

THE UTILITYSOURCE

Products and Services for Today's Electric, Telecom, and CATV Utilities

April 2012

2012 BUYER'S GUIDE



The Enemy Within



We are currently in the process of commercializing a radically unique concept in insect, bird, and animal deterrence that uses the organism's keen sense of smell to deter rather than kill."

History

The original research began with the successful development of a product to safely deter a common pest, the woodpecker. (Woodpeckers annually inflict millions of dollars in damage to power company's wood pole systems throughout the country.) Once proven effective by the U.S. National Wildlife Research Institute, the technology moved rapidly into deterrents for other pests (including squirrels, mice, rats, snakes, raccoons, roaches, ants, spiders, flies, mosquitoes, and birds of many species, these to mention but a few) and into other industries including consumer and retail.

Because customers have primarily been power companies, their natural inclination was to see which of their other problem critters it would work on. Over the past 20+ years this led to their testing of various forms of Sniff'n'Stop on fire ants, spiders, wasps, bees, flies, snakes, frogs, mice, rats, squirrels (rats with fuzzy tails), bats, pigeons, monk parakeets, sparrows, scorpions, horses, porcupines, and even bears, these just to mention a few. In each case Sniff'n'Stop has proven to be effective. Because it worked on such a wide variety of organisms we had to research what they all had in common to be able to explain it. The answer was in "pheromones". Pheromones are present in all living organisms.

The Technology

Mr. Landers states, "It has long been known that compared to other species, a human's sense of smell is one of the least developed of all organisms. What the Lord has shared is a way to activate the mechanism that he uses to protect every insect, bird, and animal's species, the Warning Pheromone."

A warning pheromone is a chemical that the body gives off when it senses something is wrong or is unexpected. Pheromones, in general, control a significant portion of all organisms' daily existence from reproduction, to social interactions, to species preservation and beyond. Of the five senses, the sense of smell is one of the most powerful as it is the only sense where the information is fed directly to the brain. Said another way, the organism has no other alternative but to react.

An excellent example of the power and range of Pheromones can be found with a female dog in heat. Her body emits a pheromone that drives male dogs crazy AS FAR AS 6 MILES AWAY. While we can't smell or sense it, they can.

Landers says, "One way that has been discovered to release these warning pheromones in any organism is to confuse it. Several methods can be used to accomplish this. The method the Lord has shown us is the use of unnatural combinations of natural



BeeDaze and BeeMace sprays temporarily confuse bees. Shown here, the Africanized bees did not attack the technician even when he placed his hand over the opening of the hive.

An enemy is currently crossing our porous southern borders. Regardless of your political beliefs, this foe will show you no mercy. Unfortunately this enemy is already here. Men, women, children – none are safe and certainly not the unsuspecting electrician that comes too close to one of their base camps in an outdoor electrical box. Killer bees and fire ants can potentially

kill you with a barrage of venomous stings.

So how do you protect yourself? Actually,

Phil Landers has developed an incredibly effective defensive weapon that temporarily confuses them and warns them to stay away. It renders bees completely stunned and harmless for long enough to remove the threat. Fire ants likewise follow this same pattern; they vacate the treated area and stay away. The really

neat thing is there are no poisons and it's safe for people, the environment and other critters.

According to Mr. Landers, "It has only been with the Lord's help that development of these natural products has been possible.



food fragrances.”

He continues, “All organisms know their foods and what they smell like. They also know which foods go together and, conversely, which ones don’t. Known as Essential Oils, our products combine these natural food fragrances in combinations and concentrations that most organisms have not been able to identify.” For nearly twenty years our research has proven this technology has been proven effective in deterring, not killing, a variety of organisms. The technology, trademarked “Sniff’n’Stop”, has been used successfully for more than 15 years in the power and telecom industries. Major electric companies in this country have already field tested and standardized these eco-friendly products for use as their preferred method of dealing with many of their bird issues.

Over the past few years Mr. Landers has concentrated his efforts into “natural pest deterrents” for use in the power and telecom industries and, most recently on more globally-oriented problems such as killer bees, flies, and mosquitoes. “While the Lord has given us the technology to work with, the challenge has been to find economical ways to apply it in such a way as to make it usable even in the most underdeveloped areas,” comments Landers.

Sniff’n’Stop-based products are currently available in various forms including, but not limited to, paints, aerosol sprays, time-release misters, odorant pads, room scent modifying kits, caulks, granules, with many others in the pipeline. The methods of disseminating Sniff’n’Stop’s natural fragrance appear to be limited

only by the imagination.

More important than the delivery devices is the “pests” it deters. To discover just which pests Sniff’n’Stop would effectively deter they enlisted the aide of their huge utility customer base. Phil Landers states, “Rather than depending on the classical test-it-in-the-lab-then-verify-it-in-the-field development technique, we decided to do our verification testing upfront in the field with real customers and real-world problems. A side benefit of this technique was we were able to test these products on the specific pests that our customers were experiencing problems with. In addition, it gave us an invaluable resource, our customer’s experience and creativity. For more than 25 years these customers, many of which are some of the largest electric and telecom companies in America, have proven the effectiveness and safety of Sniff’n’Stop.”

‘Sniff’n’Stop’s proven applications are WORLD WIDE and are found in virtually every industry and socioeconomic group in virtually every country throughout the world. With the Lord’s help we will continue to work to promote this invaluable technology.”

Even though the enemy is already here, Landers states, “the Lord has given us the direction to ways of safely and humanely dealing with these pesty and biting problems.” **TUS**



HIGHLINE PRODUCTS

Your source for:

- Pull, Splice Boxes, and Vaults Rated to 20K
- Sizes to 48x96x48
- Light Weight Fiberglass/Polymer Concrete Construction
- Round Boxes for FTTP



Tel: 781-328-3220

Email: info@highlineproducts.com
www.highlineproducts.com

Visit us at: www.highlineproducts.com

**Next
Day
Shipping**



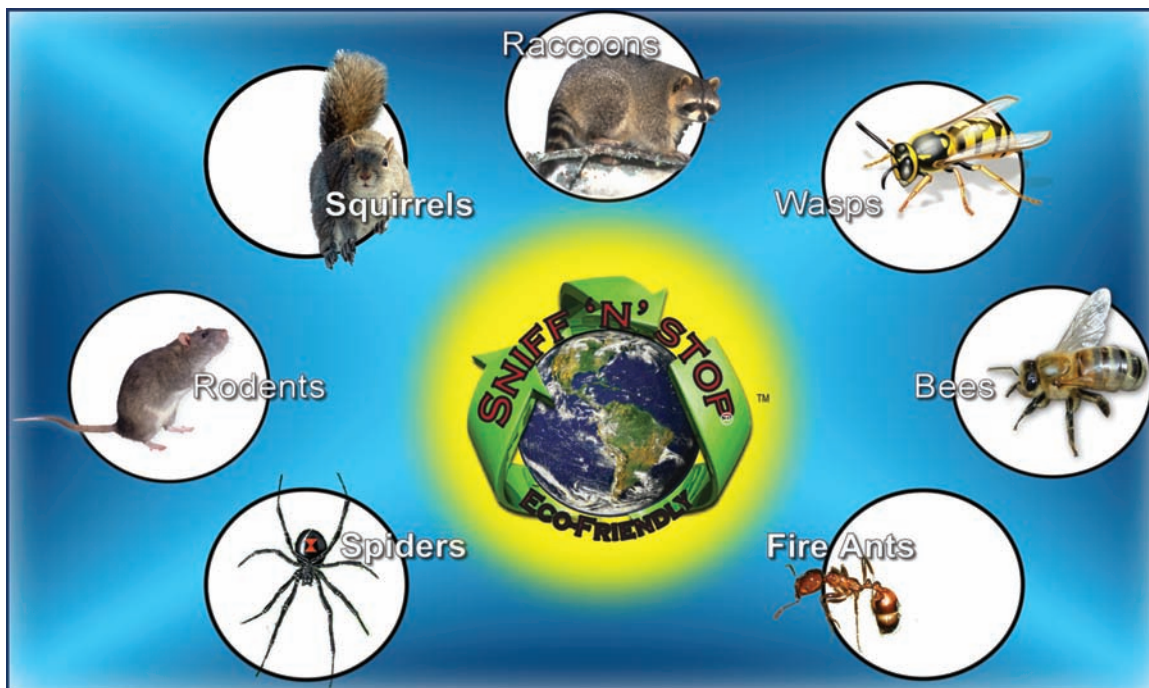
**Quality Machine
Built to Last**

Copper Wire Stripper Limited

- All aluminum frame
- Strip wire from 14 AWG to 3 inch wire
- Strip Romex cable 10 to 14 AWG
- Hardened one piece tool steel blade
- 3/4 HP motor with 56c face
- Fully adjustable wire guides
- Self feeding and strips 110 ft/min
- Runs on 110 volts

See our products and videos on the web at
www.copperwirestripper.com

Visit us at: www.copperwirestripper.com



the Smell Repel

wildlife deterrent

For more than 25 years, I-Corp-I-Foam Specialty Products Corp. has researched and developed systems designed to effectively deter wildlife from utility infrastructure. Phil Landers, director of research and development for I-Corp/I-Foam and president of Sniff 'N' Stop Inc is a research scientist and has worked on a number of government and private funded studies specifically for this purpose.

It was learned through these studies that animals do not like certain odors. The problem was that the odors they particularly disliked dissipated too rapidly to remain effective for any length of time.

Mr. Landers is credited for developing a patented process by which the odors could be contained and released over very long periods of time. This has proven to be far more effective than poisons to keep wildlife off of and out of utility infrastructures. Poisons are typically only effective until they are consumed, thereby requiring constant monitoring for replacement. In contrast, an effective odorant system can continue to repel critters for many years. Poisons typically require special licensing and can be hazardous to personnel, pets, people (including children), the environment, etc. The odorant used in the Sniff 'N' Stop products is made of food grade ingredients and therefore requires no special licensing and poses no danger to people, critters or the environment. Mr. Landers has made it his organization's mission to work closely with utility crews and companies. In this way they can learn what the utility's particular critter/insect problems are and design appropriate delivery systems for their application. The odorant has been applied with paints, putties, granules, etc. and now in a new aerosol form that effectively wards off bees and wasps. Minor alterations of the odor have broadened the deterrence and new products are constantly being developed for world wide applications in many different market places. **TUS**

think

green . . .

Sniff'n'Stop®

Odorant-based Deterrents

Protect The
Environment

Increase Service
Reliability

**Cut Operating
Costs**



"Sniff 'n' Stop has proven to be the best and safest way to control the pests that cause the outages."

David Mauldin, City of Concord, NC

. . . all the way to
your bottom line.

Raccoons



Squirrels



Wasps



Rodents



Bees



Spiders



Fire Ants



ICORP-IFOAM

Specialty Products Corp.

250 Power Court

Sanford, FL 32771

Toll Free: 877-548-7748

(407) 328-7230 FAX

sales@sniffnstop.com

www.sniffnstop.com

Visit us at: www.sniffnstop.com

and more . . .