

NEWS RELEASE

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Horizon Pest Control Acting Today for Greener Tomorrow

April 10, 2008 (Midland Park, NJ) - Horizon Pest Control recently announced the formation of their Environmental & Community Outreach (ECO) team to promote green initiatives throughout the community.

“Some pest control companies view being green as simply using fewer chemicals or using materials that have no impact on the environment. That is one ‘shade’ of green,” says Bernie Holst, Jr., founder of Horizon and immediate past president to the National Pest Management Association.

“The question for Horizon is not about whether we want to be green. It is about how green we want to be – not just any shade of green for appearance’s sake, but dark green for the environment’s future and our future.”

For Horizon being green is about its entire business and the daily activities of its employees: From providing service to their clients to using less paper in the office to developing fuel-efficient service routes to recycling. It is also about finding better ways to save electricity, water and other resources in its day to day business.

Horizon’s ECO team will be giving out free trees to winning schools who participate in its “The Good, the Bad, and the BUGly” program, as well as offering community recycling drives in the near future.

Although the ECO team is new, being green is not new for Horizon where green has been a way of doing business for years. Horizon has followed Integrated Pest Management (IPM) practices. IPM incorporates the use of routine inspections, monitoring devices and special products as well as structural, sanitation and cultural changes to prevent or eliminate pest infestations. When properly implemented and coordinated, IPM can reduce the use of chemical applications and achieve safe and effective results for homeowners and businesses. Many pest control companies throw around the phrase IPM, but only the best actually practice it to ensure the highest level of service at the lowest level of risk to their home, community and environment.

Horizon Pest Control can implement a truly “green” approach to pest management in your home or business. Please call today at 201-447-2530 or visit www.horizonpestcontrol.com to schedule your FREE “Green” Pest Inspection.

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