

Summer 2023

TRAPLINKED

MAGAZINE

AND IN PRACTICE?

Four exclusive, honest stories with pest control professionals. Concepts, opportunities, challenges.

JUMPING INTO THE COLD WATER

Managing Director Daniel Pelikan remembers his first year at traplinked

4

years
traplinked

QUALITY INITIATIVE

New Head of Customer Satisfaction tells what is coming

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PRIO 1: CUSTOMER SATISFACTION

Traplinked starts its quality offensive. An interview with the new Head of Customer Satisfaction Benjamin Braun.

And another year passes by

When the signatures on the founders contract dried in September 2019, the euphoria was high. But one pandemic, one war and one global economic crisis later, it's clear that traplinked has seen the light of day at a particularly challenging time in recent human history. Sold on an in-person basis – and suddenly banned from personal contact. Built up a supply chain – and then international shipping broke down. But: Today we are doing well. Better than ever. We see the fact that today, despite all the obstacles, we can celebrate the fourth birthday of the trap digitizer from Nuremberg as a positive sign for the future.

In this first issue of traplinked magazine, we invite you to take a look behind the scenes and share what our team has achieved. Enjoy reading!

Tim Kirchhof, Founder & CEO



A WHOLE NEW LEVEL OF QUALITY

He pauses his sentence as a quad bike passes us and barrels into a pond a hundred meters further on. Mud splashes high, the man in his mid-fifties at the wheel parts the stagnant water. "My neighbor," Sebastian Hackbarth explains with a laugh. "He created the pond specifically for his hobby."

This closest neighbor lives more than a kilometer away from the Nordic house with the thatched roof just beyond Sieverstedt, near the Danish border. Out here, where the starry sky is still clear and there is little to see except fields of rapeseed, is an enclave of modern civilization: an e-charging station is emblazoned in front of the property wall, the barn roof is almost completely covered with solar panels, and the estate houses the headquarters of the digital-savvy company Hackbarth Pest Control and Wildlife Management. And the headquarters of a renowned dog breeder. And that of a hunter.

"It rarely happens – but there I was actually speechless at first."

When we resume the conversation, Hackbarth doesn't waste a second. You can tell this topic is very important to him.

"Service quality goes down when you use digital traps – because you charge more for coming less?" When I heard that, I was stumped. Well, it is rare – but at first I was speechless." Hackbarth shakes his head.

Earlier in his life, he trained to be a chef, but this role has not managed to fulfill him. After obtaining his hunting license, Sebastian Hackbarth discovered his real interests: tracking animals, understanding their behavior patterns, finding solutions. So he retrained as a pest controller. "That was THE step in my life," he recounts. Hackbarth has been self-employed since 2022.

The exact opposite is the case, says the pest control professional. "I am in much closer contact with QM/QA because they also want to know what's going on. I regularly check the system. I know what's happening."

Hackbarth speaks from experience: From supermarkets to farms, the pest controller has an almost exclusively digital customer base.

"It's not a bad thing. It shows my customer the system is working."

"I may have times when I have to visit three times a month. There can always be immigration or introduction of pests [through delivery]. Of course, then there's also a month where I'm not on-site at all. [There are] occasional triggers by my client's employees – whether it's during cleaning or moving goods back and forth. False alarms cannot be avoided but are not a problem. Because that shows my customer the system is working."

The technician receives a notification in any case and can contact or visit the facility. Through this quick response, even to a false alarm, quality control is informed and convinced of the continuous protection.

"The contact becomes closer and better, and the coordination becomes much better," summarizes Hackbarth. "Quality-wise... that's a whole different level of service quality. Let's think about service in traditional pest control," suggests the entrepreneur who began his career in a traditionally operating pest control company. "The technician drives to the farm, goes there, says 'Hello, here I am, have you had a problem? No?' Then he takes his tour, checks all the boxes. In the best case, he still enters something in his handheld device, and all this is transferred digitally to the computer."

"Can I get a signature? Thank you," Hackbarth emotionlessly extends a hand



"I have a passion for innovative work." The tool Hackbarth uses most on a day-to-day basis is his smartphone – his control center. This is where all messages converge about trap releases, cameras, and even customer appointments are quickly coordinated. "I know immediately where the other technicians are, who I can send, who has time."

in salute to complete the demonstration. "Where's the service there?" he asks.

"You don't need to spend any more time at your desk."

The pest controller sets up his customer meetings differently: "Just a short while ago, I went to a customer for a proposal meeting: 'Look, I want to show you something super awesome. I can give you added value that's even financially interesting for you.' This kind of logic speaks to a merchant: 'More performance for less money? Come on over, I have time for this.'"

In the appointment, Hackbarth talks about all-around digital support: "I offer you digital snap traps, digital surveillance, digital

monitoring, digital reporting, digital invoicing. You don't have to spend any more time at your desk, that's a thing of the past now. You have 24/7 monitoring, the highest level of service comfort – for this price.' And then he looks at me and says, 'You know what? I have a large [pest control company] under contract right now – they offer me the whole service non-digitally for not even 20 euros less than you.'"

Sebastian Hackbarth knows what his customer, from whom he instantly received the commitment, is talking about. After working as a technician for one of 'the bigger ones,' Hackbarth finally took the step into self-employment in order to break new, innovative ground and provide customers with up-to-date support.

"I've never had the problem of really having to convince a customer. Never: How do I get them to take the system now? How deep do I have to open my wallet? In principle, I've never heard

anyone saying, 'No, I think that's kind of dumb.' or 'I can't see the added value'. Every QM/QA person I've talked to so far has immediately said, 'What? 24/7 monitoring? That's awesome. That's what we want. Digital reporting? I don't need an extra binder anymore?!'"

For Hackbarth, the transparency and collaboration between pest controller and client that working with digital tools creates is the main difference from traditional pest control.

"The customer realizes: he is not just coming and sending me a bill – he is taking care of my business."

"When I see that [with traditional pest control]

someone comes every four weeks and looks into a box with a bait block, scans it with a hand scanner, and then I get the a document about this in the mail and have to file it away – that's all what the contact between technician and customer ultimately consists of. But when they are in contact via the digital traps, the customer suddenly has a service satisfaction on a completely different level. Because he realizes: He doesn't just visit and send me a bill, no, he takes care [of my business]."

"It doesn't matter if I've had a bad night's sleep. The trap always works the same."

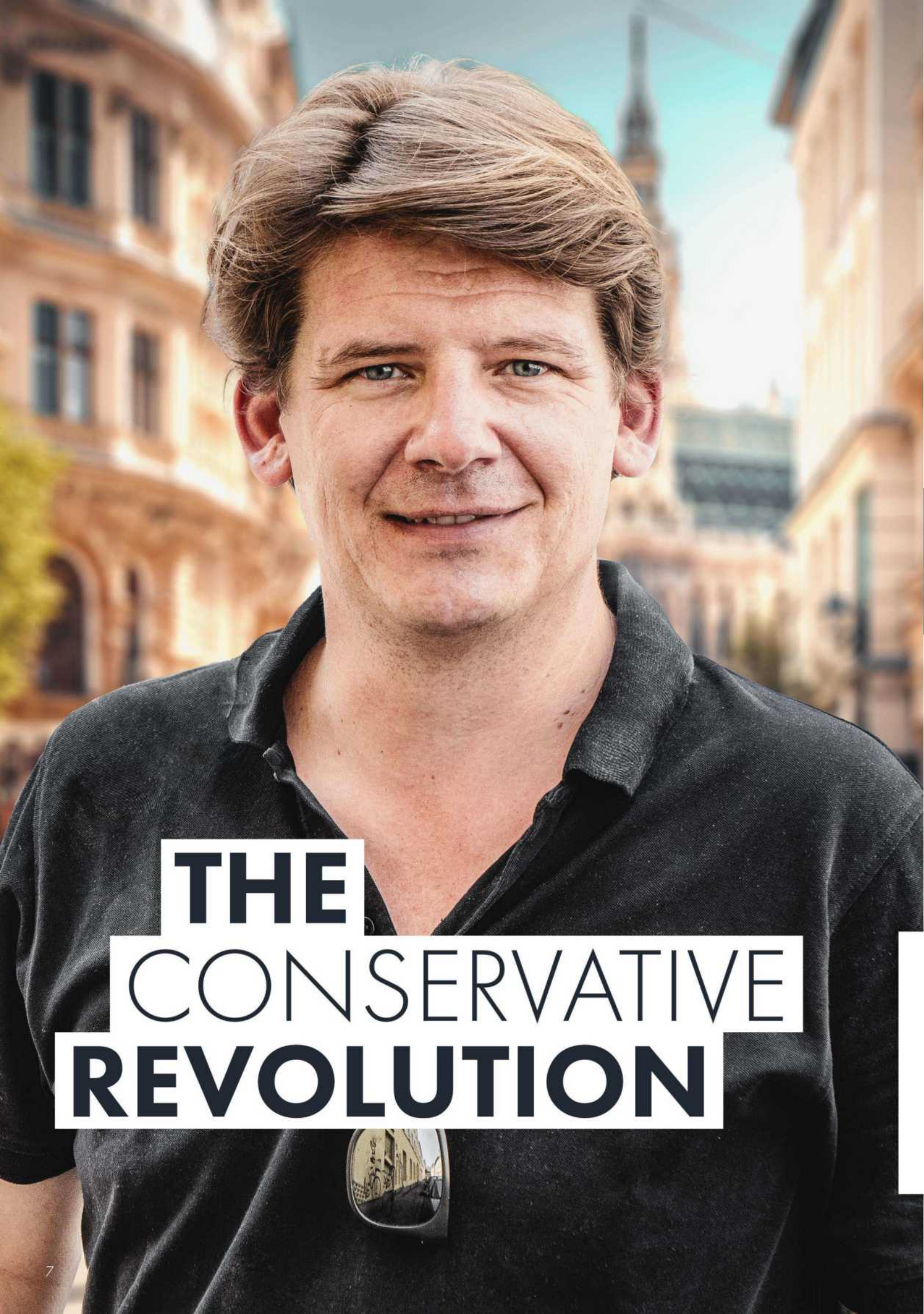
Hackbarth also sees the use of automatically monitored checkpoints as a performance guarantor:

"Every certified company – they have enough to do. They don't want to tie themselves down with more work. They want to know what is going on. And they don't want to just trust that everyone always does their work exactly as they should," Hackbarth knows. "Everybody has a bad day. But you make up for that with the digital toolset, because the trap always works the same. No matter if I slept badly, no matter if my wife is mad at me, or the car broke down. The trap always works the same."

The importance of providing optimal and efficient service is growing faster and faster in Hackbarth's eyes.

"We are getting closer to nature, nature is getting smaller and smaller, animals are getting closer and closer to us, people need help," sums up the hunter, pest controller and dog breeder. He knows what he is talking about: many entrepreneurs in his area are among his circle of friends; during a side trip to Flensburg, we get the impression that Hackbarth knows the entire city by name. He knows the people and their problems and addresses them individually – with state-of-the-art technology, out of conviction.

"You have to believe in what you're doing," as Hackbarth himself always says.



THE CONSERVATIVE REVOLUTION

As we turn into our destination street, we can already see him: Julien Simpkins is standing on the tiny balcony of the Vienna office of BIO-TECH, which is located in an apartment building, talking on the phone.

Simpkins is on the phone a lot: with almost thirty employees spread across Austria and Germany, there is a lot to coordinate. However, not too much, because the traditional company relies on particularly high-quality training to allow each colleague a wide scope of action. "The well-trained employees are our backbone," Simpkins tells us. His facial expression is clear: He is not just saying this. For BIO-TECH, it is an important part of the company's philosophy, which has been in place for more than 30 years.

"Maybe you could say we're a little conservative there – but very forward-thinking at the same time."

"The fundamental idea [...] in the company is the quality concept. That we stand on solid ground, not starting any crazy rush actions. Always with a concept, always with the plan 'how should it look in the end?' That's our commitment as a company."

Control is better is written on the many folder spines as Simpkins leads us past them and towards a rustic conference table.

With his background in forestry and hunting, the leap into pest control was an obvious one for Julien Simpkins after university.

For more than 10 years now, the half-South African has been working for BIO-TECH in purchasing, sales and project management. Every project offers a new challenge – which is exactly what Simpkins likes.

"Maybe you could say we're a bit conservative there – but very forward-thinking at the same time," summarizes Simpkins, who is responsible for purchasing, sales and project management. The company has even had its own documentation software (BIO-TECH Analytics) programmed. A thoroughly thought-out digital image of the BIO-TECH quality concept can be seen on the computer screen on Simpkins' desk.

"I don't have to sell, I just have to explain."

Modernization to underpin traditional values – the concept of the conservative revolution is working: "We grow [...] very much via referrals. Rarely do we lose customers," Simpkins reports. "We often have the gratifying experience that quality managers who change companies take BIO-TECH with them to the next company."

"For us, the important thing is not, first and foremost, 'how much do I sell?' but 'how do I make sure our customers are doing well?' and 'how do I solve problems?' Of course, this results in sales, that's clear. But I can then seriously say to the customer: we have identified the problem, here's a concept that I am convinced will lead to the solution. Let's do it."

Selling something he stands behind 100 percent is fun for Simpkins.

"[I] don't have to sell, I just have to explain. It's a very enjoyable way to grow," he concludes with satisfaction.

BIO-TECH has been experimenting with remotely monitored solutions for ten years now – four years ago, with the launch of the traplinked JERRY trap, it kicked off large-scale deployment of the technology.

"The traplinked systems convinced us to the extent that we said, we're rolling this out now... because it basically works plug & play," recalls the pest controller.

Plug & play – that only refers to easy-to-use technology, though. Learning as a company to plan and implement projects with digital traps

and to structure the operations around those is a longer journey – but not an impossible one.

“Our way of working has changed a lot. Where five years ago we still had our scheduled monitoring visits every month [...], now we have to be much more flexible. We have to react quickly, we have to react promptly. And that is certainly a huge challenge for any company. However, we have not regretted it in any way to this day,” Simpkins emphasizes. Turning around a large and growing company is no easy task. What aspects of the digital system were able to persuade the Salzburg-based pest control company to take this step? For Julien Simpkins, it all starts with the benefits of the analog snap trap.

“In Austria, you could say we were one of the first companies to decide to move away from infestation-independent toxic baiting [...] because we were and are convinced that

baiting does not solve any problems. There are better options,” Simpkins explains firmly. He says that simply could not be reconciled with BIO-TECH's commitment to quality.

“But where is the problem coming from?”

“Toxic baiting, either indoors or outdoors, has never prevented infestations. Pest infestation is a symptom – but where is the problem coming from?” says Simpkins, asking the question that feeding baits cannot answer.

In addition, when BIO-TECH began using snap traps to investigate causes, the systems proved to be a particularly effective control method.

“It has become more and more apparent that [...] snap traps are more catching than traditional monitoring boxes where there's a bait inside,” Simpkins reports. “There's lots of examples of that

now. [Especially] in acute control [...], if you have an infestation there, you figure out that these systems are more effective. Some older colleagues have been using snap traps indoors for ages for control.”

And why digital? Here, Simpkins sees a big advantage in the automatic documentation and associated visibility of infestations and treatment performance.

“[The customer] has mice, he finds mouse droppings, but these traces keep getting cleaned up – and you don't see as a customer, you don't realize how acute your problem is. But how extreme the infestation is, you can underline in a very short time through digital snap trap systems and say, ‘Here look, this wasn't an isolated case. We're catching these away with no end in sight. We get the messages on our cell phones every day. We need to do something.’”

With the help of this visibility, he says BIO-TECH has been able to convince many persistent

customers who insist on using toxic bait to invest money in preventive measures.

We leave the office on the outskirts of the city and accompany Julien Simpkins to the production site of the Felzl bakery in the heart of Vienna. The historic vaulted ceiling forms an exciting contrast to the modern machines below. It is warm – very warm. Lots of places to hide. Especially in winter, a perfect shelter for rodents. But the traditional bakery is pest-free. Digital systems from traplinked with large BIO-TECH stickers stand guard at all relevant points.

“And when we're not there, technology keeps watch.”

The reception is warm. It is clear: the value of good pest control is recognized here. Both sides are looking for an exchange. Simpkins talks to the quality manager, production employees and the general manager. He asks if anyone has noticed anything, if there are new machines or new suppliers, or if there are any problematic areas. The pest control professional looks at a few traps, but there is no pressure behind it. After all, he has already seen what is in them on his phone.

And for Simpkins, that is the greatest value that digital trap systems provide: time for quality.

“Now we don't have to just open the box, close the box and move on. We have more time to look left and right. We have more time for consulting work. We have more time to talk to the customer,” Simpkins says with satisfaction. “We use that time to [...] just make the customer better from visit to visit, **and when we're not there, technology keeps watch.**”



Quality – a concept that works. Traplinked Key Account Manager Alexander Kusch (left) smiles side by side with Julien Simpkins (BIO-TECH, center) and BIO-TECH customer Georg Oelschlägl, CEO of the Vienna traditional bakery FELZL, for the photo. The customer is very satisfied.



MODULARITY: KEY TO SUCCESS

When we enter the Supella Schädlingbekämpfung company building through the warehouse, Andreas Behrens immediately starts showing and explaining things. There is no doubt about it: this is Behrens' kingdom. He designed the system behind the neatly organized shelves and handpicked the sturdy plastic crates with just the right dimensions to efficiently transport a specific number of traplinked traps and LoRa Gateways.

We get to see the digital snap traps even more often in the company's Hamburg offices:

Grouped rat boxes with traplinked stickers are scattered throughout the rooms – but always with a system. Behrens, who is in charge of purchasing, technology and the car fleet and at Supella, knows exactly for which project which pile is intended.

"My motivation at this company is the freedom I get from the managing director Matthias Schmidt," Behrens explains. He has found his dream job and feels just right in his position, we can tell. "But also... no two days are the same. It's a new challenge every day. The technology itself

is also a challenge, tailoring it to each customer's specific needs, and ensuring customer satisfaction."

In 2001, Behrens started in sales at online retailer PPS, where he met his current wife by chance. Ilka Behrens now also works at Supella as field sales manager. When she thinks of traplinked, she thinks primarily of the modularity that makes her practice easier.

"This theme – that you can really replace the components one by one – that's actually what I find most charming about the whole thing," explains the pest controller. "Because that's what makes my transport case smaller on site, at the customer. And the response options are completely different. I can replace a snap trap, I can replace a battery, I can even replace the bottom part of a trap in an emergency. As long as I keep the lid and module together, I can do whatever I want. And with that, I don't always have to have ten traps with me in case something is broken, but I have a small box of batteries with me, I have three replacement snap traps with me, and I have maybe one or two complete systems in my pocket."

"This modularity, as well as the sustainability of the batteries, are simply crucial," Andreas Behrens agrees with his wife. However, in the very beginning, it seemed like Supella and traplinked wouldn't come together.

"Traplinked was a no-go for us in the beginning because it didn't work with the company Nector, didn't communicate with Pestsoft," recalls the

technical manager. "But [when] that cleared up, we said, 'then we'll try this system, too.' It's one of the best systems we've ever tested."

Unfortunately, however, the first deployment of the digital traps was not a cakewalk: "We had to deal with a lot of problems in the beginning that might have scared others off," Andreas Behrens admits.

"That was partly due to our [first] customer not having his WiFi under control and passing on the wrong data – or not having it set up. Then due to errors in the technology itself, that the SSID data was not correct and we could not install the three hundred traps at the customer's, the whole thing was delayed by a week – but it gave us..." he ponders briefly. "Even though it was all negative, [it] didn't deter us from going forward. And encouraged us to say, *if that didn't deter us, nothing else will.*"

And things have been going well ever since: "We have just received new orders to set up ten branches of a chain in Hamburg. More are to follow – with these online traps, because the customer is very enthusiastic. What he can see, what we can do with them, and our documentation, which works just as well with traplinked as it does with Pestsoft [...]. **We are far from having reached the end regarding digital traps – or digitization in general.**"



A man with a beard and glasses, wearing a white baseball cap and a brown t-shirt with a logo, stands in a large industrial bakery facility. He is leaning on a wooden table. The background shows shelves filled with bread and other bakery products.

TAKING THE RESPONSIBILITY

It is a bit like a puzzle that Sascha Erxleben is putting together piece by piece: As a technician at a major pest control company, he supported Heide-Bäckerei Meyer in planning their new production facility. In sales at traplinked, he learned to appreciate digital trap systems – now, he is using them as an in-house pest controller at Bäckerei Meyer.

He explains how this works and why not every bakery is like Meyer during our on-site visit.

A shrill alarm sounds, red sirens flash. We have made the only mistake that a human being can make in the case of the house-high multi-level furnace: getting too close to it. Humans have no business being here. A robotic arm with a conveyor belt operates the baking instrument, which measures about five meters vertically. The oven automatically recognizes what is inside and bakes to perfection. Finished products end up in boxes prepared by a fully automated washing and sorting system on the floor above.

"Quality is very important to us in our house, at Bäckerei Meyer," explains Sascha Erxleben with a satisfied smile when he sees our astonished faces. Quality – that's a theme for sure: After all, the traditional company from Wahrenholz even has an in-house pest control technician – Erxleben.

But soon an old business partner would knock on the door: Bäckerei Meyer.

A longer history connects Erxleben and his current employer: The ultra-modern production building of Heide-Bäckerei Meyer, where his office is located today, was designed by him in an advisory capacity back in the planning phase. Back then, he was still a technician at one of the largest pest control companies in Germany. But the path from external to internal pest controller was not a direct one, as Erxleben's resume holds another exciting station – traplinked.

"I became aware of traplinked by chance. Tested the traps, tried them out – it was a fine thing," Erxleben recalls. Without further ado, he joined the traplinked team as a sales representative, "to learn something different, something new, and to get to grips with digital traps." But soon an old business partner would come knocking on the door: Bäckerei Meyer was looking for an in-house pest controller – once the production building was completed. It was an offer Erxleben couldn't refuse – so he took the traplinked traps with him.

"We currently have 108 locations, of which 60 have traplinked as their standard monitoring system. The rest is being expanded gradually. Coming soon," Erxleben tells us. On the neat, ceiling-high shelf behind his desk, a compartment is filled with digital traps waiting to be used. Currently, the wasps are the focus. But it is precisely in such a situation that digital rodent monitoring offers Erxleben valuable time savings - time that can be used differently.

True passion: Erxleben's tattoos clearly show the field in which he works. The crossed-out mouse on the back of his hand is his personal logo – X for Erxleben.



"The digital trap systems help me on a day-to-day basis, when I want to cover or monitor areas that is difficult to access," he explains. "False ceilings or cavity walls. Where you can then put the trap and it reports on its own when it catches something and you don't have to climb in the holes every week or take anything apart."

"You can take much more time than an external service provider who is only on site for a limited time."

But why actually in-house pest control?

"The advantages of in-house pest control are, on the one hand, faster response times than an external service provider, where you are also dependent on someone somewhere seeing something first," argues Erxleben. He also has the freedom to adjust the control intervals exactly as needed.

And: "You can take much more time than an external service provider who is only on site for a limited time. I can take the time I need for each department – be it in an outlet, be it in production. I can find solutions directly with the in-house technicians if something needs to be changed structurally. You're much closer to everything that's going on."

Sometimes, however, he does not want to be too close to operations: If a trap triggers during operating hours, Erxleben first investigates by phone to rule out a false alarm.

'Could it be that you just cleaned?'

"The procedure for notifications about triggered traps with us is: first, call the store and ask, 'Could it be that you just cleaned?'" he laughs.

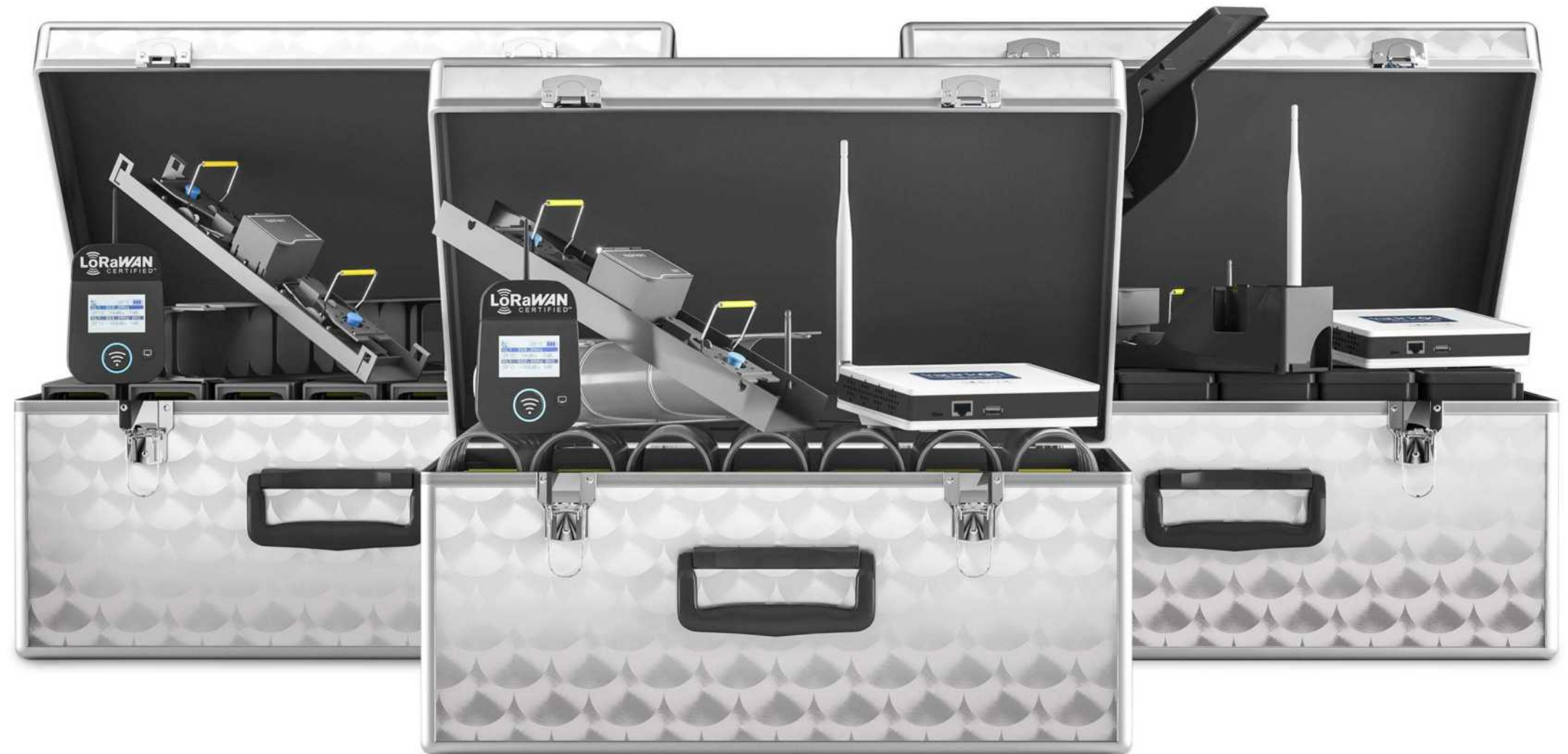
"Then, the staff takes a look into a trap and lets you know if it's a false alarm or a catch. And then I take action afterwards. But I can already partly rule it out on the basis of the times. If the trap is triggered in the afternoon at 2 p.m., it is usually very unlikely that there is a mouse in the trap somehow."

Erleben is happy to accept occasional false alarms that prove that the system is working, because the combination of internal managers and a digital early warning system is proving successful: With an average of only two infestation-related triggers per week, the bakery chain is essentially rodent-free. In view of the results, one question is obvious to us: Why doesn't every bakery operate in this way? For Erleben, there are two aspects to consider here: "It is, I think, that not every bakery wants to afford an in-house pest controller on the one hand, and on the other hand, it is easier to hand over the responsibility to an outside service provider than to take it into your own hands."

Instead of roll-up doors, the goods issue area of the Meyer bakery opens out into automatic sliding glass doors. These flood the spacious, white-painted hall with light. It will be a few more hours before the space fills with rolling containers full of fragrant baked goods. Digital place-name signs dangle above our heads, marking the destination with which the shipping containers will begin their journey at three o'clock in the morning.

When the consumer takes the package with the Bäckerei Meyer logo from the bread shelf tomorrow or buys fresh rolls in the store, he probably has no idea of the highly automated, spacious, ventilated, meticulously clean production responsible for the products. But that is not the point for the owners. The tasteful interior with a show kitchen in the building's entrance area is evidence of an intrinsic passion for the craft and quality. It is a tradition-conscious business that wants to make the tried-and-true better through innovation. **It reminds us of someone.**

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STRONG TEAM – EXCITING STORIES

In 2019, five young individuals sat around the traplinked table at ZOLLHOF Tech Incubator in Nuremberg and embarked on the “digital trap” project. The goal was for the product to be versatile, very user-friendly, and cost-effective. Along the way to achieving this ambitious goal, many faces joined the journey. Today, over twenty team members celebrate the company's four-year anniversary. We have gathered some of the compelling stories on the following pages.

ENJOYED THE **HARD SCHOOL**

Jumping in at the deep end - that is his thing: Daniel Pelikan has been leading the traplinked team as Managing Director since 2022. The 36-year-old combines years of corporate experience with an unstoppable will to think and question in new ways. Having a flexible mindset – that has proven to be critically important from day one of his traplinked journey.

In our interview, Daniel talks openly and honestly about what happens behind the scenes of a digital trap startup. About hope, fear, opportunities, successes and a dream that has come true.



He has just presented the new project to the whole team: An uncompromising quality initiative is coming. Product optimization, comprehensive support availability, a new knowledge and support platform in the app. Resources are being freed up for this, budgets redirected. It is a big concept, a complex one – especially for a young startup. But that is exactly what Daniel Pelikan is here for: He has done this kind of thing before, in a corporation. Purchasing, sales, supply chain management, restructuring – in his successful career, Daniel has passed through numerous positions and has been bringing this experience to the Nuremberg-based digital trap manufacturer, traplinked, since 2022.

A complex concept. But that's exactly what Daniel Pelikan is here for: He has done this kind of thing before.

"Of course, you could now ask the question: Daniel, why are you giving up such an outstanding salary and such a good career and going to a startup?" he laughingly anticipates me. But he knows exactly why. Startup, entrepreneurship – that doesn't come out of the blue for Daniel.

"I have actually always done two things in parallel. I was employed somewhere – that was 70% of my time – and then I always had a project on the side. Either it was a startup, first startup founded in 2012, or dropshipping, online stores," the 36-year-old says. Daniel even built his own stroller together with a longtime friend. "And it was through the stroller that I ultimately came to Zollhof."

Zollhof – a coworking space with a support program for fresh tech startups in Nuremberg – was also home to traplinked at the time. Within two weeks, traplinked founder Tim Kirchhof had already made the first offer to the corporate manager and free-time entrepreneur. But it would still take two years to conclude the contract. With an exchange at the end of 2021 it was decided..

"I had a lot of money. Just been in the home office, had an awesome life. But nothing that really satisfied me," Daniel recalls. "I'm sure it sounds great to many people, but it just didn't appeal to me. I was in an upheaval mood."

The new traplinked co-managing director exchanged his six-figure salary for shares – for him, the step into long-awaited freedom.

"That motivated me enormously, the entrepreneurship – that I could finally do my thing."

In the restaurant, Daniel orders *Bun Bo Nam Bo*, a

"Meetings are expensive," says Daniel Pelikan. Part of his company's structure is therefore to define clear rules about when a meeting is needed and what an e-mail should be.



The new CEO's plan had actually looked quite different.

Vietnamese noodle soup without soup, as I describe it to him. Although I warn him that this is by far the most exotic dish on the menu, he takes it. Or maybe precisely because it is extraordinary. Daniel burns for new things and for challenges.

"I joined traplinked at that time and the first thing I heard from Tim [Kirchhof]: 'We need to do a financing round'."

The new CEO's plan had actually looked quite different: "I wanted to build structures first. I talked to everyone on the team once and said 'Now I know roughly what everyone does,' and knew my plan was to build structures, improve communication channels, make the team more efficient... but the first thing I actually had to do together with Tim was to launch a funding round and exhibit at a trade show in London." He laughs heartily as he thinks back on it.

"Having had no idea about pest control, but already at trade show in February – but that's just what I love about stories like that: Being thrown in at the deep end. Because I'm just up for learning the stuff myself."

"There are thirty people attached to it now, and I am responsible for it."

Nevertheless, the financing round became a real ordeal for him.

"It was so exhausting that I had stomach pains for the rest of the year, which the doctor examined several times – with a colonoscopy and everything. And when the funding round was over, the stomachaches disappeared. So I have to say that was something that took me to a new level of stress and pressure, because now I felt: *My own company is on the line*. Thirty people are attached to it, and you're responsible for it," he says, swallowing hard.

One often forgets that Daniel wasn't there from the beginning. The father of two has also quickly

made traplinked his own child. He hasn't turned down any projects and has been cheering for it since day one.

"I thought: Wow – there are a hell of a lot of smart people sitting here. In this small room."

"People here amazed me. I came in and immediately realized that I was transitioning from my regular eight-hour-a-day job to a company where people seemed to work twenty hours a day," he recalls.

"And that just stunned me. I thought: Wow, there are a hell lot of smart people sitting here. In the smallest room. And I'm the dumbest one here – that's how I felt at the beginning. There are so many specialists, each of them is really good at something, like no one else. And I've never been a specialist. I'm a generalist."

But quickly Daniel and the team realized the value of a generalist.

"There were very good people all over the place in specific areas, but no one to hold the general area of management, to look at the big picture, to lead people, to move things forward," he explains.

"For investors, the team is always very important; after all, they invest in the team. And in the eyes of the investors, I, as a generalist, complemented the company well."

And today, a year and a half later?

"I love it. And I'm not saying it because I'm in the interview. It has always been my dream to have a startup that works. Where I'm my own boss. With an awesome team. My wife keeps telling me 'Can you maybe work from home for a day?' and almost has to persuade me because I just have a different spirit when working in the office."

The quality initiative is one of many projects that Daniel is currently overseeing. The financing round and the trade fair are over – now it is time for structures and efficiency. That is important to the managing director.

He asks customers for a little patience: "We are a startup. The pest controller was once a startup too. He probably didn't get everything right from the start either. But the thing is, we are all evolving. We are getting bigger, not smaller. Our products are getting better, not worse. And we can do a lot more. That is what I promise, and that is what I'm building now, personally," he declares with determination.

He wipes the corners of his mouth with his napkin. "The soup-free noodle soup was excellent, by the way. **I'm glad I gave it a chance.**"



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Communicator: Daniel Pelikan is rarely seen without a phone to his ear.

Doesn't want to stand still: Whether it is puppy Iso in the photo or Sales Manager Jens when it comes to the optimal digitalization concept for his clients – there is always a lot going on at the Block yard.

DEVELOPMENT

DEPARTMENT

OF PEST CONTROL

We are supposed to take apricots from him.

Understandable: The tree at the back of the former farm bends under the load of juicy golden-yellow fruit. Puppy Iso hops excitedly through the zucchini bushes. Against the barn wall, tomatoes are recovering from a cold, rainy start to summer. Here, just outside Uelzen, Jens Block lives and works. Traplinked Sales Manager from the remote office – Jens shows that it can be done.

“In the academic field, pest control plays almost no role.”

He grew up in the countryside. After a period of living in Hamburg, he returned here to offer his children the best possible environment to grow up in. The biology graduate has a certain connection with the countryside and nature. “I’m a hunter, fisherman, mushroom picker, and I’ve actually always had something to do with doing pest control in my spare time. Back in the day, I controlled rats at my neighbors’ houses – all farms – I trapped muskrat and nutria and got tail bounties for those animals,” Jens recalls.

“People often ask me why I didn’t become a pest controller,” he says. It is an obvious question, since he shares his hobbies and love of nature with many of his customers.

“In the academic field, pest control plays almost no role,” Jens answers. “It’s a shame, actually. After all, there is no area in our society where pests don’t play a role. Be it server centers, or at the car manufacturer with a canteen, or the farm. But in the academic field... if I had come across it there, I’m pretty sure I would have pursued this path.”

“And then I just realized how well it all matched.”

But in 2020, he encounters the topic of pest control again. At a trade fair organized by the Federal Ministry of Food and Agriculture, Jens meets his booth neighbor traplinked.

“[And then] I just realized how well it all matched:

That I’m a biologist, that I have a good understanding of it... What are the challenges in pest management? How do insects reproduce? What problems can arise? But also, for example, behavioral biology of rodents: what a big role that can play, what are resistances, how do rodenticides work... that’s a great background for this job.”

“I see it as our task to offer support in this area.”

When Jens starts working at traplinked, however, he has an insight about pest control that has nothing to do with biology. Something that would significantly shape his work philosophy and goals: “What I’ve learned working for traplinked is that pest controllers are often under a lot of time pressure. And for many jobs, [they] usually don’t have enough staff and [often] have to invest more time as well, which messes up schedules... That means buying time is a huge advantage,” Jens explains. But this, he says, is easier said than done – because if time is lacking, it is lacking at every point. “Setting up the structures, implementing the technologies, is a big challenge,” he knows. And this is where traplinked can and must help with all its might.

“Offering support there – that’s what I see as our task. To support these pest controllers – so that they can take advantage of the opportunities offered by the technology. For example, we have developed a Starter Set for this purpose. That’s fifteen to twenty digital traps plus the network technology, in this case LoRa, a field strength measuring device, which one needs to set up. With optimal instruction material. We offer super support for that. And if someone buys this Starter Set to see if it is something for them... if they want to buy it, if they want to use it... we offer the Starter Set for a trial period of three months for a processing fee.”

If the traplinked concept is not convincing in practice, the Starter Set can be returned.

However, Jens almost never experiences a return. For him, this has a lot to do with the companion concept, which goes far beyond hardware sales.

The scope of business aspects that he discusses with his customers on a daily basis is wide.

"With the purchase of the starter set, our process is not finished. Instead, the collaboration with traplinked begins. We tailor our approach to each individual pest controller. Where does the pest controller stand? What information does he need to be successful with digital systems? That's sales training, that's marketing support, that's of course employee training to use the system," he elaborates.

The scope of business aspects he discusses with his customers on a daily basis is wide: "How do you calculate such projects? What challenges do you encounter with the customer? And at what points do you have to communicate with the end customer about the network technology? How do you have to set up contracts so that it's a win-win situation for both the pest control company and the end customer?" he interrupts himself.

"Long story short, we provide every pest controller with what they need to be successful."

What helps the pest control company to succeed can also be new products that are developed in

close cooperation. After all, many small pest control companies have good ideas, but usually do not have their own development department.

"Pest controllers often approach us and ask us to incorporate sensors that they can use with other customers. We check that out, discuss the pros and cons, and see what's the best solution there." What makes it possible: the traplinked team.

"That's just what our development team is good for, who [originally] don't come from a pest control background, but have worked in a wide variety of industries and have learned to think out-of-the-box. And just finding solutions that help make pest control more efficient," Jens reports.

"I think that's how I see our positioning: we are the external development department for pest control."

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traplinked **GD**
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BUSINESS **FRIENDSHIPS**

You could say 'co-founded': Alexander Kusch is one of the oldest employees at traplinked. Procurator, key account manager, former managing director – Alex bears many names. Today he focuses on his greatest strengths: Listening, learning, developing. In this interview, the sales representative talks about a very personal journey in an extraordinary industry.



"This reminds me of the old days," remarks Alexander Kusch as the scent of fajitas wafts out through the open door of a Mexican fast-food restaurant.

It is Friday, 8 p.m. One last electric car charging before we are back home in Nuremberg. This morning we were still in Flensburg, yesterday in Aachen.

The sales representative is used to long tours: he joined traplinked just a few months after it was founded and has since been instrumental in building up the customer base of now almost 300 pest control companies across Europe.

Alex has also gotten to know the customer side of pest control.

"I used to work in the restaurant business," the procurator explains to me as we sit down.

"Mexican, too. And as it usually is in the restaurant business – we had mice, of course. We had a rat once, too."

It has been a long time since that kind of talk would have spoiled my appetite, and Alex feels the same way.

"We saw the problem then, but we didn't have the slightest idea that problems like that could be solved. We thought it was just part of the process."

He now knows better.

"That was a shock at first when we realized we can't get to the prospect. We can't sell."

It was not an easy start back then, in 2020.

"Covid-19 had just started. That was already the time when the first ones said 'Put on masks and we'll make the appointment outside,'" Alex recalls.

When the industry was classified as systemically relevant, the young sales representative soon found himself standing in front of closed doors all the time.

"That was a shock at first when we realized, 'We can't get to the prospect.' We can't sell," he recounts.

But difficult situations always represent an opportunity for Alex to learn and try something out.

"We came up with a concept and sent prospective customers test cases – a fully functional, small version of our system. And then we were able to try and test the system together in an online meeting, and the prospect had something in their hands."

The test case, which allowed for a hands-on experience remotely, surprisingly offered another advantage: time.

"In the beginning, it was mostly about us making a whole lot of appointments. We planned our tours very tightly, sometimes with up to seven appointments in a day," recalls the sales representative. "It's a 12-hour day, but then you've visited seven prospects in one day. But I noticed back then: The more time you took, usually in the evening appointments... the more conversations you had where the most came out of it."

With the elimination of travel time due to Covid-19, more time remained for the actual appointments. A win-win for both sides.

"It may have actually been good for us. This move, that we had to think around corners in sales."

"Huge productions, massive warehouses, the smallest bakeries, the grossest basements – we have looked at everything."

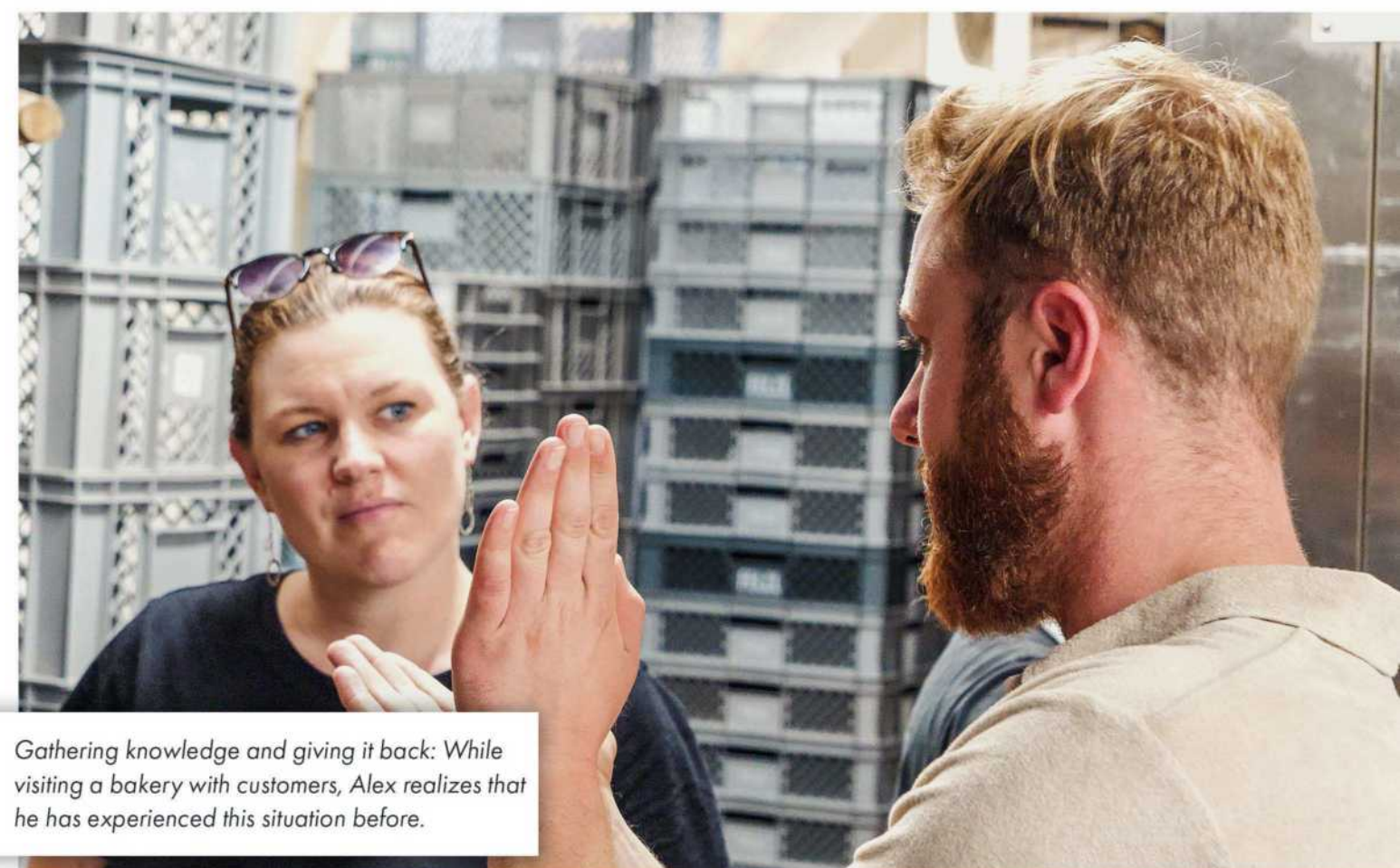
At our customer meetings in the past few days, Alex was welcomed like an old friend. The exchange is cordial, Alex is confident in conversation. We talk at eye level. That was not always the case: "I was very nervous during my first sales meetings alone," he admits. "I often realized that my knowledge wasn't yet up to the point where I could respond in a meaningful way. And my customer would notice for sure."

For Alex, he says, this has always been a great incentive to learn as much as possible, to ask questions, to observe. His unique situation, which provides deep insights into the day-to-day workings of countless pest controllers, means he now brings more than just technical expertise to the table.

"I have accompanied prospects – and I have



No journey too far: Alex also travels to the Danish border for a home visit with Sebastian Hackbarth.



Gathering knowledge and giving it back: While visiting a bakery with customers, Alex realizes that he has experienced this situation before.

really been to hundreds of them – on-site, even with the pest controllers at the end customer's location, where we've looked at everything. Huge productions, massive warehouses, the smallest bakeries, the grossest basements – we've looked at everything. And every time, you learn something new. And that's added value that we can now give back. We have been able to gather these experiences, collect this information, and we can now provide it to our customers."

"I can then pass that tip on to my customer who is facing the same problem."

At a bakery serviced by one of our customers in

the Ruhr area, Alex observes a conversation between a pest controller and a production worker. A rat trap in a sealed, inaccessible location triggers regularly, but catches nothing. It seems unlikely that it's triggered by employee activity.

I see from Alex's facial expression that he is familiar with this situation, and encourage him to speak up. The salesman then recommends replacing the rat trap with a mouse tunnel. "Simply because I've experienced and discussed this and other scenarios with so many different pest controllers," he tells me afterwards. "I can then pass that tip on to my customer who is facing the same problem."

"At the end of the day, I was right, too. There was a mouse," he adds with a grin.

In sales and consulting conversations, Alex also

provides assistance with proposal preparation.

"It is a very fulfilling feeling."

"As a pest controller, how can I sell this to my customer so they don't get shocked and go to the competition?" Alex summarizes the problem. The sales representative also provides support for installations with the digital system. For him, this is an opportunity to experience the product in action and use this knowledge for optimization. At first, Alex was not sure whether the pest control industry was something for him. But then he quickly caught fire. Really caught fire.

"I like the industry, I like the people I interact with, because it's not just about theories, but also a lot about practice. All these tips I can pick up are practical tips," he shares.

"I think that this open ear I bring with me leads people to want to tell me things. And accordingly, we can draw a lot from it and pass it on again. It's a very fulfilling feeling, and I'm very grateful to our customers for that."

Alex pauses. Emotions overcome him.

"Real friendships develop from this. **There are people in the market who have become really important to me. Personally important.**"



A very special customer for Alex Kusch: Sascha Erxleben (right) used to be a colleague in the sales team at traplinked, and is now a bakery's in-house pest controller.

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GUIDE

BEAT THE DRUM WITH ADVERTISING – BUT CHEAPLY

You can't always do everything yourself. But often, especially in smaller companies, it is not yet feasible to hire a specialist specifically for marketing. So what now? Fortunately, technology is advancing. With modern tools, you too can create a textual-visual advertising message in less than half an hour – completely free of charge. Here is how:

#1: Not a writer? ChatGPT helps

We have all heard about it before: the website released at the end of 2022, which can communicate in text form with an artificial intelligence, will one day replace all office jobs and write the next traplinked magazine itself. Or something like that.

While the chatbot is currently struggling to distinguish truth from lies, its strengths are perfectly suited to our intended use: ChatGPT tries to predict the next most likely word when writing – searches for “matching” words, so to speak. This feature is a great way to eloquently flesh out your ideas in seconds.

Just try it out: Visit the chat bot and explain to it, for example, that you want to publish a short text on Facebook for the tenth anniversary of your company. And off you go.

Important: Talk to ChatGPT like you would talk to a human. Explain in what context you need the text. Also mention in which format the text will be published (A blog post? Or an article in a magazine?). And: comment on the result – ChatGPT can respond to your feedback like a human and reshape the text accordingly.

#2: Haven't studied graphic design? Try CANVA

Now you know where to get a text. You can simply post them purely on social media, or take the next step and wrap them in an engaging visual design.

The popular design tool Canva gives you a head start by suggesting designs. The suggestion doesn't quite fit yet? Then you will have the composition straightened out in just a few clicks. Social media post, e-book, promotional poster, billboard ad – Canva offers a wide range of possibilities while being incomparably easy to use. No previous experience required, promise.

#3: CapCut – for the penniless video director

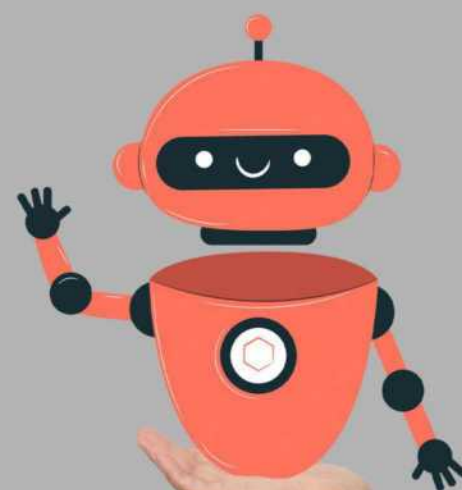
You may have heard of the entertainment app TikTok. To make it as easy as possible for users to feed the platform with content, TikTok publisher ByteDance also launched CapCut, a video editing app for smartphones.

Merge clips, add music, slow motion, filters, add text, sound effects – this free mobile editing app lets you turn your phone footage into high-quality content for social media right on your phone.

CapCut enjoys a particularly high popularity because it is especially easy to use.

Just give it a try!

A free version for CapCut is available at the time of research.



#4: Video interview with traplinked

We regularly publish popular customer success stories, videos featuring stories from the everyday lives of pest control companies that are embracing digitalization, sharing their experiences, successes, challenges, solutions, and tips.

These videos, of course, have promotional value for our interview partners as well: whether it is customer acquisition or personnel recruitment, our videos have an impact. Would you like to share your story too? Get in touch with us to schedule an appointment.

#5: Make your company visible on our portal discover-nextlevel.com

We want you to succeed. In addition to personal advice, on-site visits and videos about you, since 2021 we have been offering yet another aid to customer acquisition: our portal www.discover-nextlevel.com.

With the help of targeted marketing campaigns, we attract decision-makers from the food industry, pharmaceuticals, logistics, hotels and restaurants to our interactive map, where they can find pest controllers who work with traplinked's digital trap systems. In this way, many of our customers will find traplinked! Do not miss this opportunity and register now. This service is free of charge for you.

Bonus tip: The traplinked marketing package!

So far, we have only presented you with suggestions that cost you nothing, except for your time. The traplinked marketing package is not free, but it is a good investment: we will provide you with a digital promotional brochure, as well as a ready-made presentation and a promotional video in your corporate colors, with your logo and your name. Contact us by e-mail at kontakt@traplinked.com for more detailed information as well as pricing information.



Sebastian Hackbarth knows a thing or two about acquisition: The entrepreneur has built up the considerable customer base of his pest control company, which was only founded in 2022, in a very short time.

GUIDE PRO TIPS: CUSTOMER ACQUISITION MADE EASY

Around-the-clock certainty, transparent insight into pest control, optimal service – the advantages of the digital trap system for your customers are obvious. "I've never experienced a Quality Manager to whom you say 'you can see the actual status at any time', and who said 'Nah, but I think that's dumb'," Sebastian Hackbarth, Managing Director at Hackbarth Pest Control & Wildlife Management, tells us. But the pest controller also knows that benefits alone do not guarantee a contract. One would have to carry out nevertheless a little persuasion work, so that the customer dares to try. Once the go-ahead is given, a productive relationship usually begins with a very happy customer. But how do you take the first step? We asked successful digitization experts for their pro tips. With these proven practical strategies, you can succeed in sales.

#1: "The quality manager is my buddy"

"For me, it has become apparent: Knowing what's going on in real time has greatest value for the customer. They were always all very enthusiastic," says Sebastian Hackbarth. Julien Simpkins (BIO-TECH Betriebshygiene) also argues that snap traps are more effective: "Based on experience – we are very data-savvy – I can say that digital, as well as snap traps in general, catch more." Convincing the quality manager is particularly important if the concept later threatens to fail because of money: "It's often difficult when the quality manager says yes, he wants to – but purchasing says no. Because of the conversion

costs," Simpkins reports on a common everyday scenario. "There you bundle 14 different packages to somehow wrap it up. But our buddy is always the quality manager."

#2: Demonstrate the product in practice

"We installed 15 traps and caught three rats in two traps the first night," Hackbarth says, describing his recent success. "After that, the request came, 'Please do us a favor, equip the whole farm.'" To demonstrate the strengths of the digital system in practice, the professional from Sieverstedt got his customer to do a free trial. He would take the systems back if they failed to impress. Hackbarth always wins such bets after a short time – because of course the system impresses. The important thing, he says, is to get your foot in the door and demonstrate the benefits of the digital solution in practice. "You show the customer: Look at it, it works," he relates – a recipe for success.

#3: "By standing behind it"

"By standing behind it," Julien Simpkins notes. Then you don't have to sell, you just have to tell it, he adds. "If you don't believe in what you're doing, then you're not going to be successful with it," Sebastian Hackbarth agrees with his Austrian colleague. "Whether it's digital traps or pest control in general."

#4: Large infestation – much potential

After his predecessor had tried unsuccessfully for months to control the heavy infestation in a bakery in the Ruhr region with toxic baits, it was not difficult for Niklas Ertan Treu, Managing Director at Bougé Pest Control, to persuade the customer to give digital trap systems a chance. The infestation was eradicated surprisingly quickly, and another surprise awaited the pest controller: "When we were able to show this to the customer, [...] since then we have been a permanent guest there," Treu recalls with satisfaction. The fact that acute control with digital traps almost always results in permanent monitoring customers – that is what pest control professionals tell us every day. One thing is clear:

Acute controls form a scenario where the end customer can be more easily convinced to try alternative methods. And as shown in the previous tip – once the trial has begun, the customer is usually permanently convinced.

#5: Do not sell traps, but quality

"The fundamental idea [...] in the company is the quality concept," explains Julien Simpkins of traditional pest controller BIO-TECH Betriebs hygiene.

At BIO-TECH, there are no "last minute actions," but rather well thought-out, solution-oriented concepts.

Digital snap traps fit into the Austrian company's quality goal – enable it to provide optimal service through high catchability and visible, quantitative treatment results. Simpkins therefore does not present its customers with digital traps, but with a serious solution package that includes digital traps. All in the name of quality.



"I don't need to sell, I just need to tell him," Simpkins concludes once again.

Were our tips helpful? Would you like more? Good thing: We've compiled a comprehensive acquisition guide from numerous interviews with traplinked customers. Download it now at www.traplinked.com/en/customer-acquisition-guide/

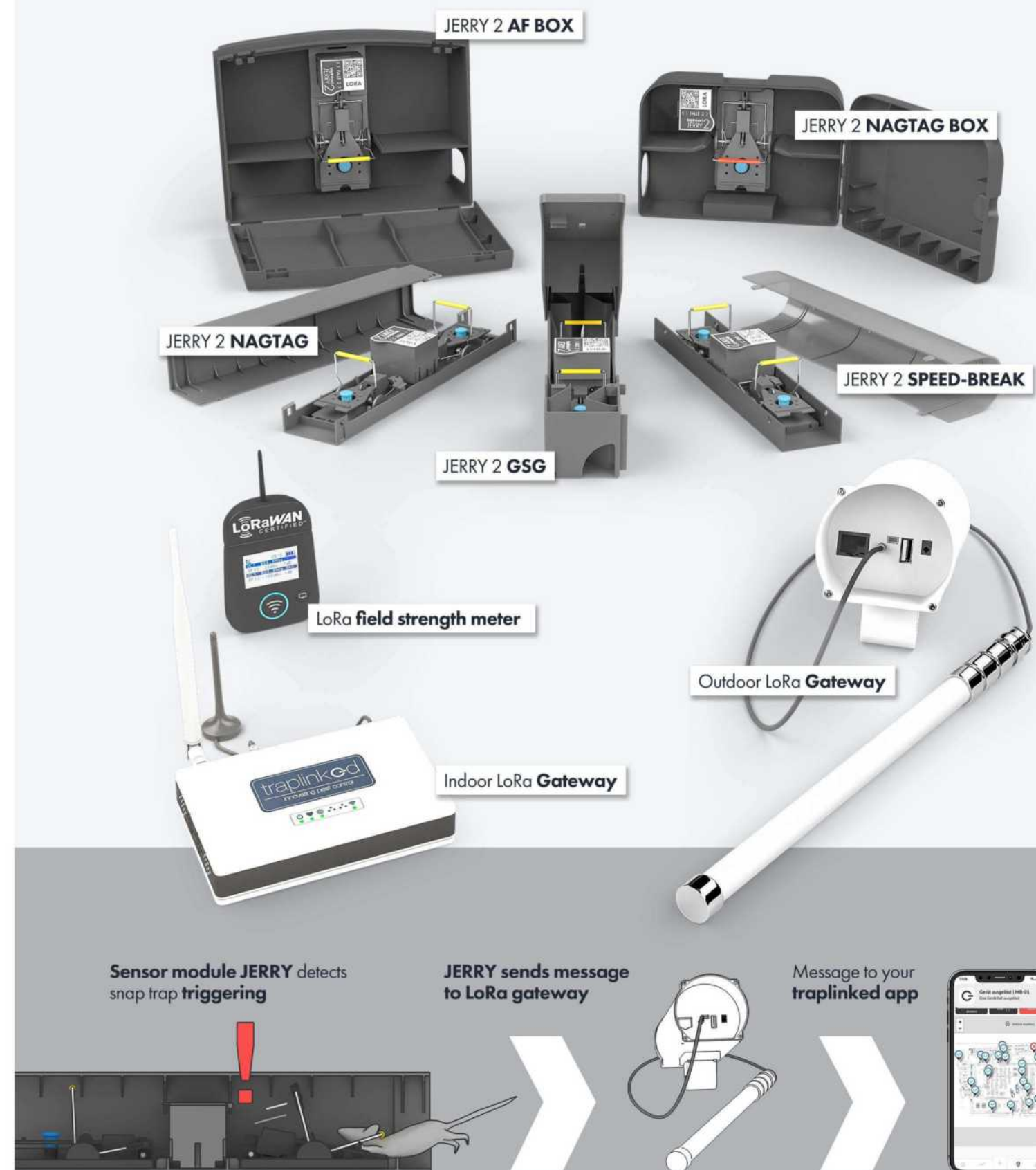


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PRIO 1: CUSTOMER SATISFACTION

He even looks a bit like Marcell D'Avis from 1&1: Benjamin Braun – the new Head of Customer Satisfaction at traplinked – is also in his late thirties, has an intelligent, confidence-inspiring face and a calm, human manner. But Benjamin doesn't want to be like Marcell D'Avis. D'Avis, the short-lived "star" of 1&1 customer support, disappeared again just two years after his debut – when the promises in the commercials turned out to be empty, his personal e-mail address just a redirect to the general mailing list.

"We've set an ambitious goal: Starting next year, we want to have a customer satisfaction rate of over 90 percent. That's a big challenge," Benjamin explains. Unsubstantiated advertising messages are not the way to reach the goal here, he knows. "The only way it can work is if we sit down and solve real problems. Together with – and for – customers. That's why we launched our quality campaign."

But what exactly is the quality offensive and why now? "Quality and customer satisfaction have always been important at traplinked, of course, but what's new now is that we're employing a person exclusively for these goals," Benjamin reports. "That's a cost factor... a company has to reach a certain size first to be able to afford such a position and the projects that come with it. And that's the case now. We can and we have to."

Before his appointment, the engineer was in charge of production optimization and quality assurance. There, opportunities to improve products and processes had already caught his eye – but the scope of his position was limited. Now, as Head of Customer Satisfaction, these limits no longer exist. Benjamin works directly with all departments at traplinked, as well as with customers with whom he interacts by phone and also through on-site visits. "I identify needs, specific actions, and then I make sure the project stays priority one."

An important basis for his work is the central recording system for support orders, which has been in place for six months. Instead of handling support via the sales team, traplinked has had a central point of contact since March. "Only when we did that did we realize which

issues were recurring in support and, above all, how many support calls we were actually receiving," Benjamin recalls. "We realized very quickly that we needed to build capacity in terms of support. But also that certain types of problems come up again and again. For example, fifty percent of all calls and emails are pure service requests for things that the customer can't do themselves through the traplinked app. And that doesn't have to be the case. We can do better than that."

Benjamin feels well-suited for his role because he can sympathize with customers. Often, he feels much the same way they do. "If something goes wrong or just isn't a good fit on a regular basis, then I get so hacked off. Then it doesn't do it for me," he openly admits. "Sure, you can't solve all the problems. There will always be some. But for those that can be solved, we have to see how we can move forward."

For the Head of Customer Satisfaction, his top priority is to fulfill his role: "I will do my utmost to achieve this. Maybe I'll even have to get loud sometimes because I promise it to my customers. I can't keep postponing, postponing, postponing." As if on cue, Benjamin's phone rings at the last word of the sentence. Without hesitation, he reaches for it and answers. The interview is over. **The customer is priority number one.**

You have a request? Benjamin Braun and his team are there for you.

Contact us by phone Mon to Fri, 9 – 12 and 13 – 17:
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Write us an e-mail at any time:
support@traplinked.com

With 48 hours notice, you can also book standby outside regular support hours! Just contact us.

FUTURE-PROOF WORKPLACE – GOOD FOR BOTH SIDES

The traplinked solution automates time-consuming, uninteresting tasks. This helps a chronically understaffed industry: Individual employee productivity increases, and much-needed talent is presented with an exciting field of work with modern tools instead of a daily routine dominated by opening boxes.

NOT A DISPOSABLE PRODUCT – FOR SUSTAINABILITY

It is perhaps the easiest thing we can do for our planet: make products durable. By not integrating our technology into the trap, but keeping it separate, the wear and tear of the trap does not mean the end of the module's lifespan. Replaceable, rechargeable batteries, modular construction, spare parts, remote updates – our products are here to stay.

DESIGNED TO PREVENT ANIMAL SUFFERING

To ensure the longest possible acceptance, toxic baits are designed in such a way that the pest rodent dies with a delay after consumption and suffers painfully for up to seven days – admittedly, unintentionally. This also affects all non-target organisms as a result. Thanks to instant killing by the snap trap, traplinked customers put an end to unnecessary animal suffering.

OPENING THE DOOR TO PREVENTION WITH A DATABASE

Having 24/7 certainty – that is when quality managers of every business size click. Automatic digital reporting technology offers end-customers of all types a completely new way to manage their operations and a fresh foundation for decision-making. The result: improved product quality, reduced waste, and a receptive approach to prevention.

NO PEST DAMAGES – HAPPY CUSTOMERS

Transparent insight into the on-site situation and the performance of the pest controller, better cooperation, infestations that are promptly eradicated before they become a problem. Nearly three thousand locations, three thousand end-customers are thrilled by the advantages of the modern solution. Sometimes the first step is not easy, but long-term success is usually assured.

ONLY THE BEST FOR A SYSTEM-RELEVANT INDUSTRY

Whether the average person suspects it or not, their health and the abundant food supply in the supermarket have a lot to do with pest control. With automated digital trap monitoring, this important industry is managing to keep up with growing demands.

BUSINESS PLANNING FOR THE LONG GAME

Traplinked's expert consultants help pest control companies across Europe to build a long-term, sustainable business concept. Whether it is increasing demands from end customers or an uncertain future for rodenticides – with digitalization and organic growth, pest controllers are getting ready for now and later.

MORE THAN JUST A CONNECTED TRAP

Solar panels on the roof. The electric car quietly leaves the yard – and only when necessary. Empty trips are reduced by digital trapping systems, sophisticated software assists in flexible, efficient route planning with the shortest possible distances.

Sustainability concepts are important. On one hand, of course, for the environment in general, but above all for your customer. The biocide-free work with remotely monitored trapping systems is an important step for many environmentally conscious end customers.

But non-toxicity is not everything: Is the digital trapping system sustainable? Is unnecessary disposal prevented? How is the product transported?

At traplinked, sustainability is one of the core values. For example, the sensor technology is separated from the trap, allowing all components to be replaced independently. At traplinked, returns are processed rather than discarded and new: We reuse cardboard boxes in which we received goods if they are in good condition.

This is how traplinked contributes to your sustainability portfolio.



IMPACT

HOW THE TRAPLINKED SOLUTION HELPS EVERY DAY

THANK YOU



Tuyet Than

Conception, project management, distribution



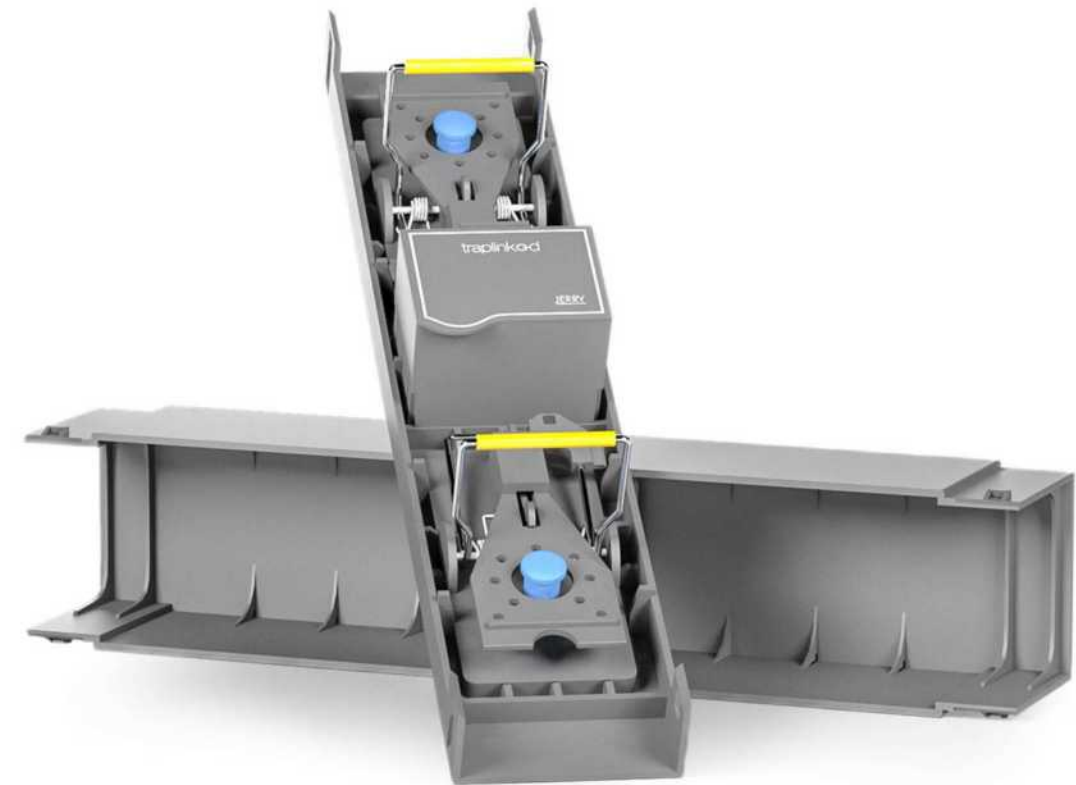
Tim Reiche

Texts, photos, design, layout

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Would you also like to tell your story? Write to us at any time at kontakt@traplinked.com

We: Always there for you.
JERRY: Always there instead of you.



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