

2026

HOME PEST CONTROL



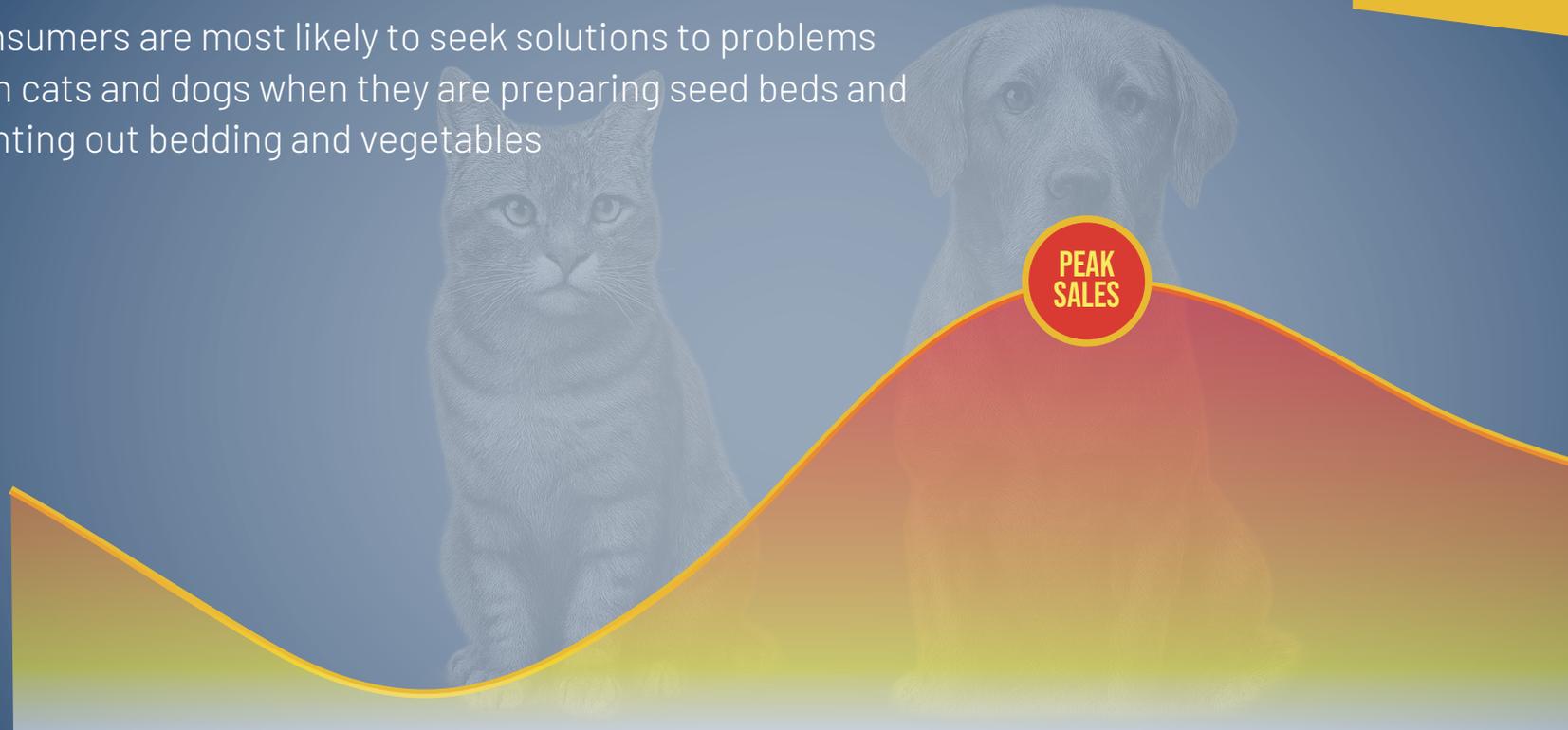
STV
LIVE PEST-FREE



CAT & DOG

MARKET VALUE
£13m

Consumers are most likely to seek solutions to problems with cats and dogs when they are preparing seed beds and planting out bedding and vegetables



SEP

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

The Big Cheese

CAT STOP

FRESH NEW BRANDING

Repel

- Targeted vertebrate control range
- Full category solution
- 12 million cats kill 60 million birds in the UK each year



4 out of 10 purchases target cats

CAT STOP TOP SELLERS



STV601



STV631



STV623



STV614



STV616



STV619



STV606



STV908



STV909



STV602

EPOS





Mega Sonic Solar Cat Repeller - STV602

- Motion activated sonic burst deters cats without harm
- Built in rechargeable power pack
- Weatherproof protection for areas up to 80sqm
- Wall or fence mounting
- Continuous protection 24 hours a day 7 days a week
- Protect patios, bin areas, terraces and decking



Inner: 1 | Layer: 90 | Pallet: 360

RRP **£24.99** Trade **£13.89**

5 036200 126023 >





**60%
POR**

NET PRICE **£500** RRP **£1,500**

DD010

Development Deal - The Big Cheese Cat & Dog Deterrents

Dimensions: 210cm x 60cm x 60cm (h/w/d including header)

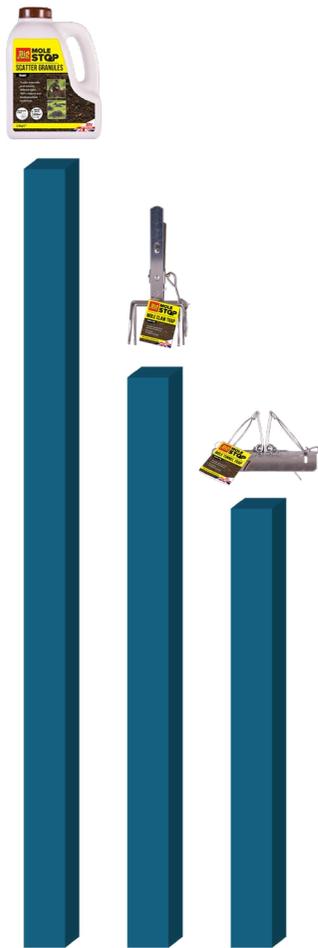
Contains		Qty	FOC	Total	Net Price inc FOC	RRP
STV631	Cat & Dog Scatter Granules - 750g Refill	18	12	30	£1.69	£4.99
STV616	Cat & Dog Scatter Granules - 450g	30		30	£2.70	£7.99
STV619	Cat & Dog Crystal Gel - 450ml	12	12	24	£2.36	£6.99
STV614	Pepper Dust - 300g	18	6	24	£2.70	£7.99
STV623	Cat & Dog Scatter Spray - 1L RTU	18	6	24	£2.70	£7.99
STV601	Mega-Sonic® Solar Cat Repeller	6		6	£8.44	£24.99
STV606	Mega-Sonic® Cat Repeller	6		6	£11.82	£34.99
STV909	Prickle Strip Garden Fence Topper - 45cm - 6-Pack	12		12	£5.06	£14.99

STOCK ONLY - DD010SO

POS - POS KIT DD010



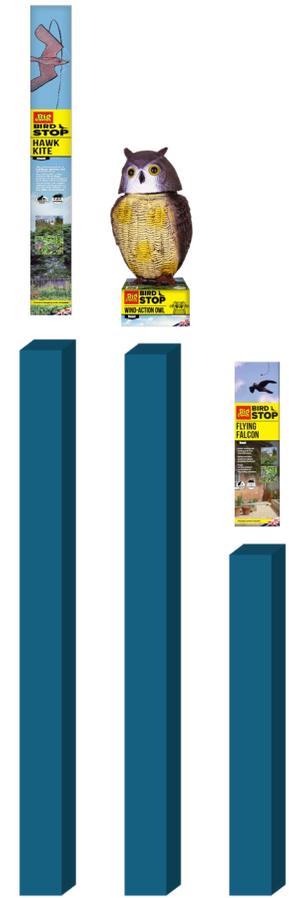
TOP SELLERS



STV653 STV312 STV152



STV072 STV076 STV688



STV968 STV965 STV972



60%
POR

NET PRICE **£400** RRP **£1,200**

UFD005

Development Deal - The Big Cheese Hawk Kite

Dimensions: 90cm x 30cm x 60cm (h/w/d)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
STV968	Hawk Kite Bird Scarer	25	5	30	£13.33	£39.99

STOCK ONLY - UFD005SO

POS - POS-UFD005 A4 Poster 1

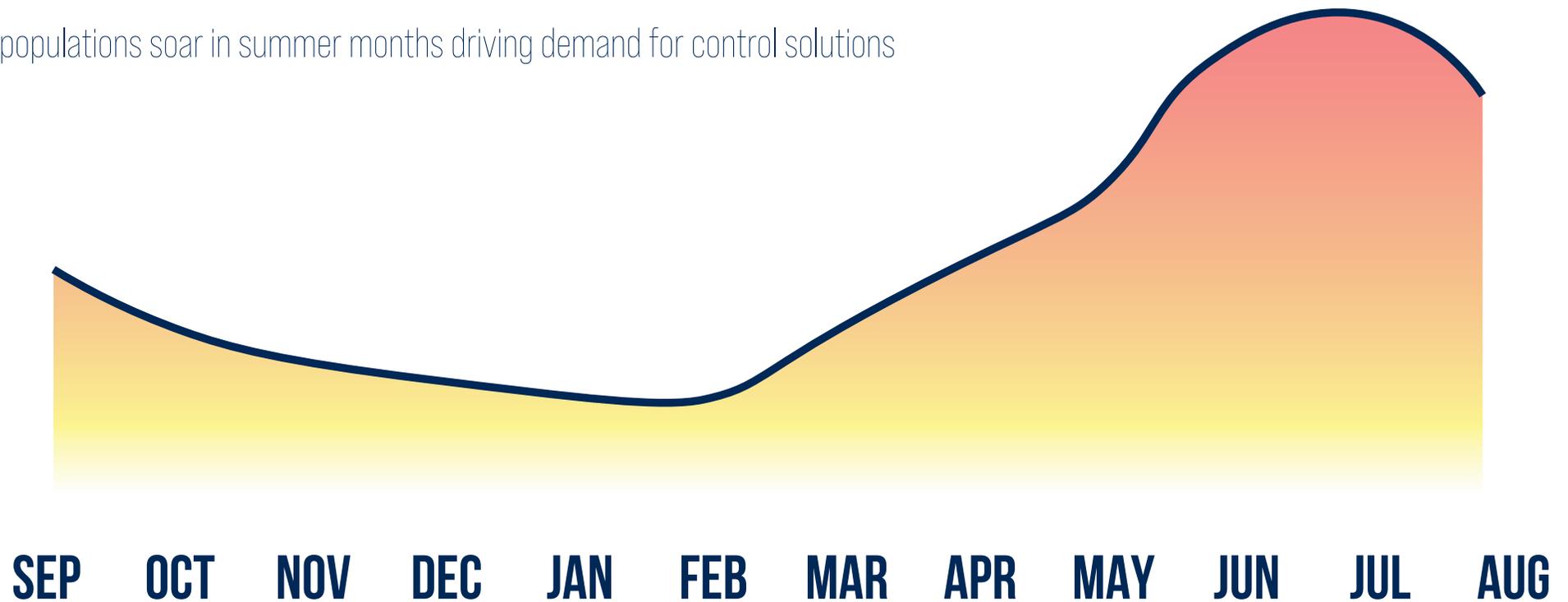
**PROMOTE £10 OFF RRP
And still earn 46% POR**



THE NEXT BIG THING

Insect Control

Insect populations soar in summer months driving demand for control solutions



FLY



ANT



WASP



CLOTHES MOTH



CRAWLING INSECT

TOTAL INSECT CONTROL BEST SELLERS



ZER905



ZER915



ZER900

EPOS

*STV EPOS data all customers FY2025



NET PRICE **£200** RRP **£600**

60%
POR

DD024

Development Deal - Zero In Total Powder - 450g

Dimensions: 88cm x 60cm x 51cm (h/w/d crate only)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
ZER915	Total Insect Killing Powder - 450g	84	18	102	£1.96	£5.99

STOCK ONLY - DD024SO

POS - POS- DD024 A4 Poster 1

POS - POS- DD024 A4 Poster 2





NET PRICE **£500** RRP **£1,500**

**60%
POR**

DD020

Development Deal – Zero In Total Insect Control

Dimensions: 144cm x 52cm x 42cm(h/w/d including header)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
ZER905	Total Insect Killer - 300ml Aerosol	36	18	54	£1.68	£4.99
ZER907	Total Insect & Germ Killer - 500ml RTU	36		36	£1.68	£4.99
ZER900	Total Insect Killer Bomb - 150ml One Shot Aerosol	36		36	£1.68	£4.99
COM032	Total Insect & Germ Killer Kit	12		12	£4.04	£11.99
ZER913	Total Loft & Garage Fumigator	24	6	30	£2.69	£7.99
ZER914	Total Loft & Garage Fumigator - Twinpack	18	6	24	£4.04	£11.99
ZER915	Total Insect Killing Powder - 450g	24	6	30	£2.02	£5.99

STOCK ONLY - DD020SO

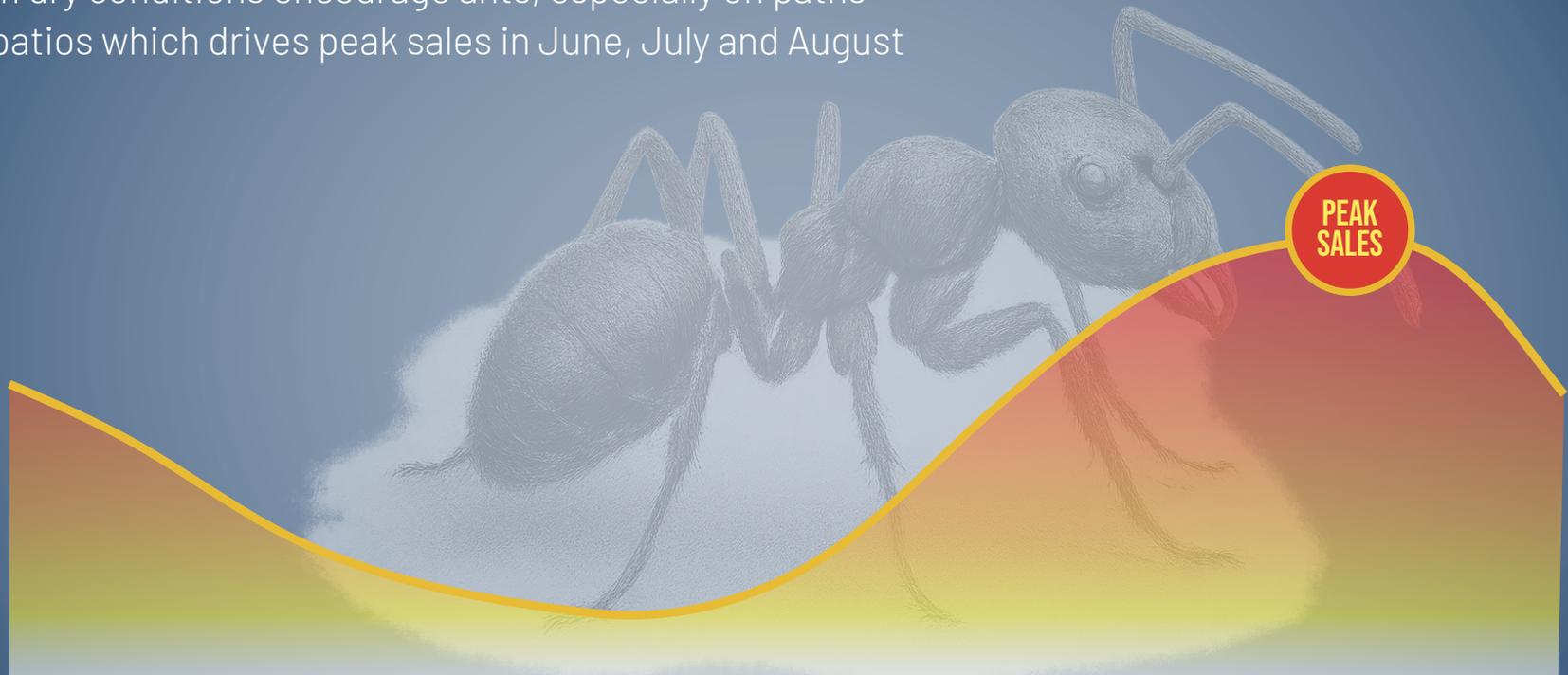
POS - POS KIT DD020



ANT

MARKET VALUE
£30m

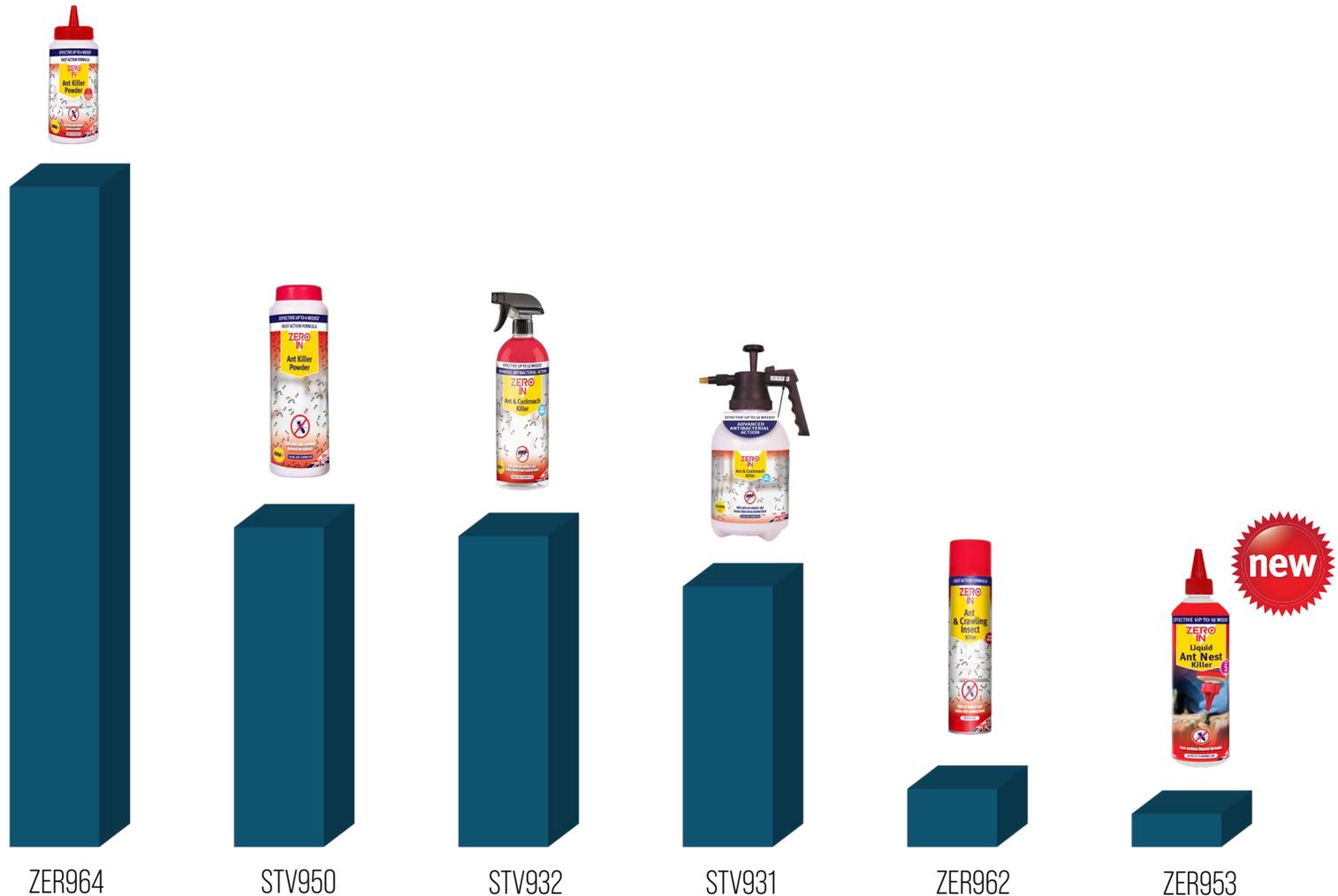
Warm dry conditions encourage ants, especially on paths and patios which drives peak sales in June, July and August



SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG

ANT CONTROL BEST SELLERS

90% of sales come from the **5 best selling** ant control products



EPOS

*STV EPOS data all customers FY2025



NET PRICE **£200** RRP **£600**

60%
POR

BDU082

Development Deal - Zero In Ant Powder 450g

Dimensions: 88cm x 60cm x 51cm (h/w/d crate only)

Contains	Qty	FOC	Total	Net Price inc FOC	RRP
STV950 Ant Killer Powder - 450g	84	18	102	£1.96	£5.99

STOCK ONLY - BDU082SO

POS - POS-BDU080 A4 POSTER 1

POS - POS-BDU080 A4 POSTER 2





NET PRICE **£500** RRP **£1,500**

**60%
POR**

DD002

Development Deal - Zero In Ant Indoor

Dimensions: 144cm x 52cm x 42cm (h/w/d including header)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
ZER965	Corner Fit Ant Bait Stations - Twinpack	36	12	48	£2.02	£5.99
ZER949	Ant Trap & Crawling Insect	36	12	48	£2.02	£5.99
ZER948	Ant Trap & Crawling Insect Refills - 4 Pack	36		36	£1.34	£3.99
ZER962	Ant & Crawling Insect Killer - 300ml Aerosol	36	6	42	£1.01	£2.99
ZER958	Anti-Bacterial Ant & Cockroach Killer - 500ml RTU	24		24	£1.68	£4.99
COM035	Ant Killer Kit	18		18	£4.03	£11.99
ZER956	Ant Killer Powder - 150g	24	6	30	£1.34	£3.99
ZER964	Ant Killer Powder - 300g	24	12	36	£1.68	£4.99

STOCK ONLY - DD002SO

POS - POS KIT DD002





NET PRICE **£500** RRP **£1,500**

**60%
POR**

DD0021

Development Deal - Zero In Ant Outdoor

Dimensions: 144cm x 52cm x 42cm(h/w/d including header)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
ZER954	Ant Bait Traps Round - 2 Pack	36	12	48	£1.99	£5.99
ZER949	Ant Trap & Crawling Insect	36	12	48	£1.99	£5.99
ZER948	Ant Trap & Crawling Insect Refills - 4 Pack	36		36	£1.32	£3.99
STV950	Ant Killer Powder - 450g	24	12	36	£1.99	£5.99
ZER964	Ant Killer Powder - 300g	36	12	48	£1.65	£4.99
STV932	Anti-Bacterial Ant & Cockroach Killer - 1L RTU	24		24	£1.99	£5.99
ZER953	Liquid Ant Nest Killer - 500ml	24		24	£1.99	£5.99
ZER958	Anti-Bacterial Ant & Cockroach Killer - 500ml RTU	18		18	£1.65	£4.99

STOCK ONLY - DD021SO

POS - POS KIT DD021





60%
POR

NET PRICE **£1,000** RRP **£3,000**

DD022

Development Deal – Zero In Ant Indoor & Outdoor

Dimensions: 189cm x 47cm x 66cm (h/w/d including header)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
COM035	Ant Killer Kit	18		18	£4.01	£11.99
STV931	Anti-Bacterial Ant & Cockroach Killer - 1.5L Pressure Sprayer	12		12	£3.34	£9.99
STV932	Anti-Bacterial Ant & Cockroach Killer - 1L RTU	24		24	£2.00	£5.99
STV950	Ant Killer Powder - 450g	24	12	36	£2.00	£5.99
ZER948	Ant Trap & Crawling Insect Refills - 4 Pack	72		72	£1.33	£3.99
ZER949	Ant Trap & Crawling Insect	72	24	96	£2.00	£5.99
ZER953	Liquid Ant Nest Killer - 500ml	24		24	£2.00	£5.99
ZER954	Ant Bait Traps Round - 2 Pack	36	12	48	£2.00	£5.99
ZER956	Ant Killer Powder - 150g	24	6	30	£1.33	£3.99
ZER958	Anti-Bacterial Ant & Cockroach Killer - 500ml RTU	24		24	£1.67	£4.99
ZER962	Ant & Crawling Insect Killer - 300ml Aerosol	36	6	42	£1.00	£2.99
ZER964	Ant Killer Powder - 300g	60	24	84	£1.67	£4.99
ZER965	Corner Fit Ant Bait Stations - Twinpack	36	12	48	£2.00	£5.99

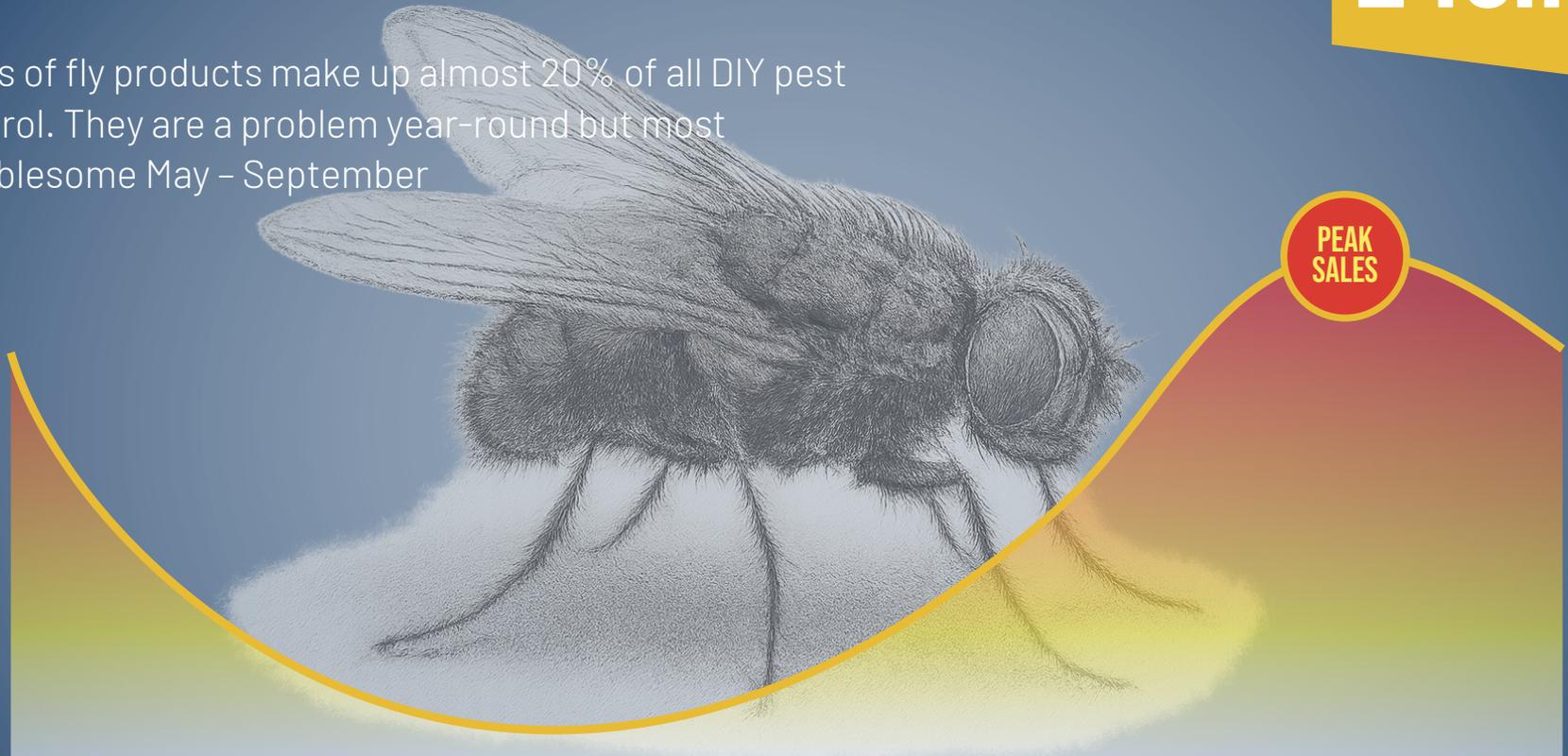
STOCK ONLY - DD022SO



FLY

MARKET VALUE
£40m

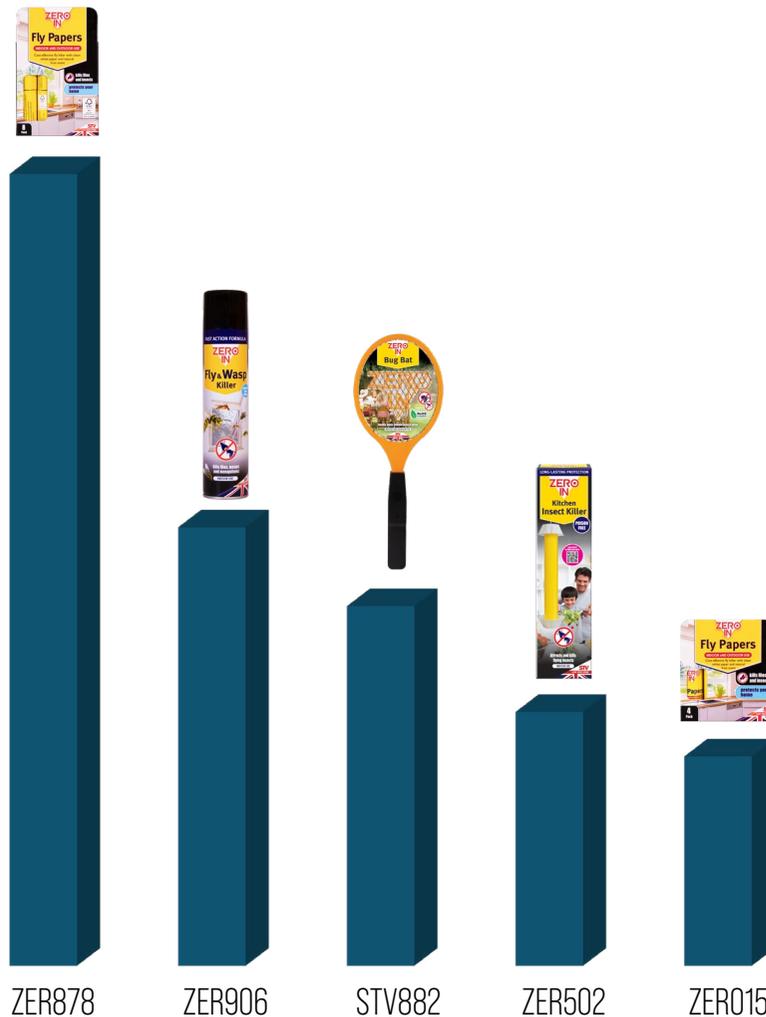
Sales of fly products make up almost 20% of all DIY pest control. They are a problem year-round but most troublesome May - September



SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG

FLY CONTROL BEST SELLERS

70% of sales come from the **5 best selling** fly control products



EPOS

*STV EPOS data all customers FY2025

**ZERO
IN**

**PROBLEM
PEST CONTROL
SOLVED**

Rechargeable Bug Zapper

new

Instantly eliminate flies, midges, mosquitoes,
and other biting insects



Indoor and outdoor use at
home and when travelling



LEDs attract insects with
powerful 1.2W charge for
fast, hygienic kill



Stylish free-standing table
base, protects up to 30sqm



Remove for hand-held mode to
target individual insects



Rechargeable using USB
cable included



NET PRICE **£500** RRP **£1,500**

**60%
POR**

DD019

Development Deal - Zero In Fly Control

Dimensions: 144cm x 52cm x 42cm (h/w/d including header)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
ZER906	Fly & Wasp Killer - 300ml Aerosol	48		48	£0.99	£2.99
ZER878	Fly Papers - 8-Pack	36	12	48	£1.65	£4.99
ZER502	Kitchen Insect Killer - Assorted Colours	36	6	42	£1.32	£3.99
ZER891	UV Light Kitchen Insect Killer	18	6	24	£3.96	£11.99
ZER892	UV Kitchen Insect Killer Refills - 4 Pack	18		18	£3.96	£11.99
ZER701	Ready-Baited Fruit Fly Trap - Twinpack	12	12	24	£2.31	£6.99
ZER702	Fruit Fly Trap Refill - Twinpack	12	12	24	£1.32	£3.99
ZER738	Night Time Insect Killer	3		3	£4.95	£14.99
ZER737	5pk Night Time Insect Killer Refills	6		6	£1.65	£4.99
STV216CS	Big Head Fly Swat (48 pc)	48		48	£0.66	£1.99
ZER880	High Voltage Insect Killer	6		6	£4.95	£14.99

STOCK ONLY - DD019SO

POS - POS KIT DD019





NET PRICE **£200** RRP **£600**

**60%
POR**

DD001

Development Deal - Zero In Natural Citronella

Dimensions: 144cm x 52cm x 42cm(h/w/d including header)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
ZER885	60-Day Adjustable Diffuser	36	6	42	£1.35	£3.99
ZER871	30-Day Gel Diffuser	30	6	36	£1.35	£3.99
ZER872	30-Day Bamboo Diffuser	30	6	36	£1.35	£3.99
ZER875	20-Hour Jar Candle	30	6	36	£1.35	£3.99

STOCK ONLY - DD001SO

POS - POS KIT DD001





NET PRICE **£350** RRP **£1,000**

**60%
POR**

DD029

Development Deal - Zero In Bug Bat

Dimensions 193cm x 64cm x 64cm (h/w/d inc header)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
STV882	Bug Bat - Assorted Colours	124	24	148	£2.36	£6.99

STOCK ONLY - DD029SO





NET PRICE **£200** RRP **£600**

**60%
POR**

STV235FD

Development Deal - Zero In Strip Blinds

Dimensions: 90cm x 30cm x 60cm (h/w/d)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
STV235	Strip Blind For Doors - Assorted Colours	132	24	156	£1.28	£3.99

STOCK ONLY - STV235FDSO

POS - POS-STV235 A4 POSTER 1

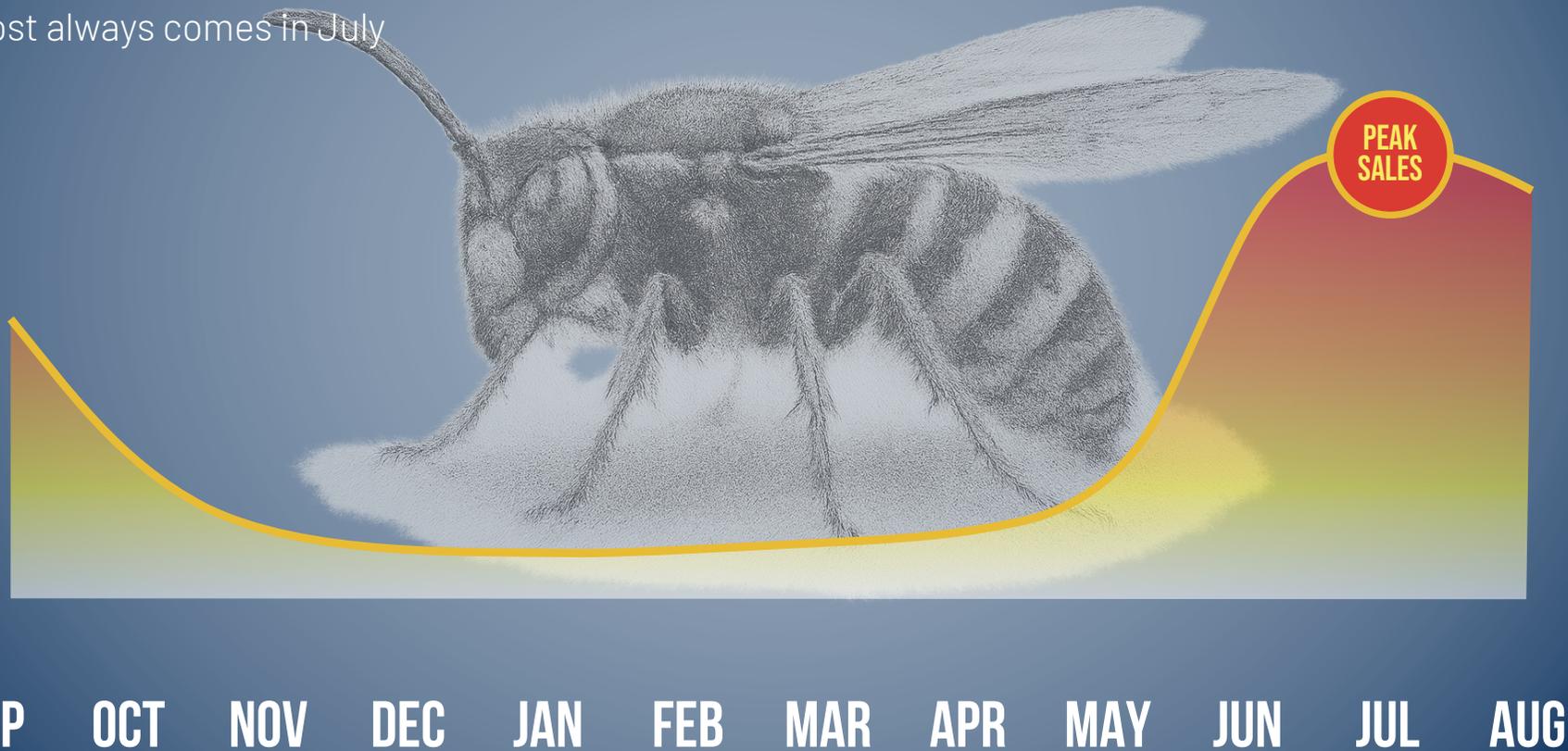
**Promotional Retail £2.99
And still earn 50% POR**



WASP

MARKET VALUE
£20m

In a bad wasp year, sales of wasp control products can easily be three or four times higher than average, but the peak almost always comes in July



WASP CONTROL BEST SELLERS

90% of sales come from the **2 best selling** wasp control products



ZER910



ZER904

EPOS

*STV EPOS data all customers FY2025



NET PRICE **£500** RRP **£1,500**

**60%
POR**

DD031

Development Deal - Zero In Fly & Wasp Control

Dimensions: 144cm x 52cm x 42cm (h/w/d including header)

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
STV336	Re-Usable Fly Catcher - Twinpack	24	6	30	£4.02	£11.99
STV337	Fly Catcher Bait Refill Sachet - 3-Pack	24		24	£2.34	£6.99
ZER906	Fly & Wasp Killer - 300ml Aerosol	24	12	36	£1.00	£2.99
ZER878	Fly Papers - 8-Pack	24	12	36	£1.67	£4.99
ZER502	Kitchen Insect Killer - Assorted Colours	24	12	36	£1.34	£3.99
STV216CS	Big Head Fly Swat (48 pc)	1		1	£0.67	£1.99
ZER910	Wasp Nest Killer Powder - 300g	24		24	£2.01	£5.99
ZER904	Wasp Nest Killer Foam - 300ml Aerosol	18	6	24	£2.01	£5.99
ZER365	Ready-Baited Wasp Trap	12		12	£1.34	£3.99
STV371	Wasp Trap Bait Refill Sachet - 3-Pack	6		6	£1.67	£4.99
STV369	Wasp-Free Zone - Twinpack	12		12	£2.34	£6.99

STOCK ONLY - DD031SO

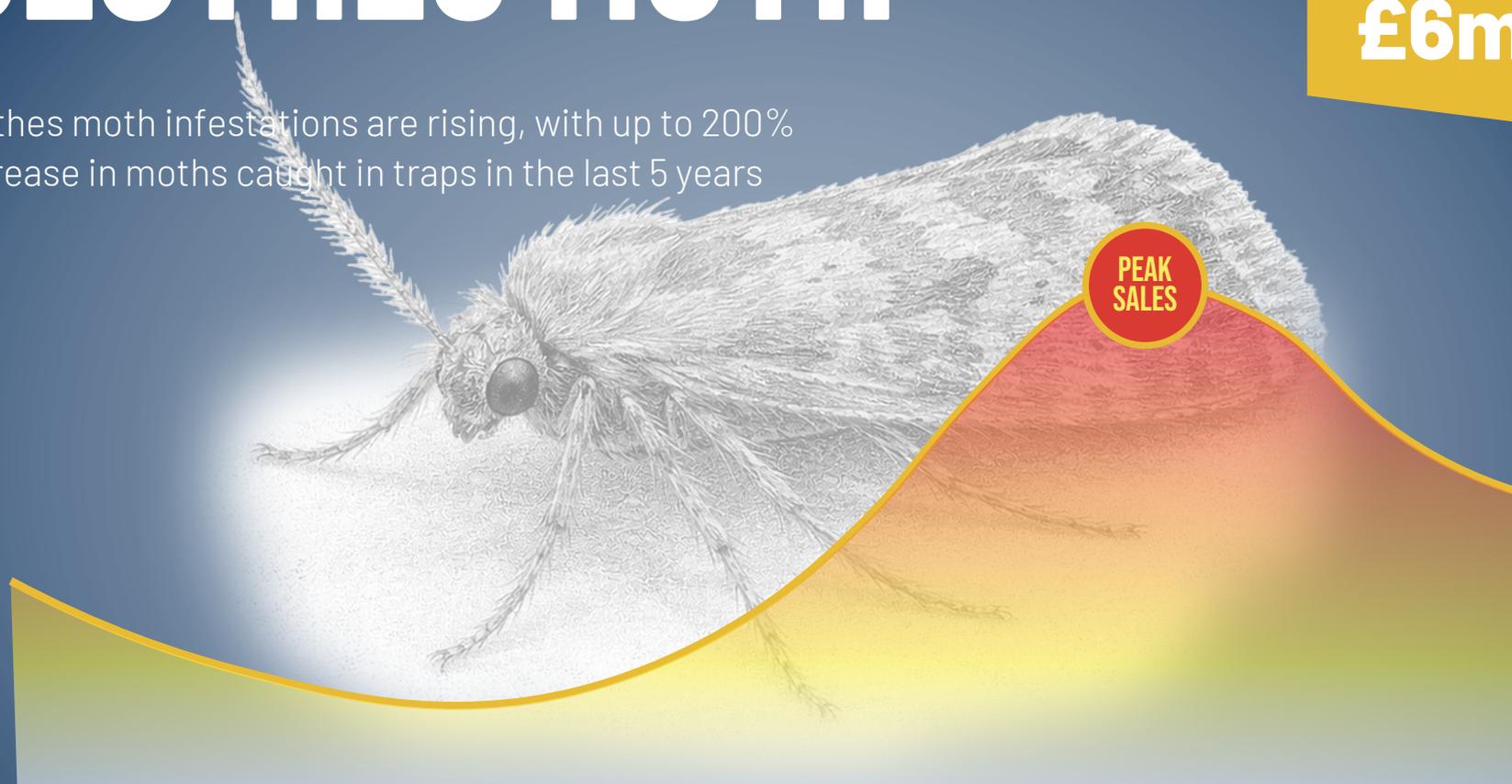
POS - POS KIT DD031



CLOTHES MOTH

MARKET VALUE
£6m

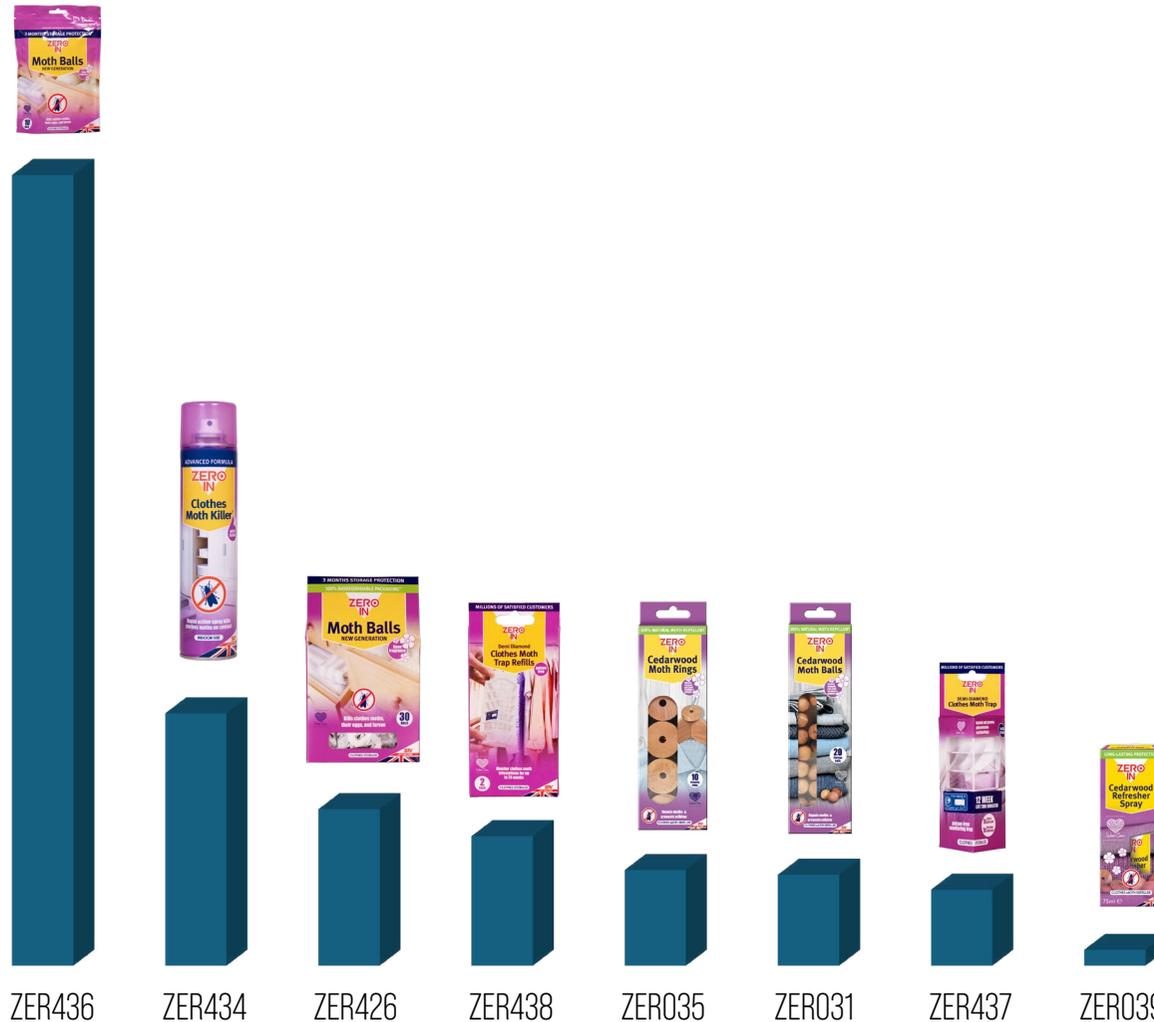
Clothes moth infestations are rising, with up to 200% increase in moths caught in traps in the last 5 years



SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG

CLOTHES MOTH BEST SELLERS

90% of sales come from the **8 best selling** moth control products



EPOS

*STV EPOS data all customers FY2025



NET PRICE **£500** RRP **£1,500**

**60%
POR**

DD030

Development Deal - Zero In Clothes Moth

Dimensions: 144cm x 52cm x 42cm (h/w/d including header)

Contains	Qty	FOC	Total	Net Price inc FOC	RRP
ZER436 New Generation Moth Balls - 10-Pack	30	12	42	£1.32	£3.99
ZER426 New Generation Moth Balls - 30-Pack	18	12	30	£3.31	£9.99
ZER434 Clothes Moth Killer - 300ml Aerosol	18	12	30	£1.98	£5.99
ZER438 Demi-Diamond Clothes Moth Killer Refill - Twin-pack	30	6	36	£1.65	£4.99
ZER437 Demi-Diamond Clothes Moth Killer	30		30	£1.65	£4.99
ZER035 Cedarwood Moth Repellent Rings - 10-Pack	18		18	£1.65	£4.99
ZER031 Cedarwood Moth Repellent Balls - 20-Pack	18		18	£1.65	£4.99
ZER427 Anti-Bacterial Clothes Moth Killer - 500ml RTU	18		18	£1.98	£5.99
ZER032 Cedarwood Moth Hangers 2 pack	18		18	£1.65	£4.99
ZER033 Cedarwood Moth Repellent Set	6		6	£3.31	£9.99
ZER039 Cedarwood Refresher Spray - 75ml RTU	18		18	£1.65	£4.99

STOCK ONLY - DD030SO

POS - POS KIT DD030





NET PRICE **£200** RRP **£500**

**60%
POR**

DD032

Development Deal - Zero In Clothes Moth - Counter Top

Dimensions: H 43cm x W 60cm x D 32cm

Contains		Qty	FOC	Total	Net Price inc FOC	RRP
ZER436	New Generation Moth Balls - 10-Pack	12	6	18	£1.32	£3.99
ZER434	Clothes Moth Killer - 300ml Aerosol	12	6	18	£1.98	£9.99
ZER438	Demi-Diamond Clothes Moth Killer Refill - Twin-pack	12	6	18	£1.65	£5.99
ZER437	Demi-Diamond Clothes Moth Killer	12		12	£1.65	£4.99
ZER031	Cedarwood Moth Repellent Balls - 20-Pack	12		12	£1.65	£4.99
ZER427	Anti-Bacterial Clothes Moth Killer - 500ml RTU	12		12	£1.98	£4.99
ZER032	Cedarwood Moth Hangers 2 pack	12		12	£1.65	£4.99
ZER039	Cedarwood Refresher Spray - 75ml RTU	12		12	£1.65	£5.99

STOCK ONLY - DD030SO

POS - POS KIT DD030



ZERO IN
PROBLEM INSECT CONTROL SOLVED

Reliable protection for all natural fabrics

Kills clothes moth & larva

Repels moths & prevents mildew

FULL CATEGORY SOLUTIONS

Bringing the whole DIY pest control story together

Based on universal EPOS data driving optimised range and merchandising

Merchandising support:

- Top 200
- Top100 
- Top 50 



TWO METRE TOP 100

new



Zero In
Top 100 Back Wall Stand - 1m

The Big Cheese
Top 100 Back Wall Stand - 1m



DOUBLE SIDED TOP 50

new



Double Sided
Top 50 Stand



**Thank you for
your support!**

STV
LIVE PEST-FREE

