

MAKING MONEY WITH RODENTHOR® DIGITAL

POWERED BY GreenTrapOnline 

Let's open the books at Mortalin, the biggest PMP in Denmark. They have been using this system for several years with the average system setup consisting of one Gateway and twenty Sensors.

Systems are sold with an average contract period of 36 months. The cost of the system is amortised into the monthly service fee to make it more attractive for clients to sign up. In Australian dollar terms the typical system cost for three years is \$5,900, and they sell the system for \$11,900, making a gross profit of \$6,000.

This means the client pays just \$330 per month (\$11,900/36).

Mortalin has several hundred sites, so it creates an additional revenue of €2.5 million with a profit of €1.25 million during the first 3 years and €4 million in profit the following 3 years.

This makes RODENTHOR Digital a very profitable long-term solution to your revenue growth while delivering better rodent management.

Mortalin is a €20 million business, so this provides a significant recurring revenue to them. They sell it on the early warning benefits and the fact that most of their customers cannot afford an infestation, so RODENTHOR Digital is cheap 'life insurance'.



In addition to creating a recurring revenue stream, it empowers you to take a proactive stance. Instead of waiting for your clients to report rodent issues, you can take the initiative to identify and address problems at an earlier stage. This proactive engagement allows you to reach out to your clients before they even notice issues, ensuring a better approach to rodent management.

For your clients this means rodent problems get solved early on, before they become a more serious infestation. Since you need to visit the site less frequently, because it is being monitored 24/7/365 you can also better maximise your service schedules, reduce routine inspections and service calls, and save vehicle running costs! And your client has all the data they need to meet audit requirements.



® Trademarks used under licence.

**CONTACT ENSYSTEX
FOR FURTHER DETAILS on
info@ensystex.com.au
or 13 35 36**

ENSYSTEX®

LEADING INNOVATION IN PEST MANAGEMENT