

Superior Pest Elimination uses "green" non-chemical approach to successfully protect homes, commercial sites from infestation

THE BOTTOM LINE



By Barton Horowitz

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If you've ever hired a pesticide-armed exterminator who sprayed a damp toxin-clad mist upon the floors of your home or business, read on:

A growing number of homeowners and commercial-property operators no longer rely on out-dated methods of pest control. The widespread practice of routinely spraying pesticides in and around the places we live and work is no longer our only option.



"These days, effective pest-control requires an in-depth understanding of safety issues for the protection of people, pets and the environment," said Michael Orlino, who, with his wife, Rose, assumed ownership of Superior Pest Elimination over a decade ago.

Based at 1110 South Ave. in Bloomfield, the company has been serving Staten Island, New Jersey and the entire New York metropolitan area for 41 years.

Over the years, family-owned Superior Pest Elimination had earned a widely diverse, and highly

loyal roster of client venues, ranging from private homes, commercial facilities and food establishments to schools, sports venues, and a host of others.

In a society becoming increasingly aware of environmental issues, it comes as no surprise to those familiar with Superior Pest Elimination that the Orlinos and their staff have embraced cutting-edge "green" strategies to address the needs of their customers.

Pioneers in providing green services, Superior Pest Elimination carries a distinguished Green Shield Certification. The company was cited for its diligence and safety in the March 2010 newsletter of School IPM (Integrated Pest Management) 2015, a highly respected initiative dedicated to reducing pest problems and pesticide hazards in our nation's schools.

The company's safe, earth-friendly methods of pest elimination have made Superior Pest Elimination the first choice of knowledgeable homeowners and business leaders concerned about the health and well-being of families, children and pets.

"We focus to a great

extent on the exterior of homes, where infestation often originates," Orlino said. Affordable strategies, such as Superior's "PestGuard" program," can address homeowners' year-round pest-control concerns for less than 99 cents a day.

Superior Pest Elimination's Green Shield-recognized services contribute to the optimum level of consumer protection for such enterprises as Krasdale Foods; the Nicotra Group; St. George Theatre; Staten Island Yankees; the Westfield Sunrise Shopping Mall in Massapequa, N.Y., and countless others.

Green Shield's rigid certification standards

conditions that affect different pest populations.

Superior Pest Elimination uses non-chemical approaches to limit pest entryways, attractants, harborage and food in order to provide the most effective, longest-lasting pest control. Non-chemical approaches are the primary tool to control pests; spray-by-the-calendar pesticide applications are not permitted. Conventional methods are used only when necessary.

Superior additionally utilizes state-of-the art communications and diagnostic tools, replete with hi-tech mobile devices. The technology helps to ensure accurate assessment and treatment of

technology and education, and incorporate our knowledge of biology, chemistry, engineering, entomology and environmental science into the top-quality service we provide to our customers."



For additional information, or to schedule an appointment, **Superior Pest Elimination** may be reached at **718-356-8482** or via the company's Web site: **www.superiorpestelimination.com**.



Michael Orlino prepares to board a Superior Pest Elimination vehicle in front of his company's headquarters in Bloomfield, adjacent to the Hilton Garden Inn.

require that a company have expertise in integrated pest management (IPM) principles and practices. Superior Pest Elimination's Green Shield Certified professionals use their knowledge of pest lifecycles, habits and the

each individual residential and commercial site.

"Being adequate isn't good enough in this industry," Mrs. Orlino said. "Superior Pest Elimination is successful because we never take our eye off safety; we embrace

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