

USA Pest Control



For three years, Rentokil North American Pest Control (NAPC) has been a growing business of high quality regional brands all loosely formed under the Rentokil umbrella. These included Ehrlich, Rentokil, Presto-X, DuRight, Marks, Nolans and Watch-All.

Each maintained its own look and feel on everything

from trucks and sales collateral to uniforms and web sites.

Heading into 2010, Rentokil North America took the decision to focus on two go-to-market brands (Ehrlich along the East Coast and Presto-X in the Midwest), both sitting under the parent brand of Rentokil.

John Myers, president and CEO of Rentokil NAPC, confirmed one of his key objectives was to create a 'One Company' culture.

"While each brand has its own heritage, it is time for us to present a unified front and to more closely align ourselves with Rentokil globally," says Myers.

For more information, please visit: www.rentokil.com