

YOUR RELIABLE REGIONAL SOURCE ON PEST MANAGEMENT

CONTROL

The Boecker Bulletin

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Dear Client

You cannot imagine how exciting it is to set your mind into a regional thinking. This in fact applies at many levels including the concentration needed when addressing The most growing region in the World: the Middle East.

For years the Middle East has been the cradle of tension and conflict and the word "Middle East" has been synonym of instability and belligerence. Today, from the heart of the Middle East, from a region that was once a wide stretch of desert emerges unprecedented development that is addressing every aspect of our lives. One cannot but bow for the achievements done in so little time, one cannot but stand proud of what the UAE has become, of what Qatar has become, what Saudi Arabia has become and what Bahrain, Oman, Jordan and Lebanon have become. It is indeed a great region to be in!

In your hands is the first Control Regional issue, one to enjoy while learning about Boecker's news and activities and our expansion in these countries. While our branches have reached Jordan, UAE, Qatar, Kuwait, Lebanon and Nigeria, we are still on the outlook for new opportunities. Our markets of direct interest are Bahrain, Oman, Cyprus, Egypt and Morocco – you can learn all about Boecker World by visiting our Award Winning website: www.boeckerworld.com.

Last but not least, I thank you all for your trust in Boecker, for the time you spare to read this newsletter and for being part of Boecker World. I look forward to receive your comments, all your comments and advise on what you liked and what you did not like in this publication, it would be a great opportunity for us to improve, so feel free to email me at: feedback@boecker.com an email dedicated to your comments and suggestions.

Regards;
Michel Bayoud

WOOD BORING PESTS

Wood INFESTING OR WOOD BORING PESTS FUNCTION IN NATURE TO HELP REDUCE DEAD WOOD INTO A FORM THAT CAN BE UTILIZED AS PLANT FOOD. HOWEVER, THOSE INSECTS CAN BE VERY DESTRUCTIVE TO WOOD THAT HUMANS USE IN THEIR STRUCTURES AND FURNISHINGS.

THERE ARE MORE THAN **30000** SPECIES OF WOOD BORING PEST, OF WHICH THE MOST COMMON ARE THE POWDER POST BEETLE AND THE DEATH WATCH BEETLE.



BLACK POLYCAON: *Polycaon stouti* (Lec.)



POWDERPOST BEETLE: *Lyctus planicollis* (LeC.)



LEAD-CABLE BORER: *Scobicia declivis* (Lec.)



FURNITURE BEETLE: *Anobium punctatum* (DeGeer)



DEATH WATCH BEETLE: *Xestobium rufovillosum* (DeGeer)

N.B.: **TERMITES** ARE ALSO WOOD BORING PEST, YET THEY WERE SEPERATELY DISCUSSED IN A PREVIOUS ISSUE NUMBERED 35 DATED APRIL 2007.

▶ WOOD BORING PESTS

BIOLOGY

Wood boring pests pass through 4 stages from egg to adult. The eggs are laid in the wood pores as well as the cracks and crevices. The egg hatches into a larva within the wood. It is the larva that causes the damage and makes tunnels in the wood.

The larva then is transformed into an adult that emerges from the surface and leaves the wood via an exit hole.

Adults live only a matter of days or weeks and are attracted to light and may be found at windows.

The developmental time from egg to adult may be as short as about 50 days but may be 10 years or longer, depending on the species and the temperature, wood moisture content and nutritional value of the wood.

SIGNS OF INFESTATION

Because larvae of wood infesting beetles are not often encountered, diagnosis of the cause of the problem is usually based on the evidence left behind. One must use all of the evidence available because rarely will one characteristic, such as exit hole size, be conclusive. Therefore, the identification/conclusion will be based on the following evidence;

- 1- Presence of adults and/or larvae.
- 2- Type of wood damaged: softwood (evergreen/conifers) or hardwood (deciduous/ broad leaf trees; all others).
- 3- Age of the wood: new (10 years or less) or old (over 10 years).
- 4- Type of product being damaged.
- 5- Exit holes; size and shape.
- 6- Frass: texture and how packed in tunnels/galleries.

ACTIVE OR INACTIVE INFESTATIONS

Infestations sometimes die out on their own accord.

Therefore, it is important to be able to determine whether the infestation is active or inactive. Active infestations will usually have powder the color of fresh-cut wood sifting from the exit holes. In contrast to old, abandoned holes, new holes will not have taken on the weathered appearance of the surrounding wood. Powder streaming from recently opened holes may accumulate in small piles beneath the exit holes. If these piles of powder are covered with a film of dust or debris, the damage is old. Careful observation may be required to distinguish new powder from frass that



has been dislodged from old larval galleries by vibrations. One final means of confirming that an infestation is active is to mark or seal any existing exit holes. Use crayon or tape over the holes to see if more holes appear. Sweep up all powder, and recheck the wood for new holes and powder at a later date. Since most emergences occur from April-July, it might be worthwhile to wait until the following spring to determine if new holes and fresh powder are present. This is especially true when attempting to make a determination during the fall or winter months.

PREVENTION

Most powderpost beetles are introduced into homes in lumber or finished wood products (e.g., furniture, paneling or flooring). Lumber which has been improperly stored or dried should not be used, particularly if beetle exit holes are present. Many of the most serious infestations arise from clients who used old lumber from a barn or woodpile behind their house to panel a room or build an addition. Powderpost beetles will only lay their eggs on bare, unfinished wood. Wood which is painted, varnished, waxed or similarly sealed is generally safe from attack provided no unfinished surfaces are exposed. Bare wood can be protected from attack by painting or finishing exposed surfaces. Beetles emerging from finished articles such as furniture were usually in the wood before the finish was applied. (Note: beetles emerging from finished wood can, however, reinfest by laying eggs in their own exit holes; sealing the holes prevents this possibility).

Boecker had acquired special inspection, treatment and monitoring procedures to control wood boring pests. Applying these procedures guarantees the elimination of pest and control cross infestation from one piece to another.





QATAR NEWS

FIRST YEAR IN QATAR

Boecker Qatar celebrated this February its 1st Anniversary in the Qatar Market one of the fastest growing markets in the region. In just one year Boecker Qatar serves today the finest names in Doha including the city's finest hotels, resorts, commercial compounds, hospitals, schools; and to top it all, Boecker Qatar has been appointed to provide Pest Management services for the ASPIRE SPORTS ACADEMY (article below).



BOECKER QATAR

There is no doubt that since its opening Boecker Qatar has aimed to set a new standards in the pest management services for Doha, but also aimed to set a new service standard in general. An emerging market like the Qatari market can only be properly supported by reliable, professional services and this is the area where Boecker focused the most.

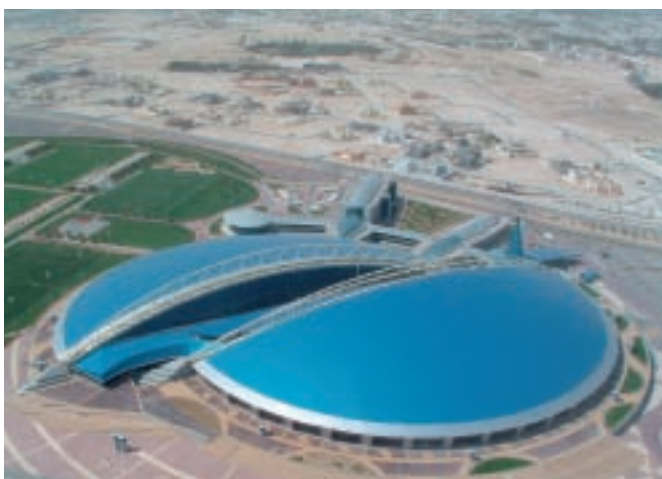
Driven by a results-oriented team, and in less than a year (Feb'07 – Feb'08) Boecker Qatar

was able to attract a substantial number of new clients, to name a few like The Four Seasons Hotel, Ezdan Towers which is one of Doha's landmarks and the largest hotel in the region, Al Sharq Village, Ramada Hotel, The diplomatic Club, Ritz Carlton Hotel, Millennium Hotel, Giant Stores, Paul Restaurants, among others.

The year was crowned by the appointment from The Aspire Sports Academy that first opened its doors in September 2004 (www.aspire.qa). It has grown out of the desert landscape and now stands proud as a must see destination for visitors to Qatar.

THE ASPIRE SPORTS ACADEMY, QATAR

The Aspire Dome is the largest of its kind in the world. The stadium seats 15,000 spectators, and houses 10 individual sports arenas that can host multiple events simultaneously. The Aspire Academy hosts numerous indoor facilities including a running track, swimming pools, gymnastics arena, squash courts and a full-sized indoor football pitch. All the indoor facilities are housed in a climate controlled environment especially in the hot Gulf summers where temperatures can exceed 50° Celsius. Aspire Academy was designed by the famous French architect, Mr. Roger Taillibert, whose architectural accomplishments include the Olympic Complex in Montreal and the Parc Des Princes Stadium in Paris. Boecker Qatar is very proud to be part of the team servicing the Academy and providing its World Class services to such an important international sports monument.



Antoine Abdel Sater

Country Manager, Boecker Public Safety, Qatar



DUBAI NEWS

ALL OVER THE UAE

Boecker Dubai has been established since February 2003 providing International Standards Food Safety Training and Consulting Services. In beginning 2007, Boecker Dubai has engaged its Pest Management Division under "Boecker Public Health Dubai" and is now providing Boecker's World Class Pest Management services all over the UAE.



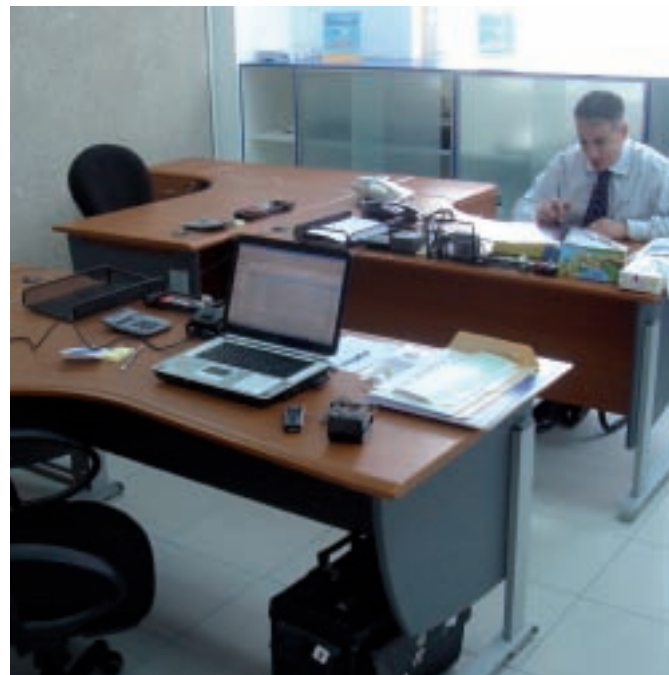
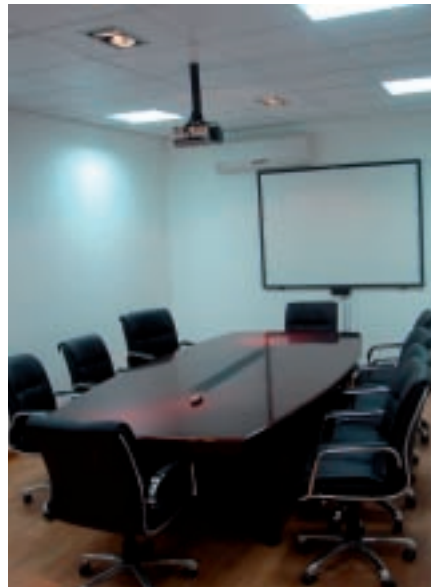
Hosted in a 5,500 sqft headquarter in Ras Al Khor area in Dubai, Boecker has today one of the largest setup for its services, including a state of the art training center, a workshop and storage as well as a VIP training room and modern offices.

Boecker Dubai is approved by Dubai Municipality and undertakes General Pest Control services as well as Termites and Fumigation services.

Boecker Dubai's unique toll free number 800 NO PEST has become the talk of town especially as supported by a media campaign that included strong visuals with a simple message to call this catchy toll-free number.

Today Boecker Dubai services more than 200 clients in the UAE and is growing as fast as the growth in this exceptional city.

On a Food Safety note, official figures state that Boecker Food Safety UAE has today a 44% share of all food hygiene trainings done in the Emirate of Dubai, an exceptional figure for an exceptional performance by the Dubai Food Safety Team.



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TOLL FREE **800 NO PEST**, TOLL FREE **800 EAT SAFE**

www.boecker.com – www.eat-safe.com

CALL BOECKER DUBAI TODAY TO LEARN ABOUT APRIL & MAY 2008 EXCEPTIONAL OFFERS ON PEST CONTROL SERVICES

800 NO PEST

BOECKER GCC PARTICIPATES IN GULFOOD 2008 IN DUBAI

Boecker GCC represented by Boecker UAE, Boecker Kuwait and Boecker Qatar have participated in the Gulfood 2008 giant exhibition held at the Dubai World Trade Center on February 24th 2008.

More than 20,000 visitors attended the Gulfood this year and Boecker's booth has attracted visitors from all over the region and many from overseas. Boecker has also had the privilege to sit for the fifth consecutive year as the Official Hygiene Jury during the Salon Culinaire organized by the Emirates Culinary Guild. Boecker, a Corporate Member of the Guild has offered the winning Chefs the Boecker Trophy that has now become a yearly tradition. The Trophy of the Salon Culinaire co-sponsored by Arpal Gulf was awarded to the Grosvenor's House Dubai most Hygienic Chef.



Boecker's booth covered Boecker's involvement in Pest Management, in Food Safety Solutions as well as Disinfecting Services. Boecker's CEO in Dubai as well as Dubai & Qatar Country Manager and Boecker's Managing Director in Kuwait attended the exhibition and shared another successful event for Boecker.

DON'T LET THEM TAKE OVER YOUR HOME

For the 2nd year in a row (2007 and 2008) Boecker "Don't let them take over your home" ads win at the Dubai Lynx Awards which is the Middle East chapter of the Cannes Festival's Lynx Awards that are dedicated to exceptional creativity in the Advertising sector. These high profile ads will soon be published in local media in Beirut, Dubai, Qatar and Kuwait.





THE HEADQUARTER

LEBANON NEWS

With more clients added to Boecker Lebanon Portfolio during the past 15 years, with more organization and efficiency in our team which is now 88, Boecker Lebanon is proud to be standing as 1 of the top 500 companies in Lebanon (Statistics Khalil Masri & Co / Hors Media). Boecker's day covers 222 working hours / 24 hours; as our technical fleet, which consists of 26 teams working on a 3 shifts basis, cover 24 hour services all over Lebanon. For all this and more, we owe you, our clients, Boecker success.

Bana Kobrosly, Country Manager

BOECKER HIV WORKPLACE PROGRAMME

Imagine 10% of your workforce living with HIV/Aids in 2015

Act Now



International Labour Organization

On December 1, 2008, World's AIDS DAY, Boecker launched its HIV WORKPLACE PROGRAMME that has been worked on in collaboration with the International Labor Organization

(ILO). This project was designed within the framework of preventing the increase in HIV in the Arab Region, protecting the workers' rights and providing care and support to workers in the private sector by raising awareness and developing policies in the workplace. The execution of the project was guided by the ILO Code of Practice for HIV and the World of Work and its accompanying Education and Training Manual. 150 guests representing various social welfare associations, Non Governmental organizations, and private sectors participated in this event that took place at Crowne Plaza, Beirut.

Representative of H. E. Mr. Mohamad Jawad Khalifeh, Minister of Public Health, Dr. Abdallah Razzouk, Director General of Ministry of Labor, Dr. Hussein Abou Zeid, WHO, Ms. Nada El Nashif, ILO Regional Director, Mr. Mustapha Nakib, National AIDS Programme, Ms. Manal Azzi, ILO, and Mr. Michel Bayoud, Boecker CEO tackled the increase of number of HIV cases, the importance of awareness, the provision of VCT centers, and some preventive measures to stop the spread of this virus.





WHAT IS HIV WORKPLACE PROGRAMME?

This program was created by ABCAR in a plan to reduce HIV cases in the Arab region. ABCAR will be assisting the private sector to join other stakeholders in the HIV response, by encouraging the implementation of life-saving and cost-effective measures in the workplace, and in the communities where they are operating.

In this regard, Boecker was among the leading companies who launched the ABCAR coalition and implement an HIV Workplace program. This involved the following:

- Comprehensive program development and basic awareness building by formulating training for employees on their rights and on HIV facts
- Creating an HIV Workplace Policy to guide the employees to the HIV / AIDS epidemic. It provided the broad framework to handle workplace and other related issues concerning the staff and the arise in the context of HIV/AIDS.
- Boecker is in a unique position in the private sector to promote prevention efforts through information and education.

According to the company's CEO Michel Bayoud, HIV's spread in the region is considered to be a prominent present and future threat to the workforce and a matter to be dealt with seriously and urgently. Through ABACAR, the company seeks to bring other businesses to share the responsibility in the fight against HIV and to create responsive policies and awareness to address this problem.



SCHOOL AWARENESS SESSIONS

Boecker Awareness programmes are targeting also the students at school. During the last period, Boecker delivered its awareness programme at City International School and Rawda School in Beirut for Grade 4 and Grade 5 students.

This program aims to familiarize the students on the dangers of pests, the differentiation between pests and beneficial insects, the diseases carried by pests, the need to professional help in case

of pests problems, and it also teaches them right technique for proper hand washing. Every student got a booklet that contains pictorial explanations, colorings, games and other activities which help understanding this presentation.

If your school is interested in these awareness sessions, please contact Boecker on 01 669100 ext 100



BOECKER APPOINTED BASF DISTRIBUTOR IN LEBANON

BASF is one of the World's largest chemical companies with products ranging from chemicals, plastics, performance products, agricultural products and fine chemicals to crude oil and natural gas. BASF is also actively working on Intelligent solutions for the climate protection as well as a leader in



biotechnology innovation. BASF has appointed **Boecker Public Health** as its distributor in Lebanon for **BASF Professional Public Health Products**, which are considered among the World's finest



and most effective pest management products. Boecker will soon be providing the full range of FENDONA™ products as well as ABATE™ the first mosquito larva control chemical that can be safely

applied even to large drinking water tanks in order to avoid mosquito breeding, with more products on the way.

**CALL BOECKER
LEBANON ON
+961 3 NO PEST
for more details**

ABCAR SIGNING CEREMONY IN LEBANON

As part of a Global Initiative lead by the UNDP (United Nations Development Program) and the ILO (International Labor Organization) to raise awareness in the working place in the Arab Region, a number of businesses took the initiative to tackle the issue of HIV and launched ABCAR (AIDS Business Coalition in the Arab Region) in May 2007 which reinforces a business-to-business approach to HIV through implementing "life-saving and cost-effective measures in the workplace." ABCAR has been officially launched on the 18th of May 2007 during the World Economic Forum on the Middle East in the Dead Sea, Jordan, with the support of ILO &

the UNDP. ABCAR was incorporated and will be based in Lebanon and the seat of its regional office is designated in Beirut. Boecker hosted the signing Ceremony at its offices in Beirut where the Board members signed on the all the legal documents which Boecker has assisted in their preparation. ABCAR will be assisting the private sector to join other stakeholders in the HIV response in the communities where they are operating, with the aim of sharing the responsibility in the fight against HIV through creating responsive policies and awareness to address this problem.

THE BOARD CONSISTS OF;

Mr. Michel Bayoud, BOECKER
Mr. Anthony Usher, Standard Chartered Bank
Mr. Freddy Becker, SHELL EP
Mr. Saleh Srour, CS&T

In addition to the Board members, the signing ceremony hosted:

- Mr. Pierre-Etienne Vannier, *UNDP / ABCAR*
- Me. Nadi Najjar and Me. Ralph Hejeily
Roger Najjar Law Office
- Ms. Manal Azzi, *ILO*
- Ms. Corine Sawaya, *SCB Lebanon*
- Mrs. Bana Kobrosly and Ms. Samar Mattar, *Boecker*



ADDRESSED TO

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- QATAR** Al Manaa Center, Sadd Street, P.O. Box: 8019, Doha, Qatar
- KUWAIT** SAFAT, 13160 Kuwait, P.O. Box: 29915, Kuwait

