



**TRUDET<sup>TM</sup>**

Bed Bug Rapid Test

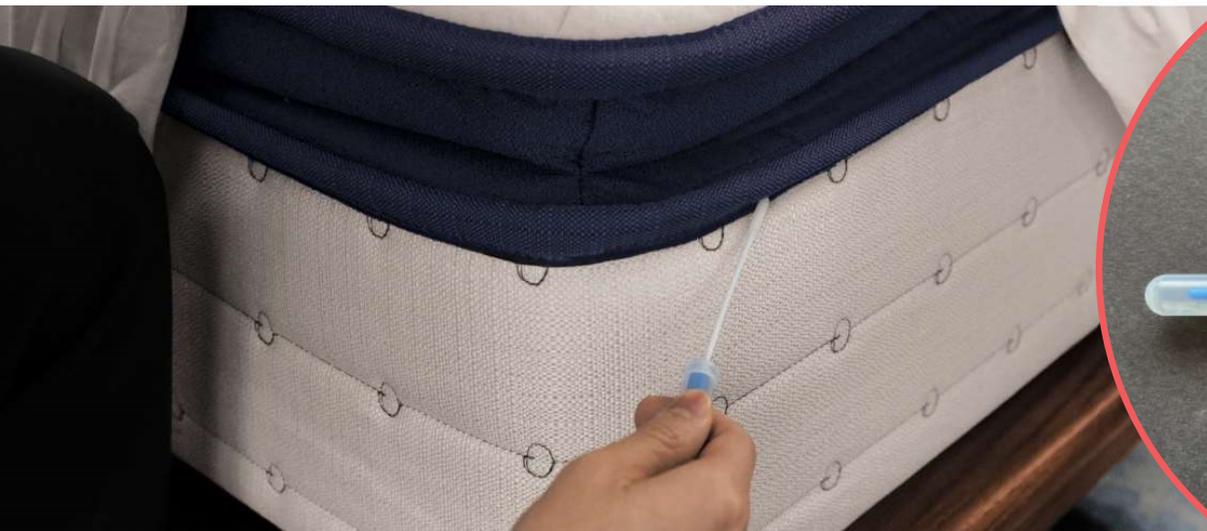
*Introducing a legend between  
the sheets*



# What is TruDetx Bed Bug Rapid Test?



*TruDetx™ is the very first scientifically proven tool to detect low levels of bed bugs infestations within 5 minutes.*





## Product Overview

# The Future of Bed Bug Detection

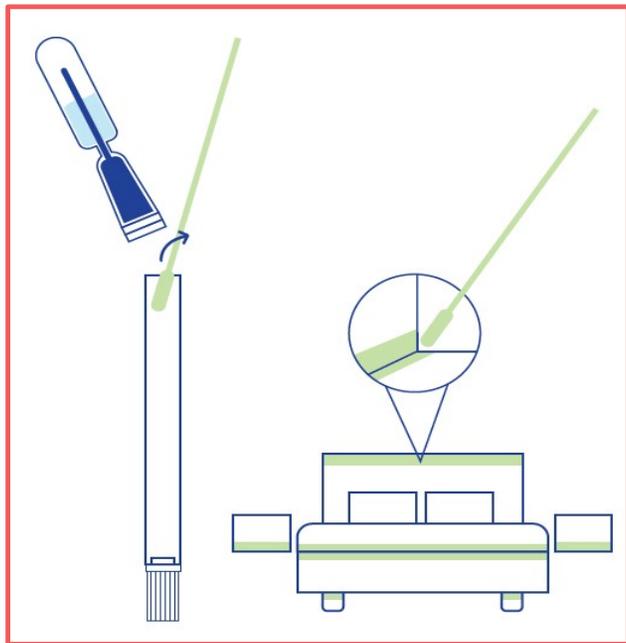
- Over 92% scientific accuracy
- Immediate bed bug detection
- Detects hard to find pests
- Peace of mind, increased confidence
- Protecting customers brand reputation and financial impacts to bed bug infestations
- Easy to use, minimal training needed

# How to use

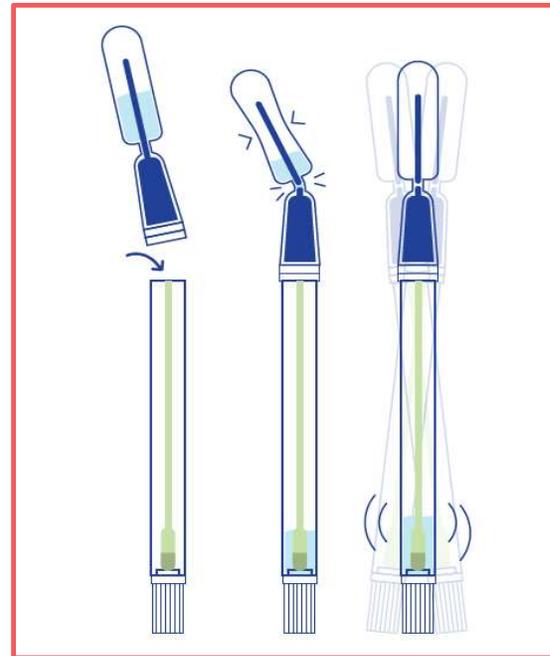
# How to Use



1. Remove swab from holder and use the soft end to collect residues from the mattress and other sleeping areas where bed bugs hide (mattress piping, headboard, drawers, lounge chairs, etc.)

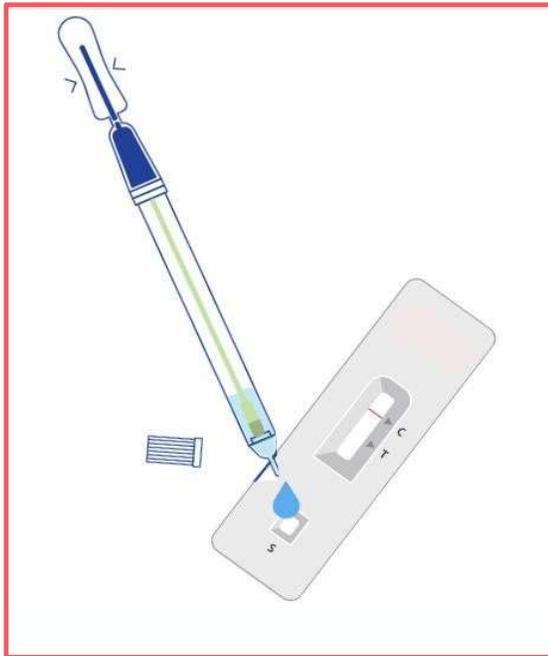


2. Return swab to holder with the soft end facing down. Break solution seal by bending the stem until it snaps. Release liquid by squeezing the bulb. Gently agitate for 15 seconds to soak the swab



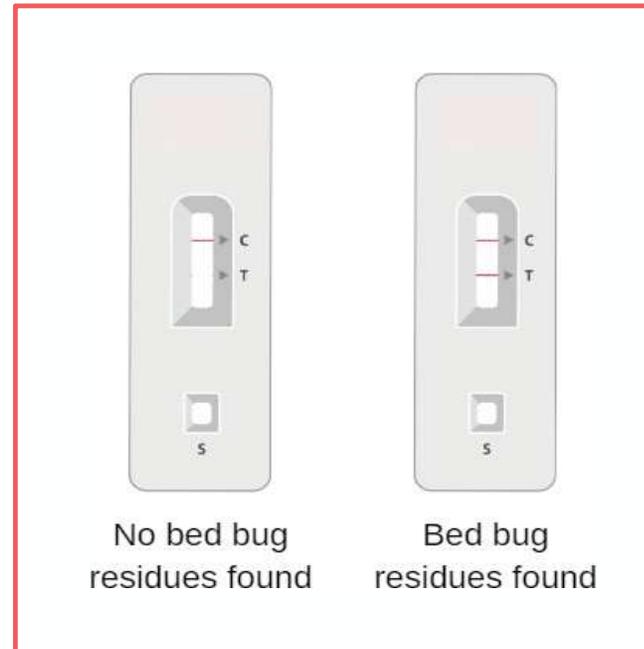
# How to Use

3. Remove white cap from end of the swab. Squeeze the bulb to place 4 drops into the well. Wait 5 minutes to see the results



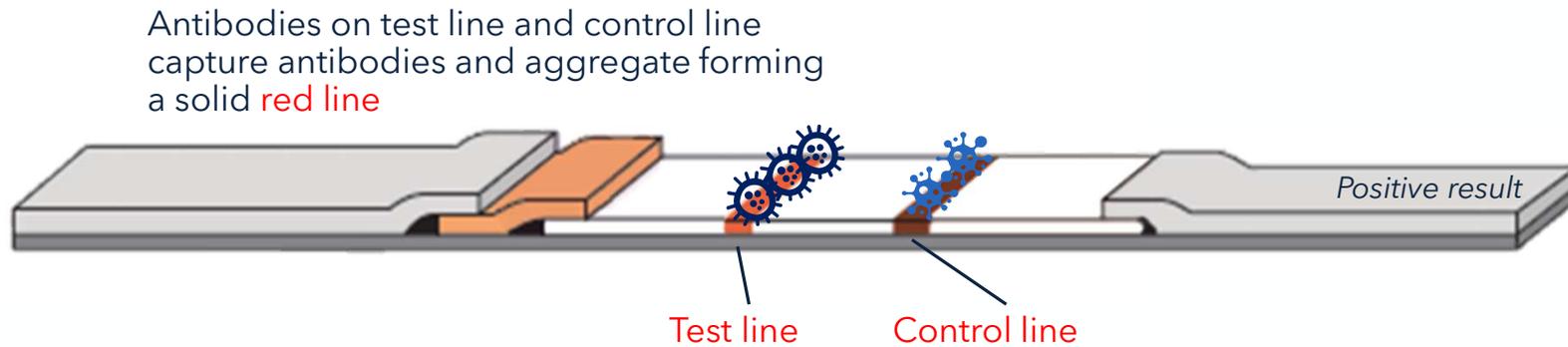
4. The results:

- 1 line indicates bed bug residues are not present
- 2 lines indicate that bed bug residues are present



# How it works

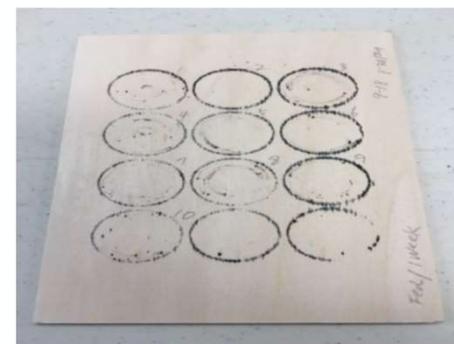
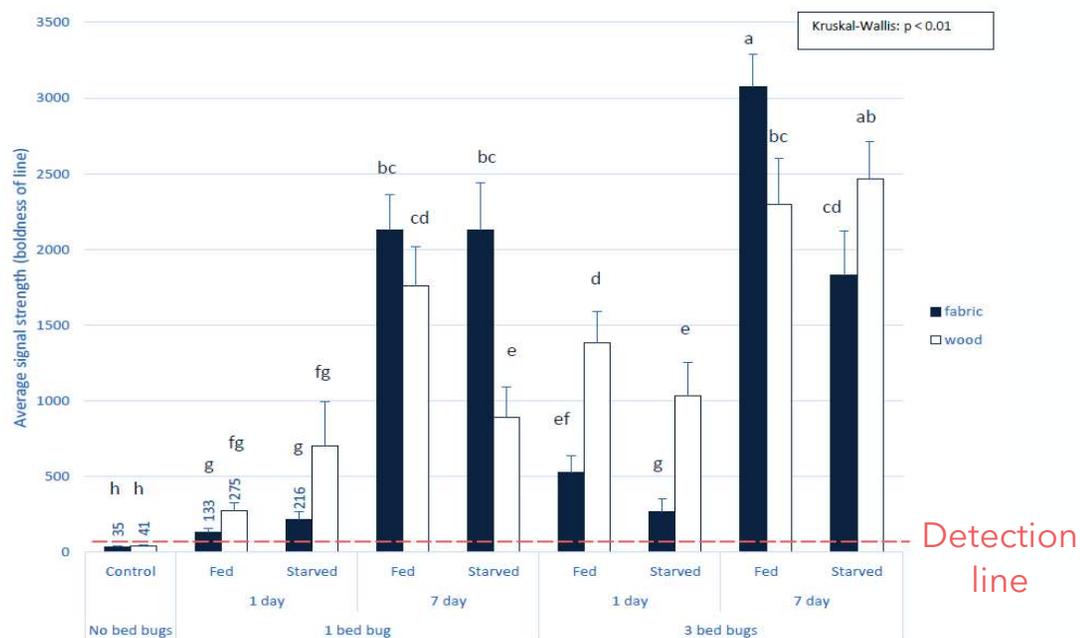
# How lateral flow strips work



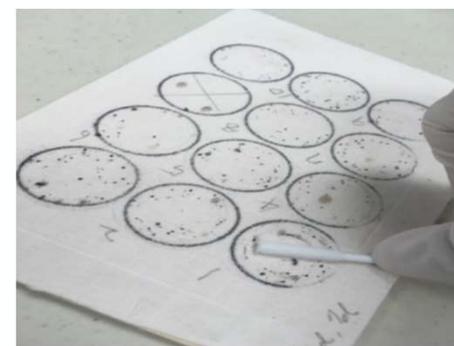
# Scientific Results

# The Results

Scientific report *Development of a lateral flow test for bed bug detection* – Alexander Ko & Doung-Hwan Choe (2020)



Wood



Fabric

Time on surface is a significant factor

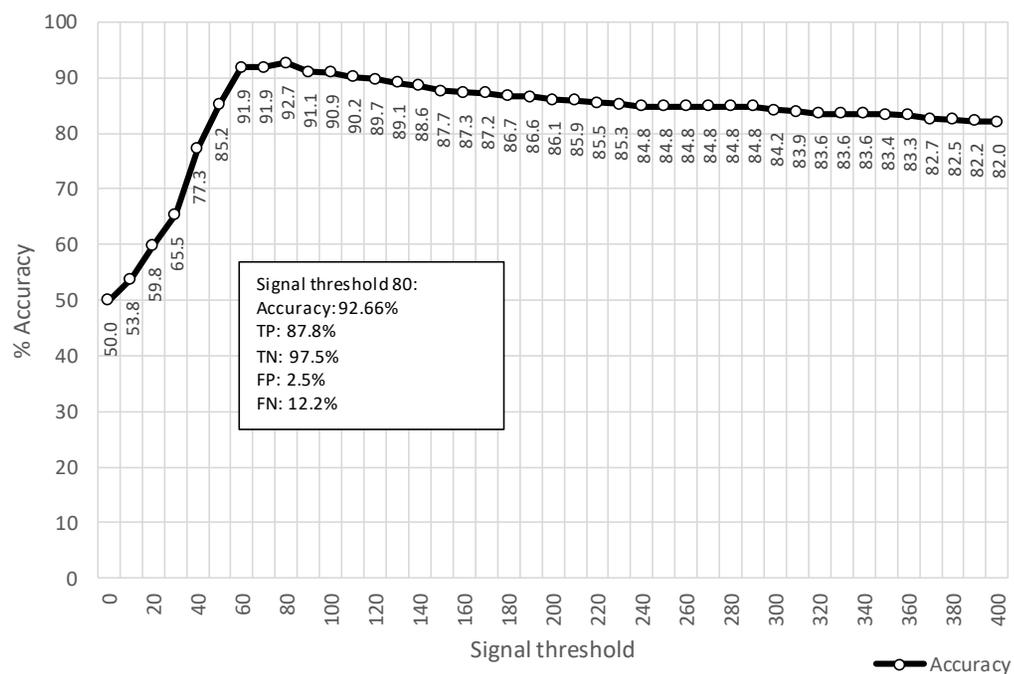
- More time on surface = more bed bug residue

Number of bed bugs is a significant factor

- More bed bugs on surface = more bed bug residue

# The Results

Scientific report Development of a lateral flow test for bed bug detection – Alexander Ko & Doung-Hwan Choe (2020)



Overall detection accuracy is extremely high

- 92.7% detection accuracy



# TRUDET X™

Bed Bug Rapid Test

*“For pest controllers seeking a scientific, rapid response to potential bed bug infestations”*





#### Rational Benefits:

- Immediate detection
- Upsell possibilities
- Responding to needs for bed bug products



#### Emotional Benefits:

- Peace of mind, increased confidence
- Detects hard to find pests
- Protecting customers, brand and financial impacts
- Scientific appearance / approach

#### Reasons to believe:

- Over 92% scientific accuracy
- Results within 5 mins
- Patented technology