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Area Wide Exterminators Become bedbugFREE
California-based Company Gains Membership to bedbugFREE Approved Roster

Lawrenceville, N.J. – September 14, 2009 – Area Wide Exterminators, of Stockton, CA, is the most recent company approved for bedbug FREE membership. Their initiation marks the first Californian pest management firm to commit to the guidelines and practices of Bed Bug Central home to the nation’s most comprehensive website devoted to bed bug information and removal methods.

In business for over 25 years, [Area Wide Exterminators](#) has focused on utilizing the latest techniques and the most effective and environmentally-responsible bed bug treatment programs. To stay abreast of the latest research and management methods for bed bug removal, the company turned to the expert advice of Bed Bug Central and sought membership with the bedbugFREE network.

BedbugFREE is a network of “like-minded companies sharing the philosophies of Bed Bug Central”. All companies undergo a rigorous screening process overseen by Rick Cooper and research entomologist, Jeff White. Approved companies are then listed as a bedbugFREE on Bed Bug Central’s website and in turn receive referrals as part of the bedbugFREE network. To date, the approval process and all business leads provided by Bed Bug Central are free of charge.

“We wanted to be able to provide a service to our customers that would be second to none, and what better way than to turn to the experts for information and training,” said David Turney, Operations Manager of Area Wide Exterminators.

As a bedbugFREE company, Area Wide Exterminators becomes part of the growing bedbugFREE network of pest management firms approved by Bed Bug Central. Their website is quickly becoming the nation’s number one professional and consumer resource for bed bug information. Created by Phil Cooper, President of Cooper Pest Solutions and Richard Cooper, Technical Director and Entomologist for bedbugcentral.com, they provide a wealth of resources, information and products for consumers around the country.

Area Wide Exterminators leveraged their attendance at Bed Bug University to accelerate the bedbugFREE approval process. Bed Bug University is a four-day course designed to shorten the learning curve of companies that want to increase bed bug revenues and enhance their bed bug business model.

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“There is no doubt that Bed Bug University saved us months, if not years of research, had we tried to undertake the same program ourselves,” said David Turney. “The training we received at Bed Bug University will enable us to strategically place ourselves in our market as the obvious choice for quality bed bug treatments”.

Another primary aim of Bed Bug University is to shorten the time spent on independent research to enable pest management firms to enter the bed bug markets quickly.

The Bed Bug Central’s seminar and website continue to serve as an authority in the bed bug sector with daily submissions to the bedbugFREE network and acknowledgement from industry leaders such as Dr. Austin Frishman, president of AMF Pest Management Services Inc. and industry consultant since 1967.

“Bed Bug University is the best way to learn because Bed Bug Central’s technicians take you out to the field and show you technology and practices,” said Dr. Frishman about Bed Bug University. “Bed Bug Central and Jeff White are the only ones with this program. I recommend that people in pest control go to secure hands-on training. If you have just started dealing with bed bugs as a pest management professional, it’s an invaluable resource.”

About Bed Bug Central

Bed Bug Central, developed by Phillip and Richard Cooper, is a division of Cooper Pest Solutions and is home to the nation’s most comprehensive website devoted to bed bug information and products for the public. Technical Director, Rick Cooper, is regarded as one of the leading bed bug experts in the pest control industry. He recently co-authored a book titled “Bed Bug Handbook: The Complete Guide to Bed Bugs and Their Control,” and he is a highly sought out speaker on bed bugs and other pest management topics. Jeff White is also regarded as an expert in bed bug research and has featured articles in several publications. Bed Bug Central has created a variety of resources that are available to the industry including on the job observation, documents package, and Bed Bug University.