

Web-Cote Industries Position Paper

Preserving Professional Pest Management Tools Through Responsible Use

Issued by: Susan Masciarelli, Web-Cote Industries, Inc., December 16, 2025

Purpose: To formally define Web-Cote's position on the responsible preservation, defense, and professional use of glue-based monitoring and control tools within Integrated Pest Management (IPM) and Assessment-based Pest Management (APM) programs.

Executive Summary

Professional pest management depends on maintaining access to a broad, balanced toolbox of control, monitoring, and exclusion methods. Glue-based tools—when used correctly—play a legitimate and often essential role in public health protection, food safety, and property preservation. When misused, they generate emotional backlash, public misunderstanding, and unnecessary regulatory pressure.

Web-Cote Industries believes that **the long-term preservation of professional pest management tools depends directly on the professionalism, ethics, and restraint with which they are used.** This paper establishes our formal commitment as a manufacturer to responsible design, responsible education, and responsible defense of glue-based tools used within regulated professional environments.

Industry Context

Rodent and insect pressure continues to intensify due to: - climate variability and urban densification - aging infrastructure - expanding food distribution networks - increasing public sensitivity to visible pest control methods

Simultaneously, regulatory scrutiny and public sentiment toward pest control tools is increasing. These conditions demand that manufacturers, distributors, and technicians elevate not only **effectiveness**, but also **defensibility**.

Glue-based tools are among the most misunderstood tools in the industry precisely because they are **visible and emotionally charged**, even when their use is justified, humane within protocol, and highly effective.

Web-Cote's Core Position

Web-Cote Industries affirms the following:

1. Glue-based tools are **legitimate professional instruments** when deployed within defined IPM/APM standards.
2. The right to use professional tools must be continuously **earned and defended through responsible practice**.
3. Misuse—whether by over-reliance, poor placement, lack of monitoring, or inappropriate application—directly threatens the availability of these tools for all professionals.
4. Manufacturers bear an ethical responsibility **not only to supply tools, but to define the conditions under which they remain defensible**.

Ethical & Professional Foundation

Web-Cote's responsibility framework is grounded in five professional principles:

- **Necessity:** Tools must be used because they are justified—not because they are convenient.
- **Proportionality:** Control measures must be scaled to the actual level of pest pressure and risk.
- **Monitoring & Accountability:** Glue-based tools require active inspection, documentation, and defined response thresholds.
- **Humane Outcome Within Protocol:** Swift resolution upon capture and prevention of prolonged exposure.
- **Public Defensibility:** Every placement must withstand external scrutiny by regulators, customers, and the public.

Manufacturer Responsibility

Web-Cote commits to the following manufacturer obligations:

- Designing products that support responsible use, including:
 - Water-resistant and structurally stable substrates
 - Predictable adhesive performance
 - Size formats that discourage indiscriminate deployment
- Providing **formal education** on:
 - Appropriate application scenarios
 - Monitoring intervals
 - Removal and resolution procedures
- Actively opposing:
 - Uncontrolled consumer misuse of professional-grade glue products
 - Marketing that promotes indiscriminate placement

- Distribution practices that undermine professional standards

Technician Responsibility

Web-Cote recognizes licensed professionals as the final and most critical guardians of tool defensibility. Responsible use requires:

- Targeted placement based on inspection, not habit
- Routine monitoring aligned with account risk level
- Immediate humane resolution upon capture
- Removal when thresholds are no longer present
- Accurate service documentation

Glue-based tools must function as **diagnostic and corrective instruments—not passive unattended control devices**.

Distributor Responsibility

Distributors serve as gatekeepers to professional tools. Web-Cote encourages:

- Educational alignment with manufacturers and trainers
- Channel discipline that protects professional-only access
- Program structures that reward responsible, documented use

Regulatory Alignment

Web-Cote supports:

- Existing regulatory frameworks governing professional pesticide and device use
- Training-based certifications
- Documentation-based compliance

We oppose reactionary bans rooted in misuse rather than measured professional application.

Public Perception & Industry Defensibility

Public scrutiny is no longer hypothetical—it is constant, amplified, and permanent. One unmanaged image can undo decades of professional credibility.

The industry's ability to retain essential tools will increasingly depend on:

- Proactive ethical leadership
- Transparent justification of tool use
- Unified professional standards

Web-Cote believes that **tools survive only when the profession proves it deserves them.**

Web-Cote's Formal Commitment

Web-Cote Industries formally commits to:

- Designing products that reinforce responsible use
- Embedding ethics into training, sales, and brand messaging
- Partnering only with organizations that share professional stewardship values
- Defending professional tools through education, not denial

We do not believe in unrestricted access. We believe in **earned access through accountability.**

Closing Statement

Glue-based tools are neither inherently cruel nor inherently careless. Their impact is determined entirely by the professionalism of those who deploy them and the integrity of those who manufacture them.

Web-Cote Industries stands firmly for the preservation of professional pest management tools through responsible design, disciplined use, ethical training, and defensible practice.

Because **the future of the toolbox depends on the behavior of those who carry it.**