

# Chance meeting sows seeds for future sales

## ENSYSTEX HAS BUILT A LONG-LASTING RELATIONSHIP WITH SWAT PEST CONTROL CENTERED ON EXCEPTIONAL SERVICE

Ensystem has been providing Swat Pest Control with superior service since 2013, according to Swat's founder and president, Scott Stokes.

Founded in 1989, the Chalfont, Pa.-based firm has four service technicians, including Stokes, and two part-time secretaries. His senior technician has been in the industry most of his life and has been with the company for 11 years. And, the company is growing.

"I'll need another full-time entry level technician next spring," says Stokes.



Scott Stokes, Founder & President, Swat Pest Control

Stokes has been in the pest management industry since he was 19 years old. At a pest management function in the early '80s, Stokes met Ed Van Istendal, who later became a salesperson for Ensystem. Swat is part of his territory.

In 2013, Swat bought its first product from Van Istendal: Maxxthor a termiticide with the active ingredient bifenthrin, a second-generation synthetic pyrethroid effective against a wide range of pests.

"After a few persistent sales calls and complimentary sample products, I worked in Maxxthor to replace an alternative product for indoor use," says Van Istendal.

Shortly after, Stokes bought 0.75-gallon jugs of Maxxthor SC for perimeter treatments, and was paying less for the Ensystem product than the product Swat used previously.



**Maxxthor a termiticide with the active ingredient bifenthrin, a second-generation synthetic pyrethroid effective against a wide range of pests.**



### ADVERTORIAL

#### LEARNING THE VALUE OF QUALITY

In an economic time of no more corners to cut, Ensystem and Van Istendal helped Swat Pest Control increase profits by delivering quality results at reasonable costs.

"With Ensystem, you get more pounds of bait at a much lower cost than competitive products," says Stokes. "The decreased cost made going into the slow winter season extra special.

"That fall, I switched to Rodenthor Block," Stokes continues. "Later, Ed introduced us to the soft bait, which works well in conjunction with block bait."

Rodenthor contains the advanced anticoagulant, single-feeding active ingredient bromadiolone, which is labeled for use in a wide range of settings, including residential build-

ings and food processing facilities.

By functioning as both manufacturer and supplier, Ensystem aims to deliver direct hands-on support to businesses.

"All items are delivered within 72 hours and are never on back order," says Stokes. "And after a product we were using had become unavailable, Ed filled that need with an effective Ensystem product. Again, Ed increased our revenue."

Today, Swat Pest Control has changed over many of its products to Ensystem. The pest management company now uses Maxxthor SC, Maxxthor SG, Aerothor Flea Insect Growth Regulator (IGR) and Adul-ticide, Bithor, Borathor powder for wood boring beetles and carpenter ants, Borathor fine granular scatter bait, Abathor scatter bait and Isoptor bait stations.

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#### BUILT BY PEST MANAGEMENT PROFESSIONALS FOR THEIR PEERS:

#### The secret to Ensystem's customer service experience

Ensystem, based in Fayetteville, N.C., was founded in 1994 by a small group of people intent on changing the structural pest control industry. As pest management professionals themselves, the Ensystem leadership understands pest management companies.

"When we call in an order, we speak to Ed," says Scott Stokes, president and founder of Swat Pest Control, Chalfont, Pa., referring to his service representative Ed Van Istendal. "Not a computer programmer that doesn't know the product or application."

As a small business owner, with just under 10 employees, Stokes understands the value of providing customers with a personal touch.

"It demonstrates that the company truly cares for their clients," says Stokes. "The company's accounting office is efficient and pleasant."

Ensystem's concern for its customers is demonstrated through its integrity, he adds, offering as an example how when he accidentally paid an invoice more than once, "Lucille from accounting calls me personally to advise me."