

# Media Kit



# NORTHWEST

E X T E R M I N A T I N G

**888.466.7849 | [callnorthwest.com](http://callnorthwest.com)**

***Trust the Mouse to Protect Your House!***

# NORTHWEST EXTERMINATING: **THE GREEN LEADER**

**For the past 62 years,** Northwest Exterminating has been a consumer favorite for pest control. The family owned and operated business, was founded on values of honesty, integrity and excellence. Today these values remain the core of Northwest Exterminating, as we have grown from a family of two to a family of over 300 team members. We specialize in residential and commercial termite, pest and mosquito control, along with wildlife, lawn care and insulation services.

We are proud to be the green leader in pest control. In fact, green is our mission! We strive to create healthier living and working environments for our customers as our first priority. We accomplish this by practicing sustainability in every aspect of our business, from the services we provide to our daily routine.



## **Our vision statement says it best:**

*At Northwest, we believe that creating a healthier living and working environment is not a choice, but our responsibility to our customers, community, and team. It is our commitment to do what is right as we develop green solutions, protect health, and solve problems while enhancing the lives of those we serve.*



**“AT NORTHWEST, WE STRIVE TO BE THE INNOVATOR IN GREEN PEST CONTROL.”**



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# NORTHWEST EXTERMINATING: **GREEN SERVICES**

## **NorPest Green**

*PEST CONTROL THE WAY NATURE INTENDED*

NorPest Green was developed exclusively by Northwest Exterminating to get rid of pests while maintaining the lowest environmental impact possible. NorPest Green is a customized program that utilizes only the most innovative and advanced products and equipment available. Our products' active ingredients are derived from flowers, plants, and natural elements from the earth. No harsh chemicals, and just as effective as traditional pest control.



*"OUR GREEN SERVICES ARE WHAT SET US APART FROM THE REST."*

## **The Sentricon System**

*GREEN TERMITE CONTROL*

Termite baiting systems are the most environmentally friendly treatment option available today to eliminate and prevent termites. Compared to liquid termite treatments that require large amounts of product application, baiting systems use only a few grams of active ingredient when and where needed. The Sentricon System uses only a few grams of active ingredient to eliminate termite colonies. This active ingredient is contained in the bait of the Sentricon stations, where it poses no hazard to groundwater, and has no label restrictions for use around wells and cisterns. Also, it is the only termite control product ever to receive the Presidential Green Chemistry Challenge Award.

## **Green Mosquito Control**

Not only will Northwest reduce the annoyance of mosquitoes for you and your family, we will do it in a way that guarantees the lowest environmental impact possible. To ensure our mosquito control program is effective and environmentally friendly, we use products that are derived from flowers and natural bacteria. The program consists of monthly treatments, beginning in April and ending in October. This allows you to maximize your time outdoors during the Spring, Summer, and Fall months.

## **TAP Insulation**

Insulating your attic is green in itself...it reduces the amount of energy needed to heat and cool your home. This results in lower energy bills and energy conservation. Our insulation, TAP (thermal acoustical pest control insulation), is green in other ways too. It's made of 87% recycled newsprint, Energy Star rated, and treated with a pest control product that's derived from elements in nature – known as borates...giving you permanent pest protection in your attic. Also, it can save you up to 30% or more on utility bills!



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# NORTHWEST EXTERMINATING: **GREEN SERVICES**

## **Complete CrawlSpace**

Closing your crawl space with Complete CrawlSpace can improve the overall health of your home. Moisture can lead to many issues...a high level of humidity – causing mold growth, an increase in pests, and energy loss (higher utility bills!). By closing your crawl space, we can correct these issues and prevent future problems. This means a healthier, more energy efficient living environment for you and your family.



*“OUR GREEN SERVICES ARE WHAT SET US APART FROM THE REST.”*

## **Green Property Solutions**

Northwest’s Green Property Solutions prevent issues before they arise. We accomplish this by altering or making improvements to the construction of your property, without the use of chemicals to exclude or prevent pests, termites, or moisture conditions. We provide green solutions for:

- Gutters
- Stucco
- Moisture Conditions
- Debris Removal
- Inadequate Ventilation
- Insulation
- Exclusion



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NORTHWEST EXTERMINATING:

# THE FOUR C's

## Conserving

Conserving water by using the Sentricon Colony Elimination System. Since we began using Sentricon in 1999, we have conserved over 20 million gallons of water. This is a big help to the Southeast in combating the drought.

## Condensing

We also strive to reduce our fuel usage. To achieve this we've done several things:

- Condensing our routes to minimize the time our trucks are on the road is essential – grouping our customers geographically so we aren't driving across town in between visits is one example.
- We look to build circular routes where our technicians start and end at a specific location. Since going to these Universal Routes, we've reduced our fuel consumption by more than 30 percent.
- We've given employees the option of a 4-day on location work week to reduce what our employees spend on gas each week

## Controlling

Controlling pests the way nature intended with NorPest Green. By utilizing botanicals and Earth based products, the best trained professionals in the industry, customized equipment, and a customized plan, NorPest Green controls pests with minimal environmental impact.

## Cutting

Cutting energy consumption and costs as well as controlling pests naturally with the use of TAP Insulation. With TAP insulation, it is common for our customers to cut as much as 20 – 40 percent off of their energy bills and reduce pest populations because TAP is made of recycled newsprint and borates.



*“GOING GREEN NOT ONLY IMPROVES THE WAY OF LIFE, IT MAINTAINS THE HEALTH OF OUR ENVIRONMENT. AT NORTHWEST, WE UTILIZE SUSTAINABLE METHODS TO PRESERVE NATURAL RESOURCES AND REDUCE OUR CARBON FOOTPRINT”*



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NORTHWEST EXTERMINATING:

# GOING GREEN INTERNALLY

## *Think Green, Go Green.*

Northwest has pursued Green initiatives for several years. We believe that Northwest is the leader when it comes to Going Green and Being Green in the pest control industry. We are continually improving our green footprint over time.

Our initiatives in green technology can be categorized as follows:

- Reducing our power consumption
- Minimizing our use of paper
- Applying technology to reduce fuel costs

We started out by giving employees "Green" computers that are more efficient than a standard computer. Then we applied power management features on top of these computers to further cut down on our consumption. We've also made significant process in virtualizing our server environment allowing us to retire older servers that typically consumed more power.

In addition to our efforts at conserving power consumption we've focused on reducing our paper usage through a number of initiatives:

- We've converted paper forms to online or electronic forms.
- We've setup a number of electronic billing options for customers that eliminates the need to mailing payments, statements, or invoices.
- We've made a significant investment in development of an Automatic Clearing House System. Traditionally, when a customer used their bank's online bill pay to send a payment to Northwest, the bank would send Northwest a paper check. With the new system, Northwest has tied into the banking Automatic

Clearing House System network and converted these checks to electronic payments. We now receive 80,000 payments a year in this method.

- Our most recent initiative has focused on integrating iPad devices for our sales force. There are a number of benefits but the most tangible benefit is the elimination of paperwork for our mobile-equipped sales team. The ability to deliver leads via the mobile devices means our sales group doesn't need to drive to and from a service center to pick up or return paperwork. Our mobile sales force is ready to go when they wake up in the morning.



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LEADERSHIP OF

# NORTHWEST EXTERMINATING



**Steve Phillips**  
PRESIDENT/CEO



**Stephen Phillips**  
VP, OPERATIONS



**Stanford Phillips**  
VP, BUSINESS DEVELOPMENT



**At Northwest, our customers are who matters most**

*Our goal is to exceed the needs of every customer by providing the best customer service possible. We want more than just a customer for today...we want Customers for Life.*



**Dave Brown**  
CFO



**Scott Eubanks**  
LEADER OF INDUSTRY RELATIONS  
& TECHNICAL SERVICES



**Jeffrey Dunn**  
SALES LEADER



**Peter Schmidt**  
DISTRICT MANAGER



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