

PEST PREVENTION FIRMS MAKE THEIR PITCH

Along with sales, what also has grown is frustration, said Steve Jenkins, president and co-founder of SWAT Mosquito Systems in Miramar. Homeowners who have lost enclosures have since learned that replacements could take up to 18 months or more, with costs topping \$20,000, depending on the size of the home, she said.

SWAT this month launched a new ad campaign in print and direct mail. Sample copy reads, "We move in. Mosquitoes move out," and "Meet the next endangered species." The company also is planning to run ads in

regional hurricane "survival guides" slated to debut with the start of hurricane season in June, Jenkins said.

Advertising and public relations are being handled by **Star-mark International** in Dania Beach.

With all the headaches of replacing screening and enclosures, some residents have developed a newfound liking for their back yards, Jenkins said.

"People like the look of not having a screen," he said, "so they're looking for something else to protect them from bugs."

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