



i2L's Biannual Newsletter

August 2006

🌀 A message from the MD 🌀

Summer greetings from everybody at i2L

Thanks to all our sponsors, i2L has had an extremely busy summer, carrying out more trials than ever. Staff at our Cardiff and Newcastle offices have all been working hard, and we have also carried out a number of projects overseas in Italy, Spain, France, and the Czech Republic.

The Company has grown rapidly in the last 12 months and currently employs 15 people, including 3 staff in Newcastle. Two of our new staff, Dr Simon Shayler, and Ms Sarah Barlow, are profiled in this Newsletter. I am also pleased to announce that Ms Helena Dawe has been promoted to the position of Head of Laboratory Studies. Dr Graham Small was appointed to the Board of the Company in the Spring, and is already making useful contributions at our Board meetings.

Our overseas market continues to grow rapidly and we now trade with 11 different countries. This is quite an achievement for a small Welsh-based Company, and support from the Welsh Assembly Government has been an important factor in many of our breakthroughs.



i2L continues to be innovative in response to new market opportunities. We recently launched a new Market Analysis service and, I'm very pleased to say, it has been an instant success. You can find out more about this new service in this Newsletter.

As the rain pours down outside my window, it seems that summer is already passing, and we are planning our autumn programme of work. As usual we will be out and about in the autumn and hope to meet many of you in various exotic destinations. i2L will be at GLEE, PestTech, NPMA, and BCPC. We will contact you to try to arrange meetings, but please be pro-active too. I will be in Japan in October and look forward to discussions with our Japanese sponsors then.

New Service - Market Analysis

In response to demand from our sponsors, i2L has launched a new service - **i2L Market Analysis**. As a result, we are able to offer the following capabilities:

- Research into European, US, Asian, and worldwide market size and structure for pest control sectors;
- Identification of potential for new products, market trends (expanding/contracting market sector);
- Required characteristics of products for use in sectors (animal health, seed treatments etc);
- Use of insecticides or groups of pesticides in particular sectors, (e.g. pyrethroid use in seed treatments);
- Resistance to pesticides in specific applications of pest control, (e.g. housefly control);

- Existing or possible pesticide cross-resistance issues within a group of pesticides;
- Other analysis at request of sponsors.

i2L Market Analysis combines the scientific and business knowledge of i2L with the market research experience of Gwyn Tudor MBA, who joins us as an i2L Associate consultant. Gwyn runs his own company, Contact Innovation, and works with us under a non-disclosure agreement. He has 16 Years of experience in new product development and strategic marketing. To find out more about this exciting new service, please contact **Dr Graham Small** (graham@insect-investigations.com)

A MESSAGE FROM THE MD

NEW SERVICE - MARKET ANALYSIS

INTRODUCING NEW MEMBERS OF THE i2L TEAM

PESTS IN THE NEWS



..Rapid
Responsive
Reliable

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Introducing new members of the i2L team

Dr Simon Shayler has recently joined i2L as our new Head of Field Studies. Simon studied for his first degree in Zoology at the University of Dundee in Scotland. He then moved to Cardiff University where he carried out research on the effects of detritivore diversity and abundance on the biocontrol of aphids by generalist predators for which he was awarded a PhD.

Simon has a high level of expertise in arthropod identification and culture as well as experience in a variety of arthropod monitoring techniques, specifically with respect to agriculture. As Head of Field Studies at i2L, Simon's role draws on his previous experience for the effective implementation of laboratory and field trials used to investigate pest control problems.



Sarah Barlow started work for i2L NE as a Trials Officer in October 2005 having graduated from Newcastle University with a BSc Honours degree in Environmental Biology during that summer. Since joining i2L NE, Sarah has been involved with a wide range of GEP efficacy studies including whitefly, aphid and Lepidoptera glasshouse and field trials but the majority of her work has focused on slug field and caged arena trials. She works under the supervision of **Dr Catherine Whaley** as part of our team based at Newcastle University's Close House Field Station.

Pests in the news

This 'Pests in the news' story has something of a twist. Some groups of British teenagers out and about during the summer nights have been plagued by the sound of mosquitoes. However, the pests in this case were the teenage gangs and the method of control was a rather innovative one. A Welsh inventor has come up with an alarm which emits an irritating, high-pitched whine similar to the sound of a mosquito in flight. The sound is only audible to younger people as the ability to hear high frequency sounds decreases with age.

The mosquito alarm has been trialled in places where youths tend to congregate and cause trouble, and its effect has been instantaneous. Wherever the alarm has been installed, police have reported a remarkable decrease in the number of youth-related incidents.

It appears, however, that the teenagers might have the last laugh. Having discovered how the mosquito alarm works, someone has now created a synthetic ringtone that sounds very similar to the mosquito alarm and which only younger people can hear. Now they can happily text away to each other in class without their teachers being any the wiser.



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

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