

# NEWS

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## **Buggman buzzes with advice**

*Expert opinions on biting insects, repellents and insecticides*

Want to separate fact from fiction when it comes to the never-ending struggle with the bugs of summer? Ask the Buggman. Having researched insects, repellents and bug killers for over 15 years, this Minnesota resident has most likely seen it all.

Known as "The Land of 10,000 Lakes", Minnesota is a recreational paradise. Add in the wetlands, swamps, rivers and streams, and you have an ideal breeding ground for a multitude of insects. The mosquito is recognized as the unofficial state bird and swarms of black flies are notorious in the Boundary Waters Canoe Area Wilderness (BWCAW). Ticks, deer flies, stable flies and horse flies are also very abundant, especially bothersome and may carry disease.

"We have had the opportunity to do research on almost every repellent or active ingredient, device, and insecticide and then field test them on bugs of concern to humans," said Brian Weekley, a chemical engineer and founder of Bugg Products LLC. "There are plenty of gimmicks and folklore out there when it comes to what works and what does not. We are trying to help people save time, money and aggravation so they can figure out what is best for them."

The Buggman has worked a booth at the Minnesota State Fair for five years, the Northwest Sportshow for six years, five home & garden shows, and various fishing and hardware shows. "This experience has given us the ultimate market research opportunity in allowing us to talk with literally tens of thousands of consumers," said Weekley. "We also heard their concerns, experiences and suggestions. It has given us a wealth of knowledge."

A manufacturer of DEET-based Buggspray (brand) Insect Repellent since 1994, Weekley stays on top of the competition by testing their products and seeking the best solutions. He also remains in close contact with industry suppliers, pest control operators, trade journals, mosquito control programs, public health experts and government regulators. Through the website, [www.buggspray.com](http://www.buggspray.com), consumers from around the world contact him seeking answers to their bug problems. This experience is allowing Weekley to expand the business in the area of insecticides with a revolutionary bug killer for mosquitoes, flies, ants, box elder bugs and multi-colored Asian lady beetles. This product, Buggslayer, will be available later this year.

So give the Buggman a buzz. He will dispel the myths and add some real-life, hands-on, unbiased scientific perspective and practicality to your article, news story or radio program.

Bugg Products LLC is located in Long Lake, Minnesota. Their products are distributed to grocery stores nationwide through SuperValu and sold mainly in the Midwest at retailers such as Cub Foods, Shop 'n Save, Coborns/Cashwise, Byerly's & Lunds, Walgreens and Ace Hardware.