



OVER 100 RETAILERS ACHIEVED  
AVERAGE SALES GROWTH OF

25%

WITH TOP 100 DISPLAYS IN 2022-23



TOP 100 RETAILERS LOCK INTO

54%

GROSS MARGIN ON ALL PEST  
CONTROL FOR THE WHOLE SEASON

**STV**  
LIVE PEST-FREE



## NEW FORMAT FOR 2024

New merchandise displays & POS

New Seasonal Best-Seller video promotions

New interactive Select-A-Pest product selection

# The Big Cheese Pest Control



**Select-A-Pest**  
interactive product  
guidance

**In-Store  
Problem Solved  
Video**

**Seasonal  
Best-Seller**  
power shelving

**STV**  
**LIVE PEST-FREE**



# Zero In Insect Control



**Select-A-Pest**  
interactive product  
guidance

**In-Store  
Problem Solved  
Video**

**Seasonal  
Best-Seller**  
power shelving

# Interactive Select-A-Pest

NFC and QR code link from the fixture to our unique Select-A-Pest interactive product guidance

User is never more than 3 clicks away from the best product solution



# In-store Problem Solved Video

Addition of new POWER shelves to feature seasonal best sellers

In-store problem solved video content on dedicated TV video player to support the seasonal content







8 week campaigns

Suggested promotional calendar

## PLAN YOUR SEASON

	5 Feb - 31 Mar	1 Apr - 24 May	27 May - 19 July	22 July - 13 Sept	16 Sept - 8 Nov
The Big Cheese					
Zero In					



# Top 200 range summary



TOP  
100

## Rodent Control

Baits  
Traps  
Live Catch  
Repellents  
Sonic

## Non-Rodent

Cats & Dogs  
Moles  
Wildlife  
Birds

## Total Invoice

£2,625

## Retail

£6,834

## Gross Margin

54%



TOP  
100

## Indoor Insects

Ants  
Fleas  
Clothes Moths  
Bed Bugs  
Carpet Beetle  
Flies & Wasps  
Mosquitos

## Outdoor Insects

Wasps  
Flies  
Mosquitoes

## Total Invoice

£2,127

## Retail

£5,464

## Gross Margin

54%

# Sign up for a Top 100 or a Top 200 for 2024



- FREE merchandising units including headers (3m)
- FREE POS pack
- FREE TV player
- Select-A-Pest interactive POS tool
- Power shelf best seller promotional programme
- Updated video content for each campaign
- Support of our sales agent and merchandising team to install and maintain your Top 100

# LOCK-IN



KEY STOCKISTS LOCK-IN TO **SEASON-LONG PROFITS**

Lock into KS5 trade discount (T-30%)  
on **all** your STV business for the **whole** season

**25%** uplift in pest  
control sales

**54%** gross margin on all pest  
control for the whole season



**STV**  
**LIVE PEST-FREE**



**THANK YOU FOR  
YOUR SUPPORT**

**STV**  
LIVE PEST-FREE