

Reducing Rodent Risk Helps Protect Restaurant Brand

Case Study – Pest Elimination



INSIGHT

A popular restaurant chain was on a fast growth track, with a goal of opening 20 new restaurants a year to meet growing demand. The company's aggressive expansion plans, along with the brand's excellent reputation, were suddenly and seriously threatened when a rodent fell from the ceiling onto a guest at one of its current 200 locations.

With 80% of the locations found in shopping malls and adjacent structures, rodent pressure posed a threat to the company's strategic pillars of food safety and brand protection. A traditional approach of proactive equipment and traps at floor level was simply not enough to eliminate the pressure that comes from above.

INNOVATION

Recognizing the need to effectively address rodent ceiling activity, the restaurant chain turned to the experts at Ecolab Pest Elimination.

Ecolab initiated a proactive rodent ceiling service at select locations for a six-month trial.

The Ecolab Rodent Ceiling Service uses a proven, science-based approach and includes a proactive ceiling monitoring and elimination process undertaken by highly-trained service specialists.

The trial proved that the service reduced the elevated rodent threat, ensuring food safety and brand protection. Following the trial, the restaurant chain implemented the service at all of its locations.

The monitoring process confirmed the need for a continuous, innovative approach that targets rodent ceiling behavior:

- After a year in service, results have shown a **60%** reduction in rodent ceiling activity. As a result, over **97%** of locations have seen no activity.

Solutions

Ecolab Rodent Ceiling Service

Patent equipment

Expert installation, monitoring and elimination

SERVICE RESULTS*

ONE rodent ceiling incident, picked up by social media, has proven to **reduce foot traffic** by up to **4%** in the month after

EARLY DETECTION
=
3X faster reduction of interior rodent activity

More than 97% of locations had **0%** ceiling activity within **1 year**

*Based on Ecolab Data and Industry Research.

"Ceiling inspections are truly a proactive step in delivering a pest-free environment. We had a catch at a customer location that had not seen activity for months."

- Ecolab Pest Elimination District Manager

"Integrating the proactive rodent ceiling service was a huge success and enabled the customer to reduce rodent risk and focus on business growth."

- Ecolab Pest Elimination Corporate Accounts Manager



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