ten years with over 40,000 units sold. Allergy Technologies LLC, the patent holder and manufacturer, sponsored successful field trials in the US where, in 1321 liner months (number of bed bug free months since liner installation), only 2 non-bedding complaints were recorded. Its continuous protection, easy installation and success rate make *ActiveGuard* a natural choice for PMPs, public health and housing agencies and shelters, universities, property managers, hotels and other transient lodging facilities. “We’re using *ActiveGuard* with great success,” discloses Robert Mercante, President of RAMBUG Pest Control, Inc. in Brooklyn, NY. “It’s very effective when used in a total treatment program. When we find something that gives us highly effective results, we stick with it....”Mercante says.

For more information on *ActiveGuard* Mattress Liners, please call 215-654-0880 or visit <http://www.allergytechnologies.com/About-ActiveGuard/66/>.