



Going the Extra Step with Technicians and Salespeople in Schools

Children spend countless hours in school buildings and on surrounding fields and playgrounds. Thus, the management of pests in such a sensitive environment demands special care. QualityPro Schools companies, while meeting QualityPro qualifications, recognize that pests in schools need to be managed in a careful and environmentally responsible way. Each QualityPro Schools company is required to provide reduced-risk IPM services in schools. Additionally, their technicians and sales people who service schools are experienced, trained and tested on school IPM techniques above and beyond state requirements. Such additional steps clearly demonstrate that QualityPro Schools companies care about protecting children in the school environment.

A model School IPM Program will be included in your *QualityPro Resource Manual* if you apply to be QualityPro Schools.

QualityPro companies will market the designation to consumers through marketing materials developed by QualityPro. There will be a QualityPro Web site. QualityPro companies will also have access to the QualityPro logo to place in their advertisements; press releases; and other marketing materials such as:

- QualityPro Bid letters. These letters are sent directly from the NPMA to potential clients on behalf of your company as a third party verification letter detailing the certifications you have met to earn this designation.
 - QualityPro Dispatch – This 4 page newsletter explaining the benefits of hiring a QualityPro company offers QualityPro members a chance to customize it with their name, logo and contact information.
 - Homeowner brochures
- Door hangers
- Uniform patches
- Truck decals
- Bill stuffers
- Sample Yellow Pages ads
- Consumer Web site
 - Lapel Pins
 - “Ask Me About QualityPro” campaign buttons.
 - QualityPro marketing toolbox. Upon becoming QualityPro you will receive a comprehensive marketing manual detailing how to co-brand QualityPro with your company and way to measure a successful marketing agenda.
- Press releases for QualityPro companies

