



FESTIVE GREETINGS
FROM THE MD

BCPC 2005 – A
REPORT BY
DR LARA SENIOR

MARKETING THE
I₂L BRAND

PESTS IN THE NEWS

MINOR
REFURBISHMENTS
AT I₂L

I₂L's Biannual Newsletter

December 2005

❄️ *Festive greetings from the MD* ❄️

I₂L wishes all of you a Merry Christmas and a very happy New Year.

*'Insect Investigations Christmas Tree' by
Christopher Small, aged 9*



Director, Dr Graham Small, reports further on this overleaf.

Increased business means increased staff and we have been fortunate to welcome some new and excellent people in 2005. Among these are Lucy Emery, Chris Mitchell, and Elen Richards, who joins us as part of her industrial training from Cardiff University. In Newcastle, we have been ably supported by Andrew Close and Sarah Bowman.

The company enters 2006 with confidence, and we look forward to continuing our mutually beneficial relationship with all our clients, both new and old.

BCPC 2005 – a report by Dr Lara Senior

I₂L recently attended the BCPC International Congress and Exhibition, held in Glasgow, UK. As always, this was an interesting event, with ample opportunities for networking, for business meetings and to catch up on the developments in the science of pest management. I also had the opportunity to attend one of the seminars, 'Outsourcing Agrochemical Development Programmes', which examined the changing relationship between contract research organisations and their customers. It was particularly interesting to hear the views of the customers regarding outsourcing, the processes and priorities involved, and also the risks and opportunities for CROs. The main qualities which are required in a CRO can be summarised as follows:

- Demonstrable expertise and experience

- Range of services – it is becoming more common for packages of work to be outsourced, rather than individual studies
- Communication, feedback and responsiveness – this is of particular importance if unexpected results are obtained
- Cost and quality
- Project cycle time
- Innovation
- Flexibility

It was generally agreed that the industry is consolidating, both in terms of suppliers and sponsors, and the use of non-European laboratories is also expected to increase. Competition will become more fierce, with focus on value-added services. I₂L believes that, with its reputation for quality and service and its Strategic Alliance with SynTech Group, it is well placed to meet this challenge.



..Rapid
Responsive
Reliable

Insect Investigations Ltd,
Capital Business Park, Wentloog,
Cardiff CF3 2PX
Tel: 0044 (0)29 20837450

www.insect-investigations.com

Marketing the I₂L brand

A key element to achieving optimal coverage of potential clients and to fully realising I₂L's mission, to become the leading European product testing and development centre for the pest control industry, has been the development and implementation of a sound marketing strategy. This marketing strategy has been developed around three main themes:

- Company branding
- Identifying I₂L's potential clients
- Promotional activities

Branding I₂L has been more than just putting the company's logo on our promotional material. It has been about delivering a message to our potential customers on the merits and benefits of working with I₂L. Why should companies work with us rather than with other CROs? The message that we want to convey, is that I₂L takes pride in being rapid, responsive and reliable: **rapid** in taking projects through from initiation to the final report; **responsive** in feeding back to clients on the progress of their projects; and **reliable** in the quality of our work.

Our promotional material needed a complete revamp. Flyers and brochures were updated and made consistent with the company brand. We also initiated a biannual newsletter to be sent to existing/potential customers and other interested organizations. Many of you receive our newsletter and, by and large, the response to it has been very positive.

The next challenge was to identify who our potential new clients were. This was mainly accomplished through exhaustive internet and database searches to first identify companies who develop and market pest control products and then to learn more about each individual company so that we could understand their business. Having identified a target company, further searches were carried out to identify key personnel within that company - product development managers and technical directors - so that our message would reach the right people. All this information was entered into a company database together with information on all our existing clients.

Having identified key personnel, e-mail shots, with our information flyers attached, were sent to introduce them to I₂L and its services. This was followed up with phone calls and, wherever possible, with company visits or invitations to visit I₂L.

Finally, we have been promoting the company through joining trade missions and attending conferences and exhibition, both in the UK and further afield. Our presence at all these events has yielded valuable new clients. Thanks are due to Wales Trade International for sponsoring some of these visits.

The success of our marketing strategy is evidenced by the number of new clients that we have brought on board during the last year and a half. But, of course, the job of marketing is never done and the more clients that work with us, the bigger becomes the problem of effective client relationship management. Long may that problem continue!

Pests in the news

Faced with the problem of trying to control crop pests on a very limited budget, Indian farmers have come up with a very imaginative and unusual answer - COLA! Yes, these farmers are apparently taking one of the world's most famous beverages and spraying it onto their cotton and chilli crops in place of the more costly pesticides they usually use and seem convinced that it works just as well.

So how could spraying a soft drink onto a crop control pests? Indian agricultural experts have pointed out that 'jaggery', made from mashed up sugar cane, has been used for many years. The theory is that the sugary coating on the crop plants attracts ants which, after feasting on the sugar, then go on to prey on the larvae of the crop pests. Some also believe that the sugars help to boost the natural immunity of the crops to insect pests. Others are more sceptical about the efficacy of cola against these pests though, especially the manufacturer's of cola drinks. They point out that there is no scientific basis for the use of their drinks as pesticides and suggest that use of their product for this purpose is totally ineffective. Try telling that to the Indian farmers! The practice of using soft drinks in place of pesticides has gained so much popularity in some remote villages that suppliers are struggling to keep pace with demand!



Minor refurbishments at I₂L

Due to its growing work force, increased range of studies, and simple wear and tear, I₂L will be carrying out some small refurbishment and minor building works in early 2006. This is likely to commence in early January, and to be completed in February. If you are visiting us around that time you may see a bit of building work in progress - don't worry this will not disrupt our very busy schedule of projects, or delay any work that we are carrying out for you. At the end of it all, we will have more office space, better use of laboratories, new IT, and lots of new cupboards and shelves to tidy up some general clutter. The works will be funded by a small loan from Finance Wales, and their support is gratefully acknowledged.



I₂L Express Editor & Designer:
Graham Small

Further information on the services mentioned in this newsletter, and on all our other services, can be obtained from our website:
www.insect-investigations.com

You can contact us at: Insect Investigations Ltd, Capital Business Park, Wentloog, Cardiff CF3 2PX
Tel: 0044 (0)29 20837450
Fax: 0044 (0)29 20837451
Email: peter@insect-investigations.com