DEANS SERVICES Buzz

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PEST CONTROL FROM OUT OF THE BLUE

Madeline Pagan
Deans Administrator

If you've spent much time traveling in the South, you may have noticed the trend of light blue porch ceilings. The tradition of using this color, known as haint blue, was popularized by the Gullah people along the southeast coast centuries ago.

The color was thought to ward off evil spirits

(the word 'haint' is derived from the word 'haunt'). Yet despite its superstitious origin, the color is still commonly used in the South today, mostly because people believe it wards off another, more realistic form of unwelcomed visitors – pests.

The Gullah people believed haints couldn't pass over water, and so they used this color to dissuade entry. The modern assumption is that the color mimics the sky which tricks insects from forming nests. So what does the science say?

There is currently no evidence that haint blue is effective in tricking insects in this way. While it's true that different pests react differently to different colors. As a control method it's simply unreliable.

Science Oxford explains that bees, for example, prefer bright colors that mimic flowers, while mosquitos are attracted to dark colors. Meanwhile, at the University of Florida, researchers found that blue actually *attracts* some pests, like flies – while yellow repels them. This means there's not a "one-color-fits-all"

when it comes to repelling insects.

Southern states face an onslaught of pests due to their higher heat and humidity. As the weather warms, wasps begin building nests, midge-flies swarm, and lovebugs make their mating flights. While perhaps visually appealing, colors alone are simply unable to provide the type of protection needed to control pests reliably.

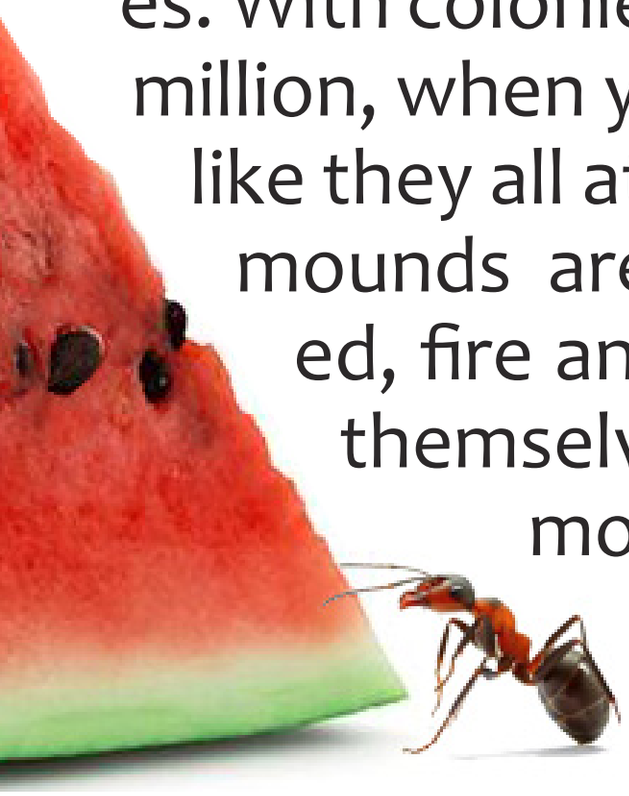
Fortunately, Deans' Home Pest service includes the sweeping of eaves to remove nests, webs, and insects; and a specially formulated barrier to prevent entry into your home. When you choose Deans, you'll always get reliable control methods... delivered by a true-blue company!

FIREPROOF YOUR SUMMER!

Christina Rhoades, Lead Administrator

With summer here, most people are ready to spend more time outdoors. But whether playing golf, watching the kids play, or tending the garden, keep in mind that some other locals may be joining you in the sun...fire ants!

While active year-round, fire ants are most prevalent in summer as they seek resources. With colonies numbering up to half-a-million, when you step on one it can feel like they all attack at once! While some mounds are large and easily avoided, fire ants will burrow to insulate themselves from the heat. When mounds are hidden, they can be difficult to avoid – and even harder to eradicate.



Because fire ants prefer weakened or sandy turf, the best defense is a thick, healthy lawn. Deans' lawn fertilization program delivers the nutrients needed to increase turf density which helps prevent colony establishment, and our pest control products reduce any ants present. To prevent fire ants from infesting your walls, caulk any cracks around the foundation and cladding of your home.

Our Home Pest program prevents ants and other pests from infesting your home. For more aggressive control, ask about our Fireproof upgrade which includes an application of granular bait to target colonies wherever they may be.

Now is the perfect time to enjoy the warm weather; so don't let fire ants burn a hole in your summer plans!

DEANS

Customer Questions

"Is Deans Hiring?"

Shannon Ditzler
Recruiting Coordinator

Yes! We're currently looking for driven and energetic people to join our team!

For more than 40 years, our growth has been fueled by our dedication to quality. That's why, when recruiting, we take care to hire selectively. After all, each employee represents Deans as a whole.

Listed by Time Magazine to be one of the nation's most recession-proof professions, our industry earned nearly $17Billion in 2021.

Picture Yourself in a New Career!

Andrea, 23 Years

Bill, 16 Years

James, 21 Years
Scout, 3 months

Kirstin, 9 Years

Michelle, 21 Years

Andy, 7 Years

DEANS SERVICES

With competitive pay and benefits, remote work options, and opportunity for advancement, we're seeking dedicated, self-starters to fill the following positions:

- Sales Reps and Administrators
- Customer Service Representative
- Lawn & Pest Control Technician
- Lawn Maintenance Crewperson

For more information about your new career with Deans, please email us at shannon@deansservices.com.