

YOUR RELIABLE REGIONAL SOURCE ON PEST MANAGEMENT

CONTROL

The Boecker Bulletin

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Dear Client

A HISTORICAL SUMMER

What A Summer! The unbelievable miracle of life in Lebanon has proven its viability again, and just days before the official beginning of the summer season, all doors were opened and boy did we have a wonderful summer!

Summer brought its fruits in a historical step done at Boecker through the creation of Boecker World Holding Regional Team who will be in charge of standardizing all of Boecker's 6 branches in the region and the preparations for new openings in the future. The Regional team includes a Regional Operations, Food Safety, Business Development, Marketing & Communications, Human Resources, Financial and Legal Managers.

The team has immediately started Boecker's largest upgrading work ever; where all manuals, procedures, work instructions, reporting systems and many other administrative, technical, financial and legal files are being completely rebuilt in a way that fits a regionally growing company on the verge of becoming a fully fledged Multinational group.

This Summer has also seen remarkable success at the Diyafa Tradeshaw in Doha Qatar, immediately followed by the HORECA show in Beirut and as you read this newsletter Boecker will be participating in the Made in America tradeshaw held also in Beirut, at the BIEL Exhibition Center.

Boecker Food Safety had its big share of novelties this summer with the complete re-edition of all Training Courses using the latest audiovisual methods and World-Recognized certification for all attendees. Boecker Food Safety has also launched its "CATER WITH CONFIDENCE" Motto which is now the center of its marketing and promotions; we have also updated our Award-Winning website www.eat-safe.com, don't forget to visit!

One column is not enough to share with you the gigantic progress made at Boecker, I will leave the following pages to speak for themselves and promise you exceptional news in next issue.

Regards;
Michel Bayoud

WHAT WILL HAPPEN WHEN THE BIGGEST NAMES IN PEST MANAGEMENT COME TOGETHER? TOTAL CONTROL



NEW AT BOECKER PESTWEST GLUE BOARD FLY KILLER & DECORATIVE WALL MOUNTED FLY KILLERS

THE NEW RANGE OF
HACCP-APPROVED GLUE
BOARD EFK – UV LIGHTS IS
NOW IN THE MIDDLE EAST



▶ NEW AT BOECKER

PESTWEST GLUE BOARD FLY KILLER & DECORATIVE WALL MOUNTED FLY KILLERS

WHY CONTROL HOUSE FLIES?

“IF YOU FOLLOWED A FLY FOR A DAY, YOU WOULDN'T EAT FOR A WEEK”.

This is what happens when a fly lands on your food. Flies cannot eat solid food. In order to soften it up, they vomit on it and they stamp in the vomit until it is liquid, usually stamping in few germs collected within their body from garbage sites, animal manures and others. Now that it is soft and runny, they suck it up back again, probably dropping in some excrement. House flies harbor more than a 100 pathogens and transmit lots of diseases among which cholera, tuberculosis, typhoid fever, dysentery, diarrhea, etc. The House flies lay their eggs on animal manure, human excrement, garbage, decaying material and food residues in kitchens. The eggs hatch in 8 hours and the emerging larva matures in 6 days under optimal temperature. The adult is ready to mate after just a few hours and it lays between 400 to 900 eggs in its life span that extends between 15 and 25 days.

WHY PEST WEST GLUE BOARD TECHNOLOGY

Electric fly zappers have been used for years now, but with increased awareness over food safety and risks of contamination, the EFKs are no longer HACCP approved for use in food transit or food preparation areas because flies, when electrocuted, parts of their body is scattered on the food and contaminate it. Also, when the fly is killed and collected in the tray of the EFK, air currents from air conditioning, ventilation, etc. could make the fly body parts or the whole fly get carried by the drift and again land and contaminate food.

On the contrary, the **PEST WEST** glue board fly killer machines are HACCP certified in food areas as no flies' body parts will fall and contaminate adjacent food. In addition, the black glue board has the advantage of discreetly attracting many species of flies including fruit flies, drain flies and many other flying insects which can help in monitoring the infestation in your premises. The **PEST WEST** machines comply with the American and European standards and are equipped with Shatter proof lights necessary to use in food areas.

PEST WEST FLY KILLER	ELECTRONIC FLY KILLER - EFK
Silent control of flies	Zapping sound
Does not contaminate food	Contaminate food through flies body parts
HACCP approved	No longer HACCP approved in food areas
Safe	Risk of electrocution from high voltage
Economical and no maintenance required	Expensive and needs maintenance
Trap many species of flying insects	Attract only house flies



HOW DOES IT WORK?

The flies are attracted to the UV light emitted by the calibrated UV tubes and then trapped on the black glue board. The glue boards are easily removed and replaced. UV light tubes are replaced once every 10 to 12 months.

WHERE TO USE THE PEST WEST MACHINES

Ideally recommended in Restaurants (public areas and kitchens), Hospitals (kitchen, operating rooms, intensive care units and all critical areas), Food plants (production line areas, warehouses), Nurseries and Schools; Pastries (production and public areas), Offices, Dwellings and wherever flies are a problem.

FIRST TIME IN BEIRUT, DUBAI, QATAR, KUWAIT

DECORATIVE WALL MOUNTED FLY KILLERS
Stainless Steel or Modern White
Can be installed anywhere especially near bars, buffets, on terraces, near food stations and anywhere where a decorative, subtle protection is needed.



HACCP-APPROVED / GLUE-BASED

CALL BOECKER TODAY TO PLACE YOUR ORDER

Beirut 961 1 669 100 (ext 128)

Dubai 971 4 333 0 315

Qatar 974 444 37 44

Kuwait 965 800 774

AND VISIT OUR AWARD WINNING WEBSITE

www.boecker.com



PROUDLY MADE IN ENGLAND



LEBANON NEWS

STAFF PARTY | BOECKER AT GARDEN SHOW | SPECIAL OFFERS FOR BEIRUT DOWNTOWN | HORECA 2008 | SOCIAL GATHERINGS | THE GUARANTEED SOLUTION TO PROTECT YOUR BABY AGAINST GERMS 24/7 | A1GP THE WORLD CUP OF MOTORSPORT | A TASTE OF OUR COUNTRY AT HCU

BOECKER'S STAFF PARTY

Everyone was a winner on that night where Boecker's 90 staff members and their families gathered at the Holiday Inn Dunes Ballroom in a warm private gathering. After an opening word from Mrs. Bana Kobrosly; Lebanon's Country Manager, we all enjoyed a lovely dinner, lots of music and dancing and hundreds of prizes presented to our staff with many thanks for clients like you. (April 20, 2008)



BOECKER AT GARDEN SHOW

With unhesitant perseverance, and despite all the circumstances, Boecker participation in the annual Garden Show event is uncompromised. Held in the Beirut Hippodrome from June 10 to 14, this tradeshow hosted garden amateurs, landscape specialists, women, men and children for its wide selection of exhibits and services for garden and homes ranging from outdoors furniture,



accessories, decorations, to various related services, food and specialized kids area.

At Boecker stand, every visitor is a winner. All you had to do is spin the wheel of fortune and win any of the 5 various gifts ranging from free of charge Boecker services to special discounts and Boecker souvenirs. Our objective will always aim at insuring World Class services for a Healthy Living and the Environment.

"TOGETHER TO SERVE YOU BETTER"

Affiliating its services together, Boecker and Terranet had built a promotional program that goes all the way to serve their residential clients to the utmost lavishness. Boecker® is glad to announce the new promotional program with Terranet, the leading Internet Service Provider in Lebanon, whereby Boecker® clients shall get ADSL Set-up and Start-up for free from Terranet when installing a new ADSL line at their residences. If WIGO, the wireless internet, is used instead, Boecker® clients will get a free 512 Kbps monthly account for free. On the other hand, all Terranet ADSL clients will also benefit from a Free of Charge Boecker Professional Disinfecting services (Microbecs™).

If they are current clients of Boecker®, they will get additional two months extension to their yearly residential pest control contracts.

For more details, please do not hesitate to call Boecker Lebanon on 01 669100 ext 106 or Terranet on 01 577511



SPECIAL OFFERS FOR DOWNTOWN



As a gesture of continued belief in the Lebanese Economy and as a sign of unconditional support to the Hospitality sector, Boecker Public Health has offered three-months Pest Management Services FOR FREE to

all of Beirut's Down Town restaurants that are served by Boecker. In addition, Boecker Food Safety, the Middle East leading Food Safety training and consulting group with the collaboration of The Syndicate of



Restaurants, Pubs and Patisseries in Lebanon, has offered its renown Basic Food Hygiene Training Course certified from the Royal Institute of Public Health, FREE of Charge to employees of Down Town restaurants.

Boecker's name has been synonym to the commitment to quality and service; first - and most of all - in the Hospitality Industry that has grown hand in hand with Boecker for the last 15 years.

HORECA 2008

Another successful year for HORECA Beirut, one of the region's largest shows for the hospitality sector. Boecker at the heart of the show for many years in a row now, has shown exceptional

branding and visibility throughout the exhibition hall. Our new booth design was a completely new concept where visitors could be served from 4 sides of the booth and an innovative arch model that represented Boecker's Caring Protection for Health, property and the Environment. Boecker Food Safety, now the official

Hygiene Jury for all culinary competitions in the region (Gulfood, Dubai – Diyafa, Doha – IHF, Amman and HORECA, Beirut) has also set its Salon Culinare competition with a Jury panel that graded the competitors for the final winners selection (learn more about the winners list: www.eat-safe.com)



SOCIAL GATHERINGS

Boecker emerges from its community and for that reason, our activities with our communities are an ongoing habit year after year. To name a few, the last quarter has seen our participation through Boecker's Residential Division at Le Bristol Hotel Dar El Nahas Publishing for Mother's Day, followed by Mrs. Janho Luncheon at the Mtayleb Country Club and the Decatlon Health Club Lunch event at Le Royal Hotel Dbayeh. Our participation in these events always brings valuable information on Public Health to participants and lots of prizes offered by Boecker to the attending audience.

If you have a social event and would like Boecker to be there at no fees and present an awareness session with valuable prizes, please email: bdm@boecker.com



PROTECT YOUR BABY

There is no doubt that the most concerned women in the world are new moms; a new experience, a fragile baby at hand and many surrounding hazards ranging from pollution to allergens, germs, viruses and common diseases are the worries of every mother.

Boecker's MICROBECS™ tested for years in Day Cares and Nurseries and required by law in countries like the United States is now being launched for your home protection against germs all year round to prevent disease contamination between children and family members.

To Celebrate the launch of MICORBECS™ at home, Boecker has prepared a special guide for new moms that is being distributed in the maternity floors of many Hospitals around Lebanon. The guide shows the common practices that a new mom should do at home and the basic care for babies against germs propagation from our daily practices. The guide is offered with a carefully selected CD of lullabies for babies that will make your baby sleep and sleep safely.



ORDER YOUR COPY OF OUR MICROBECS™ MOM'S GUIDE WITH THE BABY CD BY EMAILING US ON: residential@boecker.com OR CALL 03. 61 10 20

**FREE GUIDE,
FREE DELIVERY**

A1 GP THE WORLD CUP OF MOTORSPORT

As part of its on going commitment to reflect the refined Lebanese image to the entire world, Boecker Public Health proudly announced its sponsorship of the **A1 Team Lebanon** on the 2008-2009 season of the A1GP World Cup of Motorsport.

A1 GP is very similar to the famous Formula One motorsport. The difference is that all teams compete using the same car, which is Ferrari for 2008-2009 season, and every team represents one nation to make that event looks like the "Motorsport World Cup". **A1 GP** brings together more than 20 nations to compete as equals. The Lebanese Team is the only Arab team competing in the Series, and it has gained support from throughout the region. The A1 GP Lebanese Team announced its participation in the 2008-2009 A1 World Championship for the 4th consecutive season. The new driver is the talented Lebanese-Canadian 19

years-old Daniel Mrad who has gone for more than 500 races and won many prizes in North America. In addition to Boecker Public Health, three main Lebanese corporations sponsored the A1 Team Lebanese: **Le Royal Hotel, Casino Du Liban, and La Libanaise des Jeux.**

Tameen Auchy, Seat Holder for A1 Team Lebanon, commented, "The new livery is very creative, and it works well with sponsor logos. We have put more focus on the commercial aspects this season, so this is why we have re-branded our car. We have secured numerous new sponsors during the off season and now these high profile brands and blue chip companies who will benefit from being showcased to fans across the world."



The new season of A1GP World Cup of Motorsport has kicked off on the 4th - 5th October at the Zandvoort Circuit in Netherlands, where the new livery will be showcased for the first time on track, with the Lebanese team in 4th place. Boecker Public Health wishes **A1 Team Lebanon** all the best, hoping to achieve honorable results. **WATCH ON LBCI OR VISIT www.A1GP.com**

A TASTE OF OUR COUNTRY طعمة بلادنا AT HCU

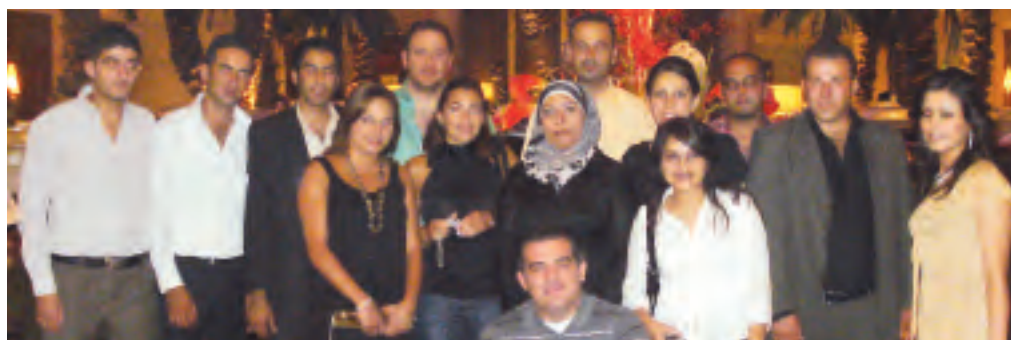
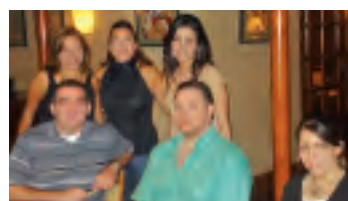
Boecker Public Health participated in an event organized by the marketing students at the Hariri Canadian University - Mechref. The exhibition took place last April at the university campus. The theme was the Taste of our Country طعمة بلادنا and several companies



from the Food and Beverage sector participated. Boecker introduced students to its different services which include Food Safety, Pest Management, Disinfection, and Trade. The event was a success, congratulations to all HCU senior marketing students.



BOECKER JORDAN



Boecker Jordan was Boecker's 1st operation outside Lebanon; 11 years later Boecker World Holding SAL and Mr. Nael Darwazeh have yet recommitted to another success era with the decision to completely

relaunch Boecker Jordan in the fast growing Jordanian market. The Boecker Jordan team will now go through an intensive standardization and upgrading process. The first milestone is the participation

of Boecker Jordan in the IHF (International Hospitality Forum) taking place from October 28th to 30th in Amman Jordan where Boecker will be revealing its new image branding and new services in Jordan.



BOECKER DUBAI SEE YOU AT THE TOP!

In February 2003 Boecker has started its operations in UAE with the provision of Food Safety training and consulting services. In the beginning of 2007 Boecker expanded its services in its central Dubai offices and is now providing its renown World Class Pest Management & Food Safety services throughout the UAE.

Dubai Municipality Pest Control Section, the regulatory and auditing arm of the Dubai Government issues quarterly assessment lists of the Top Pest Management companies in Dubai. Out of 74 companies now working in Dubai, and in just 18 months, Boecker has escalated from the entry position on the list which is the bottom of the list, to grade 32, then grade 15 and is now occupying the 11th place and classified as CLASS A company in the municipality listing; a record for a company as young as Boecker UAE. Boecker provides an exceptional service designed to the high end of the UAE market where exclusive service and great attention are needed;



a market niche very familiar to Boecker who has been servicing the upper market since 1993. Our growing team now provides General Pest Management Services, Termites Control in one of the World's fastest growing markets.

QUALITY SERVICES

Why not pay us a visit in our facility in Ras El Khor Area, Dubai just few miles from the Dubai Festival City, our state of the art training center, storage facility and offices only reflect Boecker's commitment to quality services at all times, or alternatively call us on our Toll Free number: **800 NO PEST** for all your inquiries. dubai@boecker.com

DID YOU KNOW THAT TERMITES are considered to be the most destructive insect pests in the world?

Did you know that Termites work 24 hours a day to find their way into your premise?

Did you know that termites feed on cellulose, which is found mainly in wood?

For more information and **FREE** inspection call Boecker **NOW** on **800 NO PEST** or +9714 333 0 315

THE BEST ACHIEVER

Red is a color that represents strong will, determination, courage, independence and much more, but there is one thing we know for a fact is that with this attitude Elie Jabra our account executive approached his goals for the 2nd quarter of the year, and

for all that he deserved the best achiever award and a red hot Sony Vaio laptop. Good Job Elie, see you at the top!!





QATAR NEWS

A successful man once said: "Responsibility goes in direct proportion with the number of people we serve; the more the people we serve, the higher the responsibility"
With an exceptional renewal rate of 99.3% of its previous year clients, Boecker is celebrating yet another year of success in Qatar, servicing the emerging country's largest properties and most impressive landmarks from the large sports university (Aspire – see last issue of Control) to the spectacular Pearl Island project, Boecker is celebrating one success after the other, and another load of responsibility after the other only to renew its commitment to Quality services, products and people.

BOECKER AT DIYAFA 2008



This year, Boecker has participated in the DIYAFA 2008 tradeshow that was held in Qatar International Exhibition Center from May 5 - 7, 2008. Diyafa provided a unique opportunity for hospitality and food suppliers to meet decision makers from the Qatari & Gulf hotel & tourism industry, regional tourist promotion boards & prominent Gulf businessmen. Boecker presence was to introduce its services to the Qatari market, in addition to being selected as the Official Hygiene Jury in the Salon Culinaire which witnessed a lot of competing participants in the live cooking, fruit carving, chocolate carving, and artistic pastry competitions.

BOECKER PUBLIC SAFETY, QATAR has now extended its services to cover **Termites Treatment** and **Fumigation Services** involving the latest technology and techniques with guaranteed results.
For more information call now + 974 444 37 44
or email: qatar@boecker.com

HIGH PERFORMERS

MAY: Carlos Bombase joined Boecker Qatar on May 9, 2008. Within 21 days Carlos was able to prove that he is a reliable person and professional enough to successfully complete any appointed task.



JUNE: Marlo Sylvano joined our team of skilled operators on March 2008 and very quickly Marlo was able to follow the pace of his colleagues. His will to learn and his positive attitude will surely contribute in his growth with Boecker.



JULY: Jonathan Apostol joined Boecker Qatar on October 2006. This is the 3rd time that Jonathan receives the "Technician of the month award". Since day one Jonathan was a real example on how a pest control operator should be. Good Job keep up the good work.



SALES DEPARTMENT: And the "Best Achiever Award" for the 2nd quarter year 2008 achievement goes to our Deputy Country Manager Mr. Rami Jibai for his outstanding performance and dedication towards success. That's how Rami received his award and his bonus incentive was a brand new black Sony Vaio laptop. Congratulations Rami, you are a true champ!!!



ADDRESSED TO

RETURN ADDRESS

- BEIRUT** Boecker Building, Bechara El Khoury Street
P.O. Box: 113 - 6225 Beirut 2059 5508 Lebanon
- DUBAI** Ras El Khor, Ind. 2nd Aweer, P.O. Box: 41999 Dubai UAE
- QATAR** Al Manaa Center, Sadd Street, P.O. Box: 8019, Doha, Qatar
- KUWAIT** SAFAT, 13160 Kuwait, P.O. Box: 29915, Kuwait
- JORDAN** Amman, Mecca Street, Tabalat Kitchen's Building
P.O. Box: 850715 Amman, 11185 Jordan

