

# DON'T LET RODENTS DAMAGE YOUR BRAND

## MOST COMMON FURRY FIENDS

### House Mouse



**Body length:** 2.5-3.5"

Most common and economically significant rodent species. Found throughout the U.S. and worldwide.

### Deer Mouse



**Body length:** 2.75-4"

Structural pest found in rural, suburban or wooded areas

### Norway Rat

(a.k.a. Brown/Wharf/Sewer Rat)



**Body length:** 7-9.5"

Found throughout the U.S. and worldwide

### Roof Rat

(a.k.a. Black/Ship Rat)

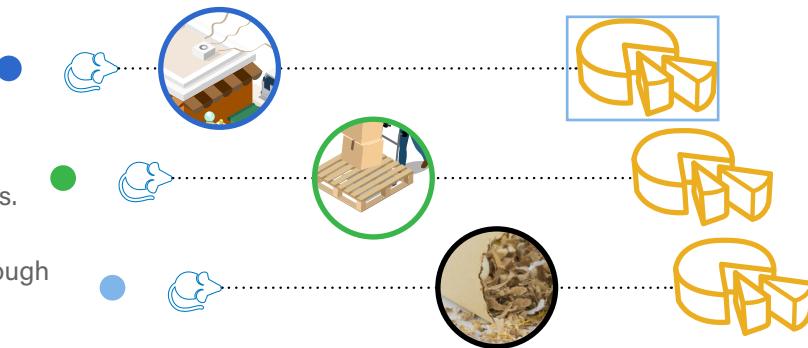


**Body length:** 6-8"

Worldwide presence. In the U.S., it is more common in coastal states, seaports and the southern third of the country.

## A NOSE FOR FOOD

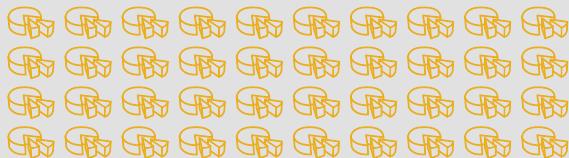
- Rodents are attracted to facilities by the warmth and odors emitted.
- They can scurry in through open doors or small gaps, or hitchhike on incoming goods.
- Rats and mice are capable of gnawing through packaging to reach a food source.



A SINGLE PAIR OF MICE CAN EAT 4 POUNDS OF FOOD IN A YEAR



AND CONTAMINATE 10X THAT AMOUNT WITH URINE AND DROPPINGS



## TWO RODENTS CAN QUICKLY TURN INTO AN INFESTATION

As rodents are prolific breeders and rarely seen during the day or when operations are in full swing, an infestation can develop quickly.



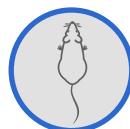
### MICE

**Gestation period:** 18-21 days

**Litter size:** 2-13

**Sexual maturity:** 35-60 days

**A SINGLE MOUSE CAN QUICKLY GROW TO 11,000 BABY MICE ANNUALLY**



### RATS

**Gestation period:** 20-25 days

**Litter size:** 3-8

**Sexual maturity:** 70-90 days

**A SINGLE RAT CAN QUICKLY GROW TO 1,500 BABY RATS ANNUALLY**

# LEADING TO BIG PROBLEMS



DAMAGING YOUR  
BRAND  
& REPUTATION



ANNOYING YOUR  
GUESTS



POTENTIAL  
COMPENSATION  
CLAIMS



REPRESENTING POOR  
SANITATION

## SIGNIFICANT HEALTH RISKS

According to the CDC, rats and mice can transmit more than **35 diseases** to humans, including:

*E.coli, Salmonella spp., Amoebic Dysentery, Anthrax, Cholera, Diphtheria, Hantavirus, Hepatitis, Lyme Disease, Ophthalmia, Shigella, Streptococcus, Tuberculosis and Typhoid Fever*

## SPREAD VIA:



## RODENT PREVENTION TIPS

### 1 EDUCATE EMPLOYEES

Employees are the first defense against rodents. Teach them to alert management at signs of droppings, nests and gnawed packaging.

### 2 KEEP FOOD & WATER OUT OF REACH

Store food in sealed containers and cover garbage to eliminate their food supply.

### 3 NO HOLES, NO ENTRY

Reduce rodent entrance opportunities by sealing doors and filling holes and gaps.



### 4 REMOVE UNNECESSARY CLUTTER

Clutter can make it difficult to inspect and monitor possible rodent behavior.

### 5 CHANGE OF SEASONS = CHANGE IN APPROACH

Whether your facility is located in the frigid north or hot south, winter months mean cooling weather which can significantly impact pest behavior. So, review your pest prevention protocols.

### 6 TEAM UP WITH A PEST MANAGEMENT PROVIDER

Choose a partner who can offer a sustainable Integrated Pest Management (IPM) approach to minimize economic, health and environmental risks, and get your business up and running again quickly.