

A 'shock' to the cockroach system

Shockwave 1 Flushing, Killing & Residual Aerosol by MGK is an apartment complex game-changer for one Texas firm

EnviroSMART MultiFamily Pest Solutions in Texas has taken on a tough niche in the pest management field. The firm specializes in multi-family housing, where German cockroaches (*Blattella germanica*) can be a challenge. In fact, about 25 percent of EnviroSMART's service calls involve cockroaches.

"Cockroaches reproduce quickly, and they can get out of hand in a very short period of time," says John Parker, chief operating officer at EnviroSMART, which has three offices serving Dallas, Houston, San Antonio, Austin and surrounding areas.

Parker notes, however, that he has found a solution in Shockwave 1 Flushing, Killing & Residual Aerosol by MGK. Like the name implies, he says, it does it all: Shockwave 1 flushes cockroaches and other pests from their hiding places, quickly kills them, and leaves a long-lasting residual behind.

To make all this happen, Shockwave 1 contains two adulticides (pyrethrins and bifenthrin), two synergists (piperonyl butoxide and MGK 264), and an insect growth regulator (NyGuard IGR). It's primarily

used to fight cockroaches, but is also effective against a multitude of other pests. Shockwave 1 can be applied indoors and outdoors, and around food-processing and -storage areas.

EnviroSMART first tried Shockwave 1 in November 2018 inside an apartment unit where another pest management firm had failed to eliminate a cockroach infestation. The resident contributed to the problem by not keeping the place clean.

By the time EnviroSMART arrived, the resident had moved out, leaving animal feces and urine everywhere. German cockroaches were crawling in every crack, crevice and outlet.

"It wasn't the worst I have seen, but it was rough," Parker says.

EnviroSMART technicians sprayed Shockwave 1, and within seconds, he says, cockroaches fell dead from the walls and ceiling.

"We expected some of that," Parker says. "Every time you use a flushing agent, you get a thrill-of-the-kill experience, but this was more than usual."

It wasn't long before EnviroSMART had the situation under control by pairing Shockwave 1 with cockroach baits.

Parker and his team like Shockwave 1 not only for its effectiveness, but its ease of use. Technicians can hold the can in any position, even upside down, and it doesn't leak or stop spraying.

"It is not oily so there are no stains, and it dries quickly," says Luis Martinez, EnviroSMART's director of operations.

So far, Parker estimates that he orders between 25 percent and 30 percent fewer pest management products, thanks to his team's use of Shockwave 1.

"The benefits outweigh the higher price," Parker says.

In addition to cockroaches, EnviroSMART uses Shockwave 1 on ants, centipedes, crickets, pill bugs, earwigs, moths and other pests. It has become the company's go-to product.

"There's nothing we encounter in the apartment industry that we can't use it on," Parker says.

Parker first learned about Shockwave 1 after MGK reached out and introduced some of its products to his firm. Previously, EnviroSMART had used MGK products only on occasion. That changed with Shockwave 1, he notes, which is now part of EnviroSMART's service protocol.

"If we continue to see these kind of results, it will build brand loyalty with us," Parker concludes.



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