



Sewer Assassin

Rodent Bait Station for Plumbing



**Rodents use sewer lines –
Are you stopping them?**



INTRODUCTION

Meet the Sewer Assassin – The Game-Changer in Rodent Control

For the first time ever, there's a **rodent bait station built specifically for plumbing systems**. The **Sewer Assassin** was born out of necessity to stop Norway rats and roof rats from invading homes and businesses through **damaged, deteriorating, or improperly installed plumbing**—even sneaking in through **toilets and drains!**

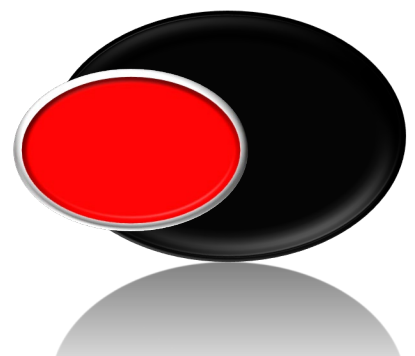
For years, we suspected **sewers as the entry point**, but proving it was a challenge. Worse yet, even when plumbing issues were identified, we lacked the proper licensing to fix them. That meant **leaving customers to fend for themselves**—until now.

With the **Sewer Assassin**, any **3" or 4" clean-out becomes a powerful bait station**, allowing you to **detect, monitor, and eliminate rodent activity right at the source**—within the plumbing.

Here's the Best Part:

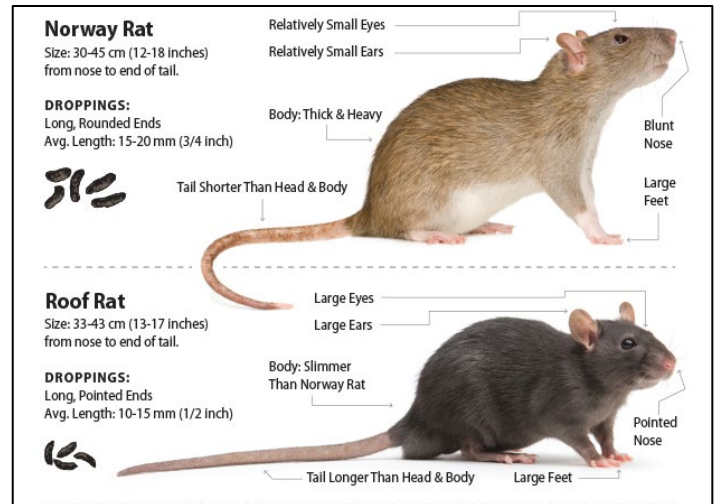
Not only does the **Sewer Assassin** close a major gap in rodent control, but it also **functions like a traditional exterior bait station**, requiring ongoing service. That means **a new recurring revenue stream** for your pest control business—while giving customers the peace of mind they deserve.

Don't just control rodents—**stop them before they invade**. The **Sewer Assassin** is the future of pest management. **Are you ready to take control?**



Urban Rodent Control and the Challenges it Presents

Performing effective structural rodent control can be challenging, to say the least. The biggest issues are often found in urban environments, where dense populations and aging infrastructure exacerbate the problem. Those of us who take rodent control seriously know this firsthand and tend to focus primarily on visible entry and exit points. These typically include utility penetrations, vent pipes, unscreened crawl spaces, bird blocks, and any cracks, crevices, or holes that could lead to the interior voids of a structure. But what about plumbing?

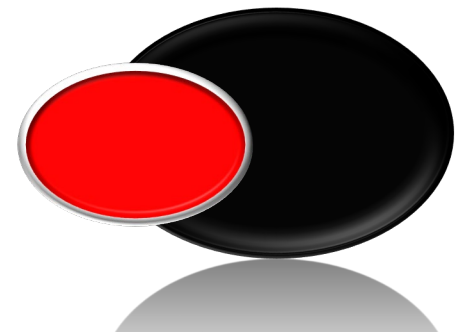


Plumbing is the number one most overlooked entry point for both Norway and roof rats. Not considering or understanding this traffic path can lead to countless callbacks and headaches for many pest management professionals (PMPs). In some cases, it can take weeks before we realize, "It must be plumbing." So, what happens next?

In the past, we would have to leave the next steps up to our customers, often telling them, "Call your plumber." This allowed us to feel as though the recurring issue wasn't our fault, but it didn't feel particularly satisfying. That changes now!

By deploying the Sewer Assassin on day one, during inspections and trap placements, you can confirm whether rodents are present inside the plumbing systems. This allows you to immediately start the conversation about plumbing, adding a level of professionalism and enabling you to address these complex rodent infestations more efficiently. Once you're confident the population is under control and your exterior exclusions are complete, leave the Sewer Assassin in place and service it monthly. This will monitor and protect your customers' homes and businesses from future intrusions and damage.

Making you your customers' hero!



Rat Intrusion Via Sewer and Plumbing Lines:

Understanding the Threat and Mitigating Risks

Rats are highly adaptable and intelligent creatures that exploit weaknesses in infrastructure to gain access to homes and businesses. One of the most overlooked entry points is the plumbing system. Rats use sewer lines, drainpipes, and vent stacks as highways to invade buildings. Once inside, they can cause extensive damage, contaminate food and water, and pose serious health risks.

How Rats Use Plumbing to Enter Buildings

1. Sewer Systems as Highways

Urban sewer systems provide rats with an extensive underground network for movement and shelter. Rats thrive in these environments due to the availability of food, moisture, and protection from predators. Given their excellent swimming abilities, they navigate flooded sewer tunnels with ease.

2. Climbing and Swimming Through Pipes

Rats are adept swimmers and can hold their breath for up to 3 minutes. They use this skill too:

- Swim through main sewer lines and up lateral branches leading to homes and businesses.
- Enter through broken or improperly sealed pipe joints, particularly in older buildings.
- Climb vertical vent stacks and drainpipes using their sharp claws for grip.

3. Accessing Toilets and Drains

One of the most alarming entry points is through toilets and floor drains. Rats can swim up the s-trap and emerge in toilets, particularly in low-use bathrooms and they can crawl through open or damaged floor drains.

4. Structural Weaknesses

Cracked pipes, broken seals, and improper venting provide easy access points. Common vulnerabilities include old clay or cast-iron pipes with cracks or gaps; uncapped sewer cleanouts that give rats an easy path into structures, and dry floor drains in unused areas that allow rodents to bypass traps meant to block entry. Rodents can also chew through modern ABS pipes as seen in Figures 1 and 2 below.



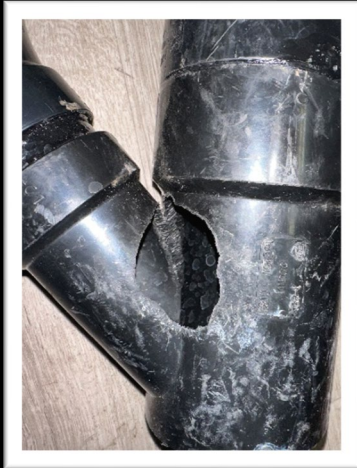


Figure 1: chewed pipe

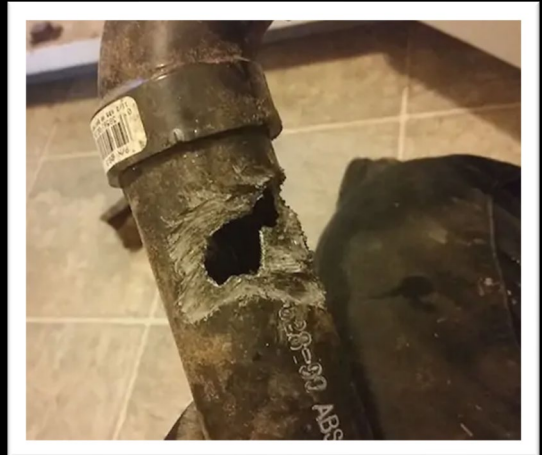


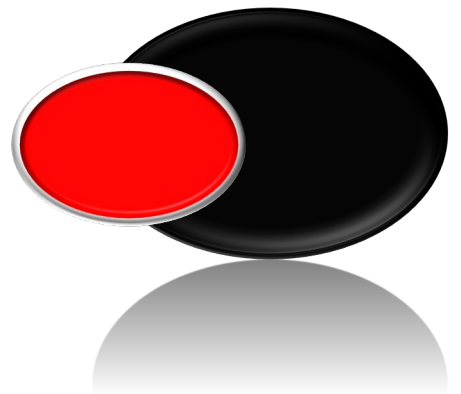
Figure 2: chewed pipe



Figure 4: disconnected vent pipe



Figure 3: rat in toilet



RODENT INFESTATIONS ON THE RISE IN US CITIES

Growing Problem:

Recent studies indicate a substantial increase in urban rat populations, with cities like Washington, D.C., New York, and San Francisco experiencing notable surges. For instance, Washington, D.C., has seen rat complaints outpace those of New York City and Boston. Researchers attribute approximately 40% of this rise to warmer temperatures, which extend foraging periods and boost reproductive rates among rats.

apnews.com

Economic Impact:

Rodents inflict considerable economic damage annually. In New York City, businesses reporting rodent infestations have faced average annual losses of \$1,104, encompassing merchandise damage, pest-control expenses, structural repairs, and DIY extermination efforts.

digitalcommons.usf.edu

Nationally, the economic cost of rat damage is estimated at \$19 billion per year, affecting various sectors, including agriculture, infrastructure, and public health.

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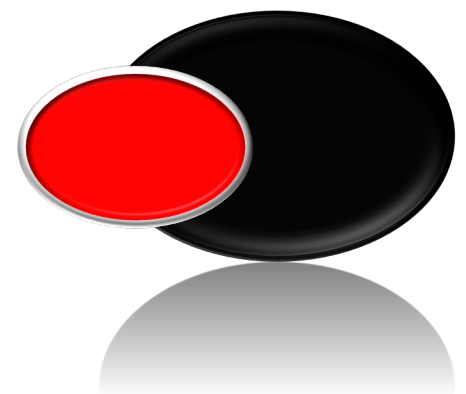
Contributing Factors:

Several factors contribute to the growing rodent problem:

- **Climate Change:** Warmer winters allow rats to breed and forage more, leading to increased populations.

theguardian.com

- **Urbanization:** High population densities and aging infrastructure provide ample shelter and food sources for rodents.
- **Sanitation Practices:** Inadequate waste management and sanitation practices create environments conducive to rodent infestations.



Mitigation Efforts:

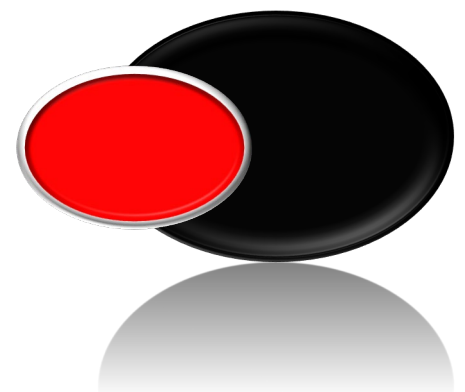
Cities are implementing various strategies to combat rodent infestations:

- **Improved Waste Management:** Initiatives like using sealed trash bins and frequent waste collection aim to reduce food sources for rodents.
thetimes.co.uk
- **Public Education:** Educating residents about proper waste disposal and sanitation practices is crucial in controlling rodent populations.
- **Integrated Pest Management:** Combining monitoring, sanitation, and targeted extermination efforts to manage infestations effectively.

Addressing the rodent issue requires a comprehensive approach involving environmental management, public education, and effective pest control measures to mitigate economic losses and health risks associated with rodent infestations.

Rattiest City in America

1. Chicago, IL
2. Los Angeles, CA
3. New York, NY
4. San Francisco, CA
5. Washington, D.C.
6. Denver, CO
7. Philadelphia, PA
8. Detroit, MI
9. Baltimore, MD
10. Cleveland, OH
11. Minneapolis, MINN
12. Boston, Mass
13. Hartford, Conn
14. Seattle, WA
15. Indianapolis, IN
16. Atlanta, GA
17. Columbus, OH
18. San Diego, CA
19. Milwaukee, WI
20. Sacramento CA
21. Pittsburgh, PA
22. Dallas, TX
23. Miami, FL
24. Norfolk, VA
25. Houston, TX
26. Charlotte, NC
27. Grand Rapids, MI
28. Raleigh, NC
29. Honolulu, Hawaii
30. Albuquerque, NM
31. Albany, NY
32. Phoenix, AZ
33. Greenville, SC
34. Cincinnati, OH
35. Tampa, FL
36. Nashville, Tenn
37. Richmond, VA
38. Portland, OR
39. Orlando, FL
40. New Orleans, LA
41. Buffalo, NY
42. Flint, MI



REVOLUTIONIZING RODENT CONTROL

The Sewer Assassin is engineered to intercept and eliminate rodents directly in the plumbing, preventing them from infiltrating structures through faulty or deteriorating pipes. With its innovative design, it not only addresses a critical gap in rodent control but also integrates seamlessly into your service offerings, providing an effective and proactive defense against rodent infestations. This groundbreaking solution tackles a growing problem at its source—within the pipes—where traditional rodent control methods fall short.

INCREASE REVENUE

The Sewer Assassin isn't just an innovative rodent control solution, it's also a powerful revenue booster for your business. By offering the first rodent bait station designed for plumbing, you create a new, consistent income stream. The Sewer Assassin becomes a recurring monthly service requiring ongoing maintenance and monitoring, leading to predictable, repeat business. Its effectiveness and innovation will set your services apart, attracting new customers and strengthening customer loyalty.

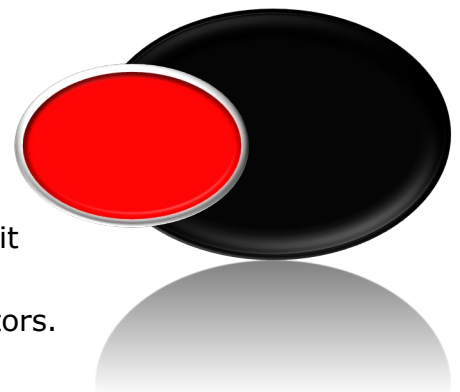
With a simple installation and responsible rodenticide use, The Sewer Assassin works around the clock to keep properties rodent-free—making it an easy sell to any customer who wants real prevention, not just reactionary treatments.

Don't leave money on the table—or let rodents keep the upper hand. Add the **Sewer Assassin** to your service lineup and position your company as a leader in cutting-edge rodent control.



Available in 3" and 4" sizes. For commercial and residential properties. Only use rodenticide labeled for use in the sewer.

To learn more about the Sewer Assassin, visit **sewerassassin.com** or call (602)702-1018. Available to purchase **online** or at Vesperis, ChemTech, and ATI distributors.



TESTIMONIALS

Nick DeWolf

Vice President Chemtech Supply LLC

"The Sewer Assassin offered a solution to a problem we did not know existed. We were looking for rodents inside the walls and attic voids, but never thought they were coming from the sewer, into the plumbing pipes. Once we discovered the Sewer Assassin, we were able to not only detect their presence, but we were able to control the pressure coming into the home. With monthly service inspections, we are able to monitor the ongoing activity levels and watch them decrease. Not to mention we created additional reoccurring revenue. The Sewer Assassin can add revenue and protect any home or structure connected to a public sewer system."

Nick McRoy

Vice President of Training – Metro Institute

"I believe the Sewer Assassin is a fantastic invention, and any pest control company that offers rodent control should consider adding it to their toolkit. Rich Mead is an expert in rodent control, and his vast industry experience, combined with his excellent educational skills, makes him a trusted resource in our field."

Meir Ginsburg

Love this product, great to use, easy to use, and incredible customer service! **Green Arrow Pest Solutions** is happy to use this product and support Sewer Assassin!

Zach Jolley - Lunar Pest

The sewer assassin has really helped improve the services our company provides in relation to rodent control. Not only was I initially impressed with the product but also the fact that the manufacturer sent out someone to demo installation and best practices with the device. Excited to see what is going to be released from this company in the future.

Raptor Pest Solutions

The Sewer Assassin has not only improved the efficiency of our rodent control services but has also created its own stream of revenue. By installing the device at the same time we set traps, we can quickly determine if the sewer is the entry point, providing immediate answers and eliminating the need for additional testing in many

cases. Beyond its effectiveness during initial installations, the Sewer Assassin has opened new opportunities for ongoing service routes. Much like exterior bait stations, the device requires regular maintenance and monitoring, allowing us to establish dedicated service routes to ensure its continued performance. This has not only enhanced our ability to deliver comprehensive rodent control solutions but has also added a new, reliable revenue source to our business.

Carolyn

Tempe, AZ

"I was referred to Rich and Jake from another pest control company that tried to help me get rid of my rat problem and were unsuccessful. Jake came out and determined that the rats were coming from the plumbing. He told me since I lived in a condo and shared walls with other people, the best relief he could offer was to install the Sewer Assassin. He said it would help eliminate them from the source before they could get back in the walls and ceiling. Jake comes out every month and refills the bait on the Sewer Assassin. That was 3 years ago, and I have never heard them again. Great product!"