



# JT Eaton Introduces New Spray to Prevent Transport of 'Unwanted Guests' in Luggage

Gilbert Manjura Marketing, December 13, 2007

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*To help consumers prevent bedbug infestations, Ohio-based JT Eaton has introduced the first pest control product specifically developed for use on luggage and other soft surfaces.*

PR9.NET December 13, 2007 - TWINSBURG, Ohio – While many travelers come back from a vacation or business trip with more in their suitcase than they intended, there's a chance that along with souvenirs and hotel pens, they might be carrying back some surprise guests as well. According to pest control experts, one of the most common sources of bedbug and other insect infestations is luggage that has become a taxi for insects from hotel to home. To help consumers protect their luggage, JT Eaton ([www.JTEaton.com](http://www.JTEaton.com)) has developed and introduced the first consumer-use insecticide specifically developed for controlling infestation in travel bags.

Rest Easy™ Bedbug and Insect Control for Luggage safely and effectively kills bedbugs that can go undetected in suitcases and then spread to homes or other hotel rooms. The product has been EPA registered so it can be used safely at home or on vacation, and the easy-to-use spray also controls fleas, ticks, moths and lice, in addition to spiders and cockroaches. In addition, Rest Easy™ is water-based, so it will not leave an oily or sticky residue on fabrics.

"There has been a resurgence in the prevalence of bedbugs to nearly epidemic proportions most likely due to increased travel," said Dale Baker, JT Eaton's vice president of sales. "Unfortunately, once an infestation occurs in the home, multiple treatments are necessary and can often be quite expensive."

According to Baker, the unique product was developed with the traveler in mind and is ideal for both leisure and business travelers.

"While our other bedbug products Kills Bedbugs and Kills Bedbugs II have been extremely successful in treating existing problems, Rest Easy™ is designed to kill bedbugs in luggage, thereby preventing the cost and hassle of a full professional treatment," Baker said.

To prevent luggage infestation, users simply apply Rest Easy™ to the inside and outside surfaces of their bags, letting the spray dry thoroughly before packing. The product can also be used in dormitories, while camping, on cruises and even at home on mattresses, beds and baseboards to kill bedbugs, fleas, ticks, lice and spiders. Rest Easy™ can also be sprayed in closets, clothes drawers and on infested articles of clothing to control moths.

Sold at a suggested retail price of \$14.99 per bottle, Rest Easy™ is now available at ACE® Hardware stores in all U.S. states except California and Florida. The product should be offered in those states by January 2008 and JT Eaton expects to expand the list of nationwide retailers carrying the product by the end of the year. Consumers can also ask their local grocer, hardware store or pharmacy to carry Rest Easy™ or contact JT Eaton direct for additional information on availability.

JT Eaton also produces Kills Bedbugs Insecticide, an oil-based pest control product for both retail and professional use and Stick-Em Glue traps for rats and mice. Other JT Eaton pest control products can be found at ACE® Hardware, True Value and Walgreens stores nationwide, in addition to Menards, Ralphps, FredMeyer and Do it Best stores regionally.

To find out more about Rest Easy™ Bedbug and Insect Control for Luggage or JT Eaton, please visit [www.JTEaton.com](http://www.JTEaton.com) or call 800-321-3421.

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## About JT Eaton

Founded in 1932, JT Eaton is a family-run business that provides pest control products for both home and professional use nationwide. In addition to offering pesticides to combat nearly every type of pest, the company also produces non-poisonous pest control equipment and products. An innovator for more than 70 years, JT Eaton is committed to developing new products and methods of pest control with minimal harm to the environment.

Learn more about JT Eaton and its innovations for 2007 online at [www.JTEaton.com](http://www.JTEaton.com) or call 800-321-3421.

## About Gilbert Manjura Marketing

For 15 years, Gilbert Manjura Marketing has provided results-oriented, award-winning advertising and public relations expertise to a growing list of satisfied clients.

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