

Pre-Season

2024-25

STV
LIVE PEST-FREE



HOME PEST CONTROL 



Introduction

It all began with a ready-baited mouse trap 30 years ago...

Now - **325** Home Pest products

£80
million

10
million
pieces

£8
ATV

The Big Cheese

ZERO IN

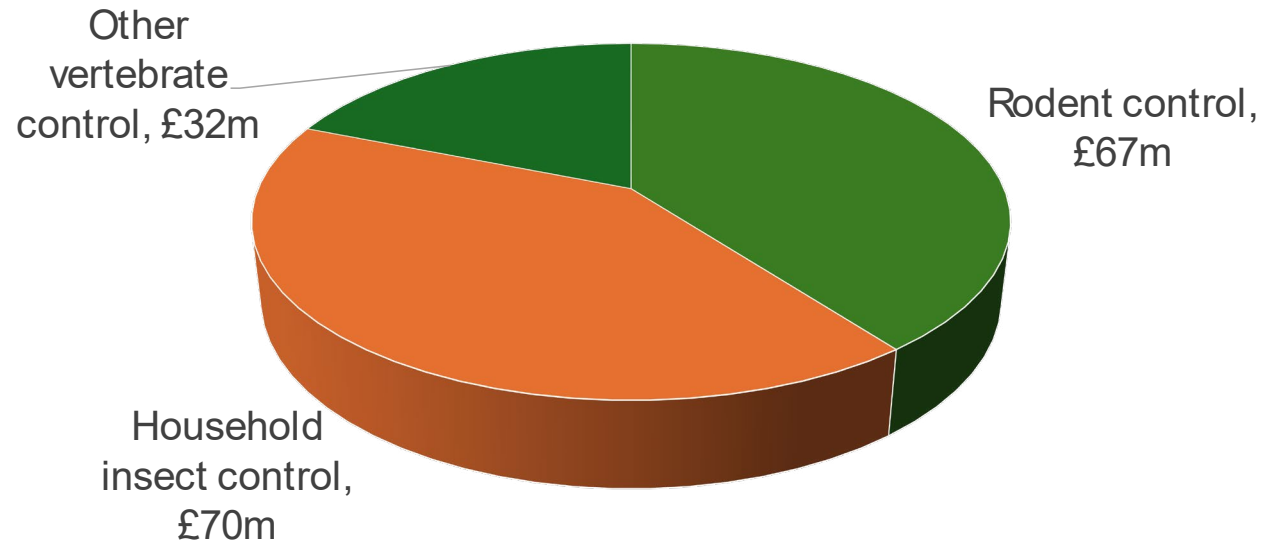
ULTRA POWER

Defenders

Market



Home Pest Market Size



Total Pest Control UK

£1 billion

Home Pest Products

£170 million

Professional Pest Products

£91 million

Professional Services

£740 million

Strategy

Market Driven

Data Led



Ethics



PEOPLE



PESTS



PLANET

 **Refill**

New introductions in our Home Pest control products are now all refillable

 **Reuse**

Our range of reusable and durable equipment is expanding

 **Replace**

We have made it easier and quicker for retailers and customers to source parts, replacements and refills for all STV products



2025 Prices

We are holding 2023 prices on all pre-season orders until 28th February 2025

PLUS

17 Development Deals

10 In-Store 'Problem Solved' Video Displays

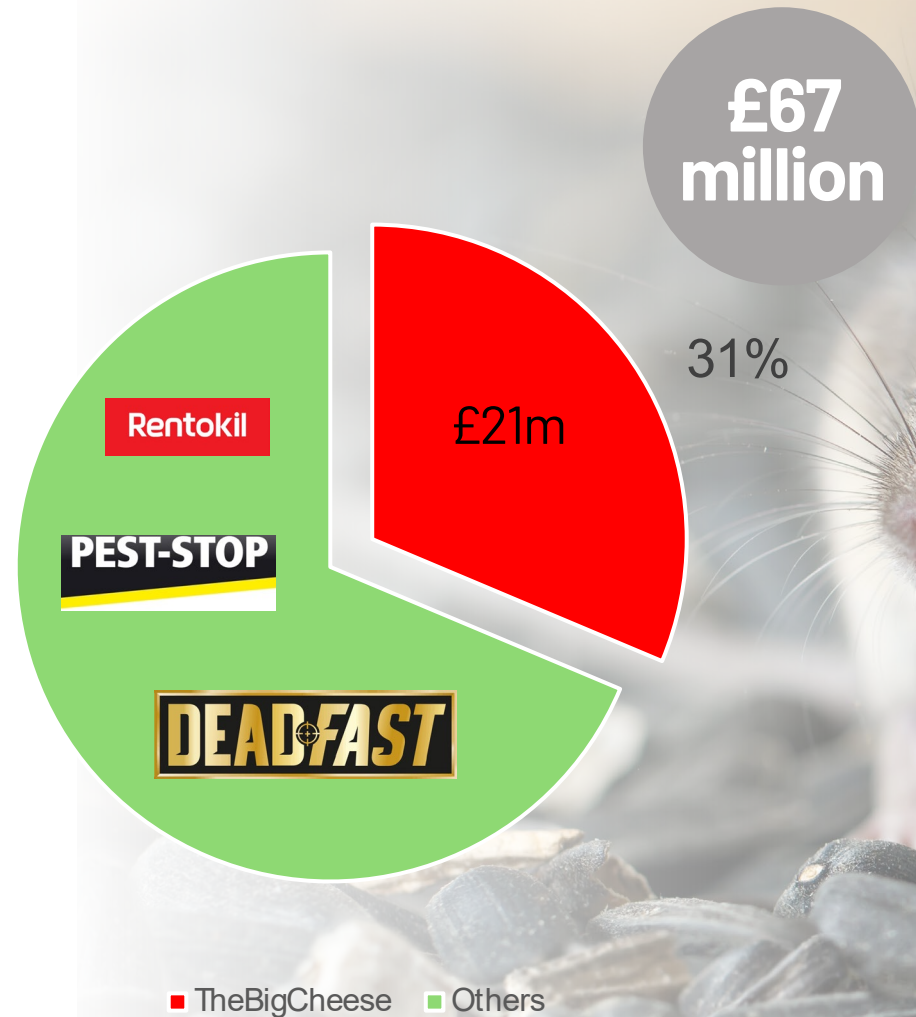
Top 100 and Top 200 customised plans for every retail space

30 Unbeatable price drop promotions on selected lines

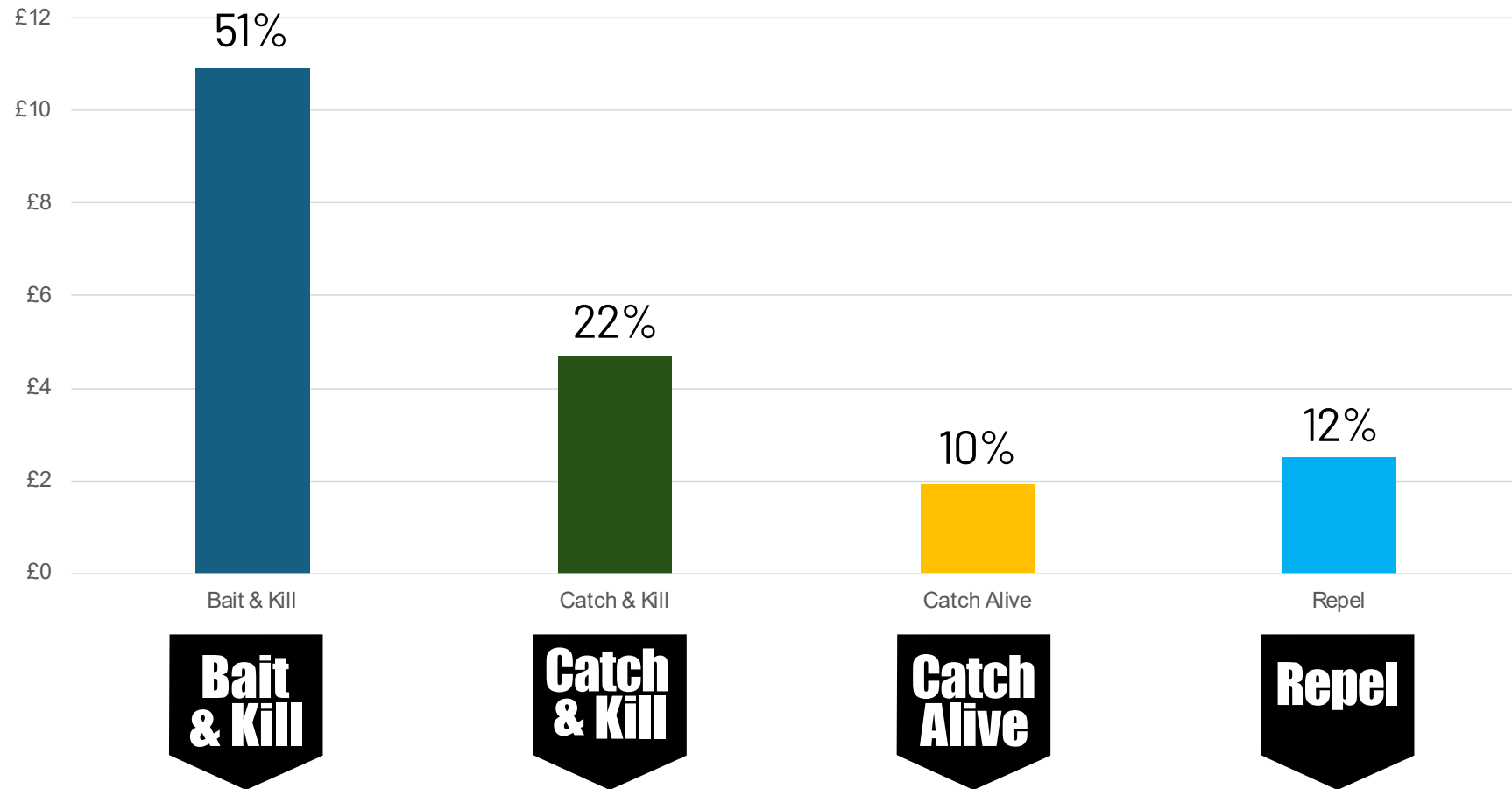
Crate Displays, Clipstrips and Stack-A-Packs

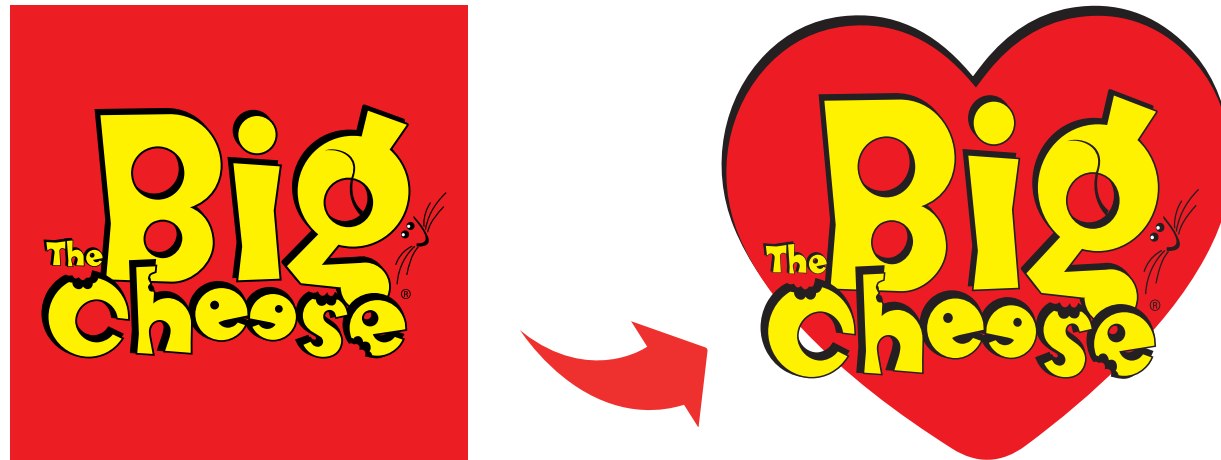


The Market



The Market





New and totally unique direction

Challenge to the status quo

Future-proofing our flagship brand



Free To Go[®]

• Back To
Nature



**THE NEW
SUSTAINABLE AND
WELFARE-FRIENDLY
WAY TO CONTROL
MICE**

Safe Space

- ♥ Catch them, put them out
- ♥ Shelter and food provided
- ♥ Harmless to mice
- ♥ Easy to use and biodegradable



Free To Go[®]

**Catch
Alive**



CLICK VIDEO TO WATCH

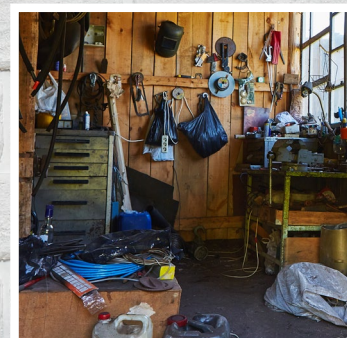
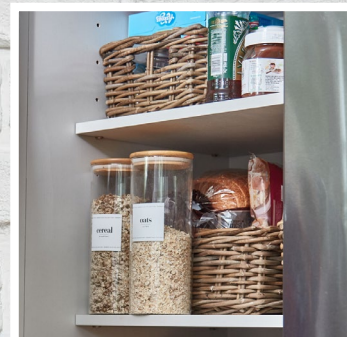
STV
LIVE PEST-FREE



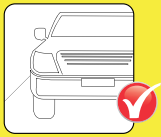
MOUSE OUT

Repel

- **Block holes and entry points permanently**
- **Protect cabling and vulnerable cavity areas**
- **Prevent infestations without using poisons**
- **Destroy odours and pheromone trails, refresh room areas**



SHEDS



GARAGES



**AROUND
THE HOME**

NEW solutions for Home Pest control

The Big Cheese Home Choice

Colour-coded bait selection

Two thirds of volume sales in block baits

**Bait
& Kill**



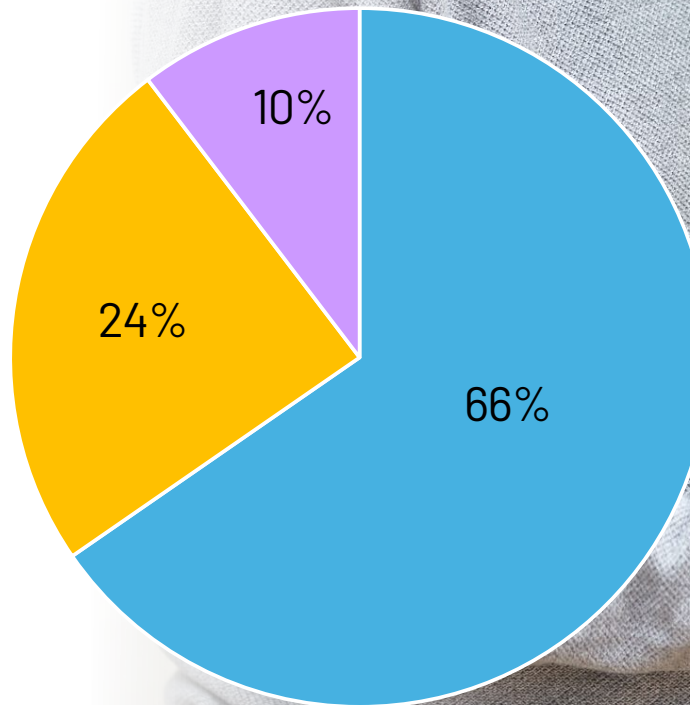
FOOD-PREP

Soft, tasty pasta bait for food prep areas



CHEW-THRU

Pre-measured ready to place in bait station



DAMP-PROOF

Moisture resistant stay fresh in wet and dry conditions



The Big Cheese

**PROBLEM
PEST CONTROL
SOLVED**

BRITAIN'S BEST-SELLING BAIT DUO



Sales of rodent baits grew by 30% in 2024 and together with bait stations they now account for half of all rodent control product sales



CATCH MORE MICE WITH FRESH 'N TASTY TRAPS

**Catch
& Kill**



Your best answer to the most commonly asked question: "What's the best bait to use?"

The Big Cheese – Taste The Difference

**Catch
& Kill**

Cheese is not a mouse's favourite food!

Fresh'n'Tasty – developed by professionals for professionals

Annual sales exceed 125,000 pieces

Developments for 2025

- Fresh 'n' Tasty 50% EXTRA FREE
- Improved trap design guarantees a catch every time



The Big Cheese Ultra Power Traps



STV
LIVE PEST-FREE

The Big Cheese
ULTRA POWER
LIKE THE PROFESSIONALS USE

CLASSIC METAL
DURABLE AND EFFECTIVE TRAPS
FOR INDOOR AND OUTDOOR USE

- EASY TO USE SELF-SETTING DESIGNS
- GALVANISED CONSTRUCTION
- LIFETIME GUARANTEES ON PACK

The Big Cheese Ultra Power Baits

**KILLS
IN ONE
FEED**

Single feed bait technology – kills rats and mice in one feed

Unit sales growth +25% in 2024

Single feed bait now available in both block bait and new grain bait sachets



7 x Grain Bait Sachets

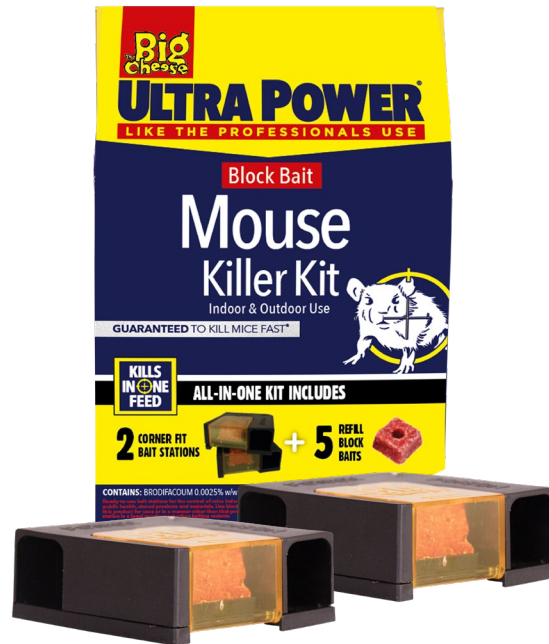


15 x Block Baits

SAFE & SECURE
INDOORS AND OUT

The Big Cheese Ultra Power Baits

Corner-fit convenience in refillable and ready-to-use formats



STV
LIVE PEST-FREE

The Big Cheese
ULTRA POWER
LIKE THE PROFESSIONALS USE

**REFILLABLE
AND NEW,
READY-TO-USE FORMATS**



GUARANTEED EFFECTIVE

- TWO WAY ENTRY
- DISCREET, EASY TO USE
- INDOOR AND OUTDOOR

The Market



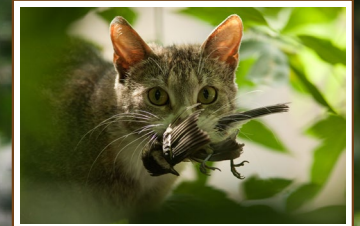
£32 million



**PROBLEM
PEST CONTROL
SOLVED**

THE PROBLEM WITH CATS...

12 million cats are estimated to kill over 60 million birds in the UK every year



Protect Britain's garden habitats - detect and deter cats without doing them harm

The Big Cheese Wildlife

40	million moles
37	million rabbits
2.76	million grey squirrels
2	million deer
20	million wood pigeons
1/4	million foxes
20,000	thousand herons

Helping UK gardeners strike a balance with nature!



**ZERO
IN**

*Plant
Remedy*

THE HAPPY FACTOR

Healthy houseplants make for a happy home and help to improve our wellbeing

- Sales of houseplants doubled since 2019
- 46% of people purchased a houseplant in 2023
- Work from home trend driving interest in home environment



Keep your customers, and their plants, happy and healthy with Zero In® Plant Remedy



Help the new Houseplant owner to keep their plants alive

Extended health & wellbeing benefits from houseplants

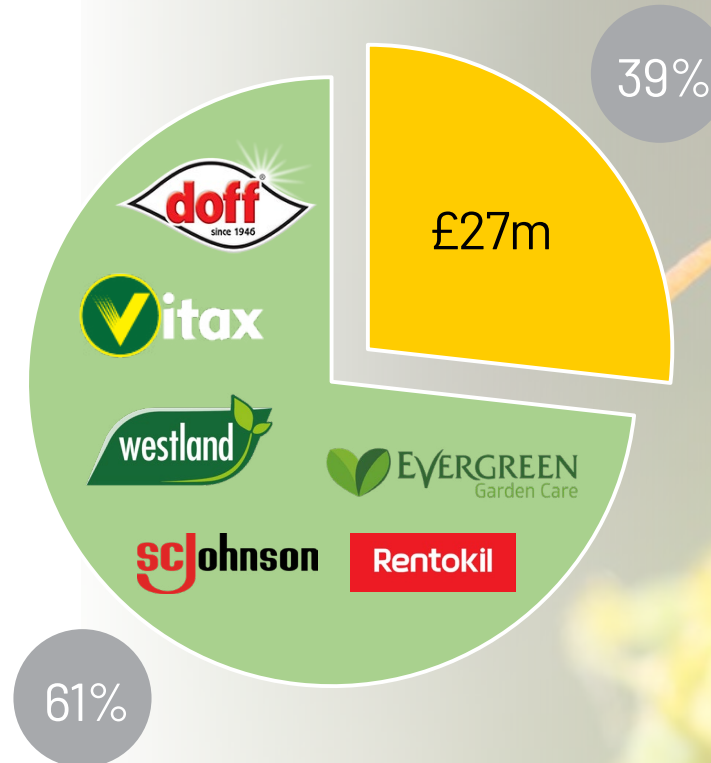
100% poison-free care range

Strong brand proposition with focus on care

Natural extension to Zero In – Problem Solved!

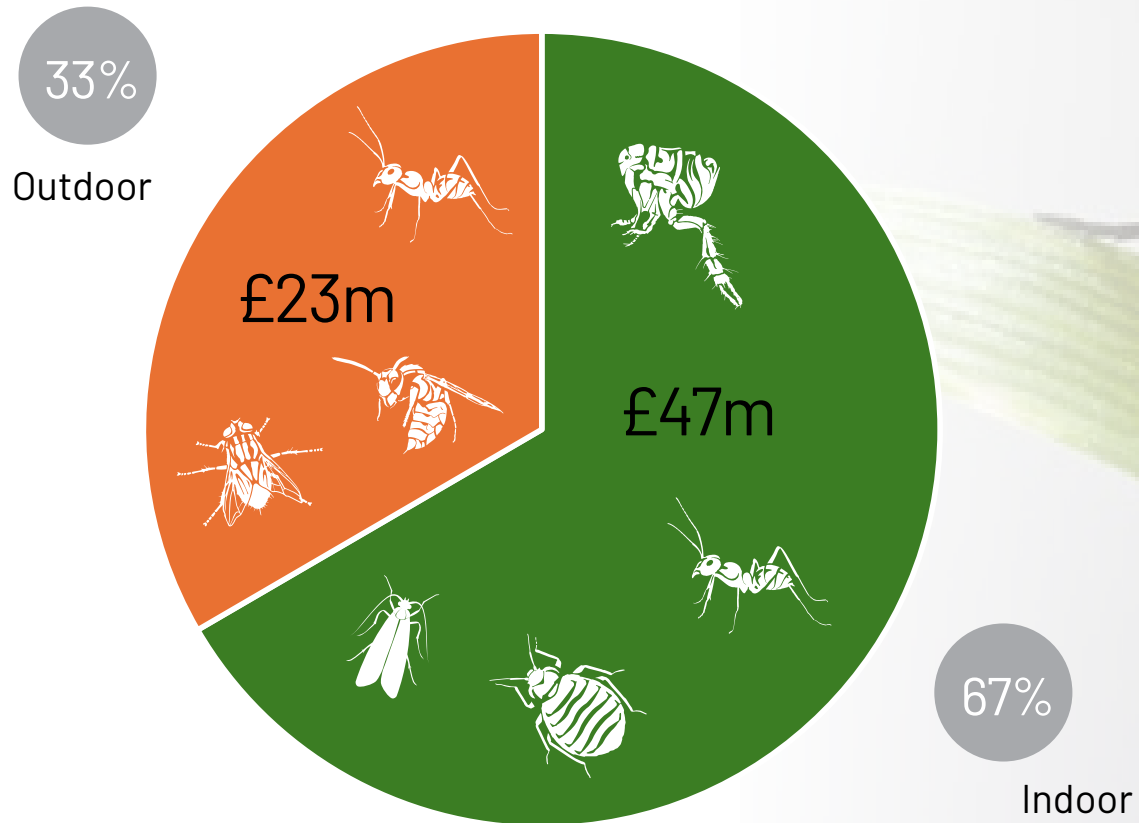


The Market



£70 million

The Market



2024 Season

Indoor Insect Control +18%

Outdoor Insect Control -4%

Zero In Indoor Insect Control

Must-have Fly & Wasp Essentials

450,000 pieces/year Home safe solutions

60% of all indoor Fly & Wasp products are purchased during July & August



**HOME-SAFE
SOLUTIONS**
for a fly and
wasp-free summer

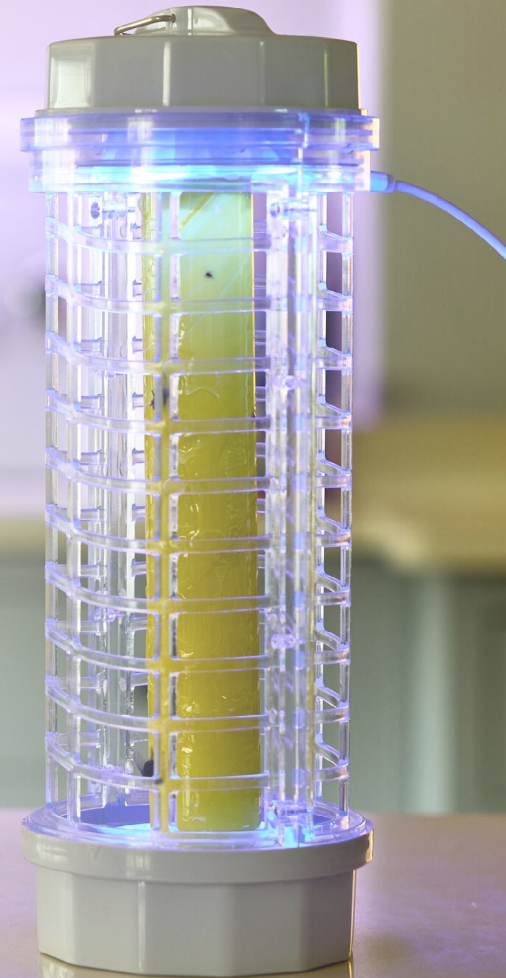
STV
LIVE PEST-FREE

EPOS sales rolling 12 months to July

Zero In Kitchen Insect Control

Building on success of ZER502 Kitchen Insect Killer

Target at food preparation areas



**ZERO
IN**

PROBLEM

INSECT CONTROL

SOLVED

ANTS EVERYWHERE INDOORS AND OUT

Effective new treatments for patio and garden, plus
best-sellers for the home

- ✓ Fast action
- ✓ Kills nests
- ✓ Effective 12 Weeks



INDOOR



OUTDOOR

Make sure you're in-stock and ready for the season

**STOCK THESE
BEST-SELLERS**

Ant Category Challenges

Ant is the largest insect control category by some margin and probably as large as all other insect control sales put together!

Clear segmentation and seasonal demand

- Indoor (early season)
- Outdoor (later and weather driven)

Drive for two very different control strategies

Bringing clarity to the category with a clear INDOOR
OUTDOOR product and promotion strategy





Total Insect Control Brand Refresh

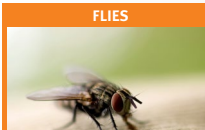
Indoor & outdoor combined – target **whole** market

Key insects

- Ants
- Flies
- Wasps

Further range extensions to complete a new and unique Total proposition

Zero In Total products range growth **70%***





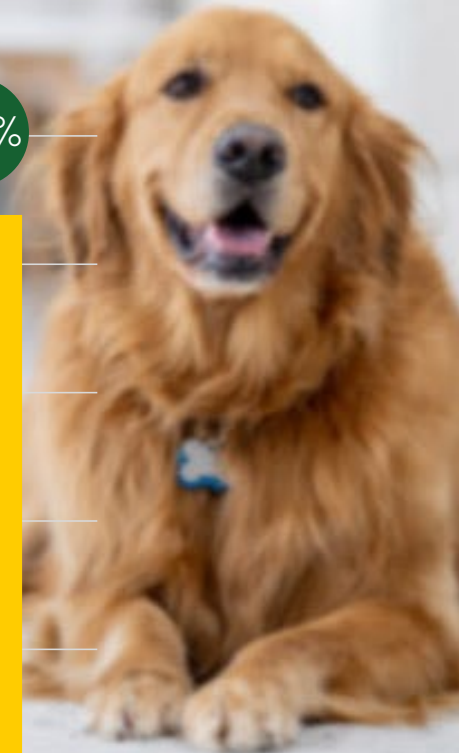
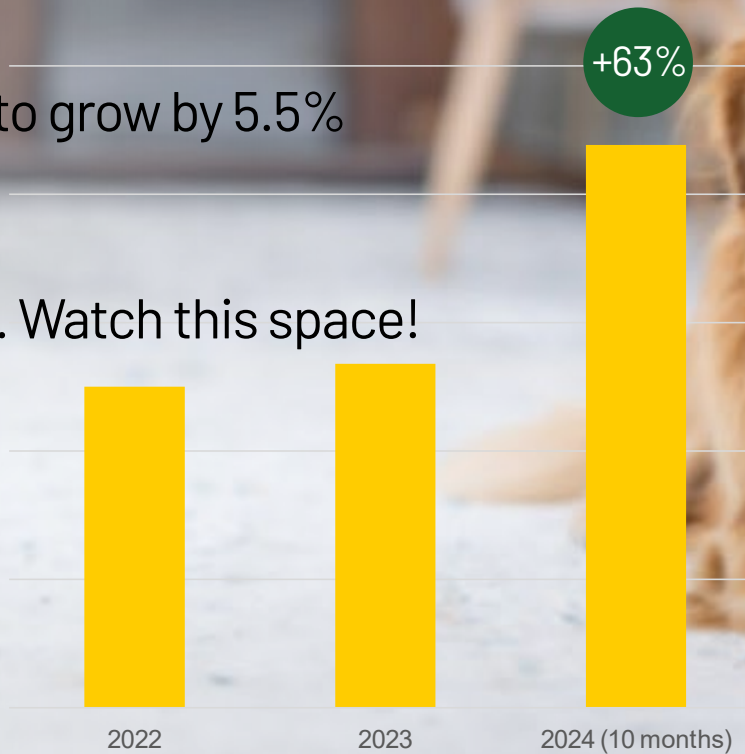
PET-SAFE SOLUTIONS FOR HOUSEHOLD FLEA CONTROL

The dog population has jumped from 9 million to over 13 million since 2020

A third of homes have a cat – total 12million cats in the UK

The home flea treatment market is projected to grow by 5.5% every year 2024 – 2031

Major development category for season 2026. Watch this space!



Clothes Moth

8% volume growth in 2024

500,000 Zero In unit sales

Trends for vintage and pre-owned clothing

Cool wash cycles fail to kill eggs and larvae

TRUSTED
TRADITIONAL
AND EFFECTIVE



Outstanding reasons to keep our Clothes Moth Repellers from Zero In® on your shelves

Bed Bug

BED BUGS ARE GETTING BIGGER

Zero In Bed Bug volume 500,000 units

Market worth £7.5m at retail and expected to continue to grow

23% increase in call outs for bed bug infestations in 2023

60% growth in bed bug product sales in 2024

3-FOLD GROWTH IN 3 YEARS



Bedbug infestation getting worse, UK pest firms warn

Charlie Parker
Pest-control specialists tackling bedbug infestations across the country have said they are the busiest they have ever been. One company serving Hertfordshire, Bedfordshire, Buckinghamshire and London said that its staff were handling up to 25 calls a week, up from "one or two" a month ago. Another said that "nine out of ten" calls between London and Luton were from people whose homes were infested with bedbugs.

Luton is said to be a particular hotspot, with residents throwing away beds, ripping up carpets and leaving their homes.

Why are they spreading?
There are fears that the bugs may be spreading on public transport or being re-introduced in recent years, mutating to

Q&A

What are bedbugs? The small insects often live in furniture or bedding. They survive on blood and usually come out at night to feed. The bites, on exposed areas such as the face, neck and arms, are painless but leave itchy marks and are treated with antihistamines or a steroid cream from a pharmacist.

that it had seen a "much smaller increase" than the national average, and had "received 86 calls relating to bedbugs for the year ending September 2022-23, compared to 51 in 2021-22".

However, Adam Warren, director of national Pest Control, told The Times that the issue had flared up in the past six weeks and that the term was "louder for bedbugs than I've ever known it".

The worst infestation the company found was in the affluent village of Radlett in Hertfordshire, where an elderly couple's penthouse had become so infested that they were forced to remove the carpets and throw their beds away.

Janet Ramsey, manager at Pests of London, which serves areas within the M25, said: "We're swamped under with bedbug inquiries at the moment."

The company said that the number of



Zero In Fly

More than half a million units of
Zero In Fly products sold in the past year

30% of all outdoor fly & wasp control
is purchased in the month of June



MAKE IT A
FLY-FREE
SUMMER

perfect for BBQ's and
outdoor parties

Zero In Citronella

Al fresco dining continues to surge in popularity

Climate change is driving mosquito populations in the UK

Demand for repellents is set to continue to grow



STV
LIVE PEST-FREE



Natural
Citronella

**MAKE IT A
BITE-FREE
SUMMER**

perfect for al fresco dining and
outdoor entertaining



HOME TREATMENTS FOR **BIG** PEST PROBLEMS

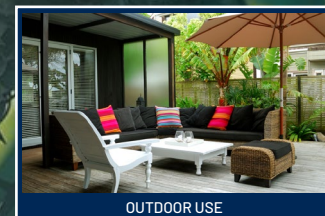
Quarter of local authorities provide no domestic pest control services

- Average cost of professional pest control service is £230
- Bed Bug treatment £280
- Steam clean £65 per room
- Sales of large format aerosols have doubled in the past year

Big opportunity for property maintenance contractors



INDOOR USE



OUTDOOR USE



ANY SIZE NEST



SAFE APPLICATION - 4 METRE SPRAY REACH



Sales have doubled in the last three years – be sure to get your share



HOUSEHOLD PEST KILLER



Sales of household pest control products are **up 50%** in 2024

Zero In Ultra Power Household Pest generated **£2.5million** at retail

Range extensions creating a complete household pest control range – Like the professionals use

- Refillable and reusable
- Large sizes for semi-professionals
- High quality and effective



Now a complete range of all-in-one home protection products

**ZERO
IN**
**ULTRA
POWER**

LIKE THE PROFESSIONALS USE

FOR **BIG** FLY PROBLEMS



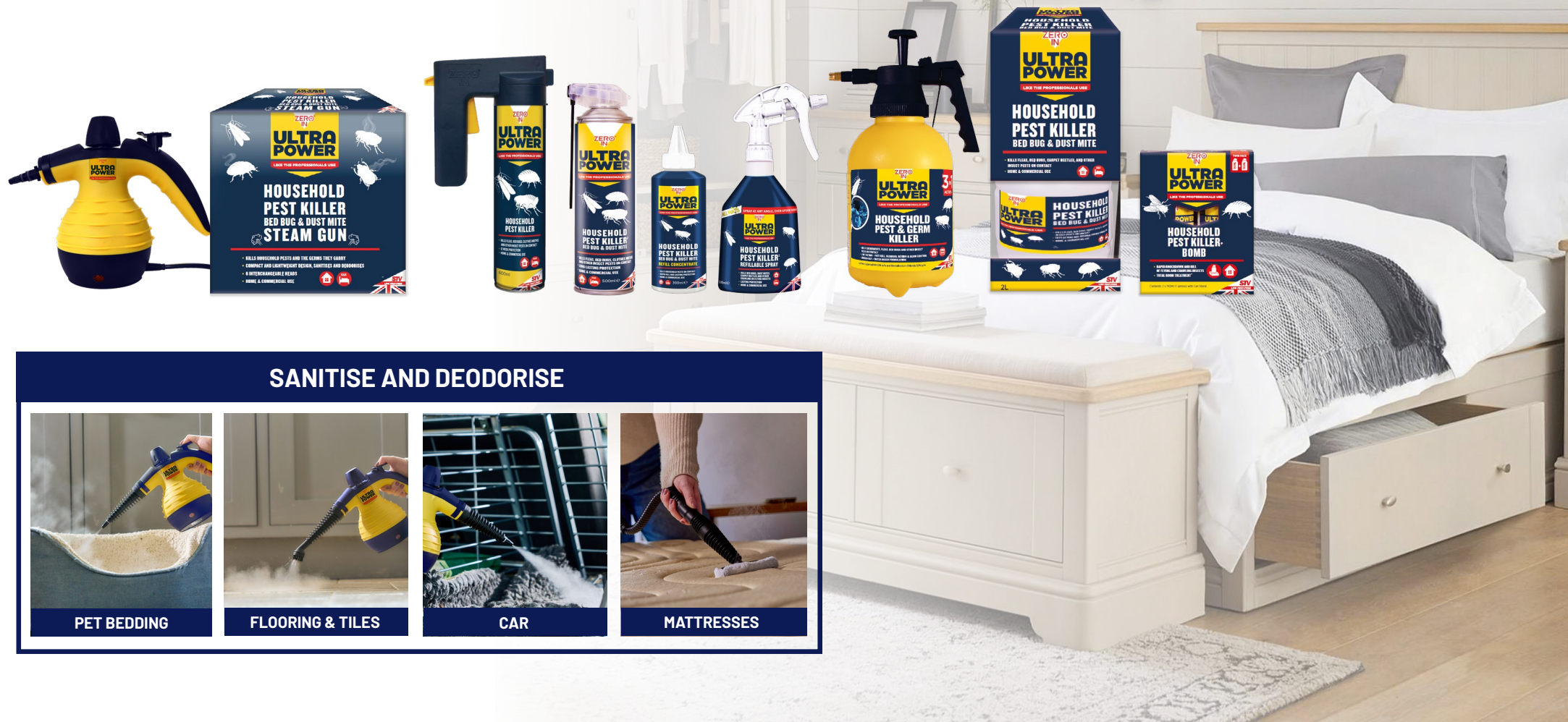
FAST AND HYGIENIC FLY CONTROL

For kitchen and food prep areas, as well as whole-room protection

STV
LIVE PEST-FREE

LIKE THE PROFESSIONALS USE

Zero In Ultra Power Household Pest





Zero In Damp & Mould Control

A £32million market and growing 8% every year

4% of UK homes are damp so 2 million people face serious health implications as a result.

Damp and mould are a household health and wellbeing issue – a natural brand development for Zero In.

Problem Solved!



Plant Pest



28% of people now have a vegetable patch

35% individuals grow herbs, fruit or vegetables

87% want to attract more wildlife

46% have already switched to organic

Top 10 Pests

Slugs & snails

Vine Weevil

Box Tree Caterpillar

Ants

Woolly Aphid

Red Spider Mite

Fuchsia Gall Mite

Thrips

Rosy Apple Aphid

Capsid Bug

But gardeners still face plant pest problems!



slugs[®] away

ALL-NATURAL WOOL PELLETS



Nourish & Protect Plants Naturally

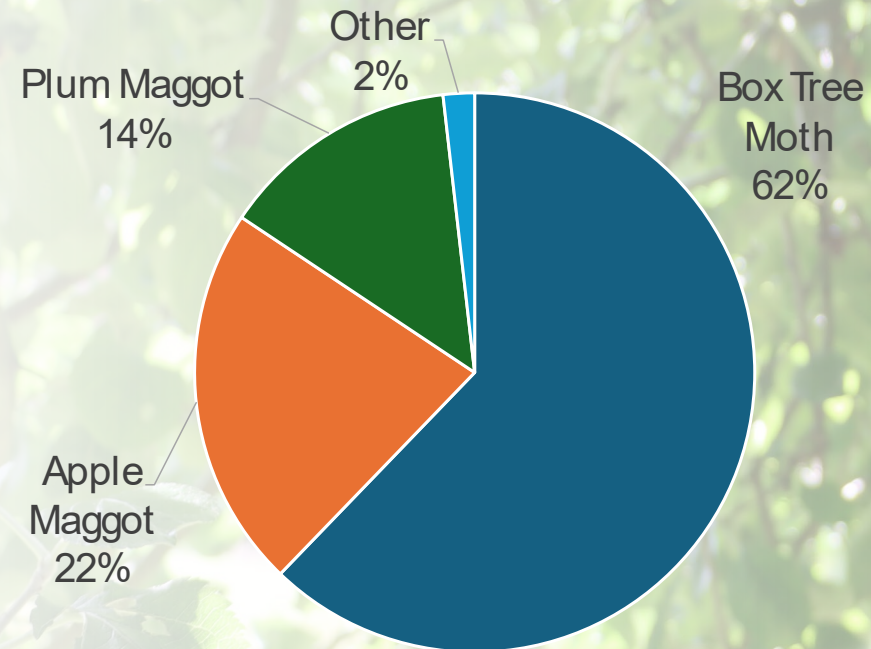
Growing naturally with a 5-fold sales increase in 2024.
ORDER NOW FOR THE NEW SEASON

Defenders Pheromone Traps

Box Tree Moth is No.3 on the top ten list of garden pests

Natural Pheromone traps also effective against Apple & Plum Maggots

Horse Chestnut Leaf miner is now spreading rapidly from the South East



Targeted control of plant insect pests

Defenders®

ALL WAYS

HOME & GARDEN SPRAYERS



17 million households own a garden sprayer

47% of people say they plan to replace or add a new sprayer in the next year



GREAT VALUE RELIABLE QUALITY VERSATILE USE



Thank you
for your
support!

STV
LIVE PEST-FREE



HOME PEST CONTROL 

