

# T·A·P Can Improve Your Bottom Line

**T·A·P (Thermal, Acoustical, Pest Control) Insulation** is a specialized, blown-in insulation that is most often installed on top of existing home attic insulation. PMPs have had great success across the country capping customers' attics, because T·A·P can be applied directly over existing attic insulation to upgrade the thermal performance of the whole building while providing an innovative and effective form of preventative pest management.

Gross profit margins for adding T·A·P average 70 percent and can generate about \$200 plus per hour. Removal and replacement margins are even better.

Terminix, Inc., based in Columbia, S.C., added T·A·P services to its offering about three years ago. After an initial year of integrating the program, T·A·P has picked up tremendously for the company.

"The termite work had been slow in this economy for us so we were looking for add-on services," says Scott Fortson, vice president of operations for Terminix. "The pest control aspect of T·A·P was a great fit. It's great in the winter months when the pest control business naturally slows."

Steve Phillips, president of Northwest Exterminating based in Marietta, Ga., was drawn to the efficiency and "greenness" of T·A·P insulation as well as being a great add-on service for its customers.

"We'd often remove attic insulation as part of our wildlife services and we'd often find animal droppings so installing T·A·P insulation was a natural fit," he says. "It's a very green pest control product and it fit in perfectly with what we want to offer our customers."

Northwest Exterminating classifies itself as a green company, but just saying you're green and actually being green are two different things, Phillips says.



**"It's a very green pest control product and it fit in perfectly with what we want to offer our customers."**

—Steve Phillips, president of Northwest Exterminating

"We love that 87 percent of T·A·P insulation is from recycled newspapers," he says. "It fits in with what we believe in as a company."

Terminix and Northwest Exterminating purchased the T·A·P insulation package with the blowers, literature and training. T·A·P provided the startup training for Terminix's training department and then its training department educated its employees regionally.

"The whole process was very simple and easy," Fortson says. "We've sold over a million dollars in T·A·P in the past year."

Anyone that's not involved in T·A·P is definitely missing out."

For Northwest Exterminating, training took place during the company's sales meeting. T·A·P personnel provided simple and effective training, Phillips says, and helped Northwest staff really understand the R value of the T·A·P insulation and how to calculate that when working in a customer's home.

"T·A·P showed us step by step what to do — it's been very easy, but there's nothing more important than experience," he says. "Our staff has plenty of that now."



**"We've sold over a million dollars in T·A·P in the past year. Anyone that's not involved in T·A·P is definitely missing out."**

—Scott Fortson, vice president of operations for Terminix, Inc.

The T·A·P Training Manual is available on CD-ROM and in hard-copy to all qualified PMPs. The manual is a comprehensive support tool that lays out all of the fine points of being a T·A·P applicator. Informative videos are also available, as well as yard signs and presentation materials.

T·A·P personnel are available on location to train employees in sales and installation. T·A·P's revamped website will include customers as a T·A·P certified installer so your name will be furnished when local consumers and builders request the location of the nearest T·A·P installer. T·A·P has assembled the key leaders from pest management and the insulation industries to provide a network of support nationwide, including product manufacturing, technical issues, code and government regulations, installation equipment, peripheral supplies, and marketing.

"The learning curve was easy for T·A·P," Fortson says. One thing that Terminix had some learning curves with was having its employees maintain the equipment correctly. But if any equipment malfunctioned due to user error, T·A·P quickly responded and had the company up and running right away.

"Once we took off, we've been off and running ever since" Fortson says. "The pest control aspect of T·A·P was a great fit. It's been a huge help for us with the economy. It's been a breath of fresh air and it's definitely helped our growth."

Phillips agrees. "Once you get a buy-in from your people, they install it easily and correctly, and the customers are very happy," he says.

For more information about T·A·P and to see customer videos, call Pest Control Insulation Services at **866-284-7247**, email [info@tapinsulation.com](mailto:info@tapinsulation.com) or visit [www.TAPinsulation.com](http://www.TAPinsulation.com).

