

Revolutionary Mosquito Trap that Uses UV Light and Water to attract Flying Insects and Silent Fan to Vacuum Trap Them



Jim Hunter
Chief Executive Officer

Dynamic Solutions Worldwide, LLC
www.dsw-llc.com

Contact:
James H Hunter III
414-758-0183
james.hunter@dsw-llc.com

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Hunter, would you tell us about Dynamic Solutions and DynaTrap?*

Mr. Hunter: Dynamic Solutions is a company that supplies mosquito traps primarily to the big-box retailers and consumers in North America primarily but we do sell throughout the world. It attracts female mosquitoes who are the ones that bite. You attract by creating a small amount of carbon dioxide, heat and moisture which mimics a human and the mosquito is seeking a host and they get close to the trap. There is a fan in the trap that sucks them into a retaining basket and they dehydrate and die.

“Well you do not have to suffer from attacks by mosquitoes because there are some good solutions to that problem. People will not use their patio or backyard because of the annoyance and the fear of getting one of these dreaded diseases. We hope that people will realize that there is an alternative and DynaTrap may very well be that alternative. One admonition I would give is do not expect a miracle overnight but over a period of several weeks you will find a noticeable reduction in mosquitoes. In my backyard we can sit out from 6:00 pm to 10:00 pm and not get bitten by a single mosquito. We have had the traps operating for a long time and they keep it cleansed. I think people can find that same outcome if they stick with it.”- Jim Hunter

CEOCFO: *What have been the typical challenges in successfully trapping mosquitoes?*

Mr. Hunter: There are many elements involved. If for example you have standing water close by, there is almost nothing that can keep you from having mosquitoes breed. Somebody in their particular area has to police the area to make sure there are no bottle caps or bottoms to planters or holes in a tree, or gutters that are causing standing water. That is a challenge. No matter what you are trying to do to evade mosquitoes you need to police the area to make sure there is no standing water. Another requirement is to place the trap away from you so it does not attract mosquitoes to you but attracts the mosquitoes to the trap. We suggest the trap be put twenty to forty ft. away from you. Mosquitoes generally operate from four to six ft. off the ground so we suggest the trap be in about that position above the ground. There are some requirements that somebody using any trap needs to follow.

CEOCFO: *What is the market for traps and are there many available that really work?*

Mr. Hunter: We are obviously partial to ours and we think we have come up with a design that is very effective. The mosquito trap market is something over \$100 million a year in the US. Worldwide it is many times over that. There are a number of areas that do not have suitable environment for mosquito traps. Ours requires 110-220 volt electrical power so

you need an extension cord and an outlet to power it. Maybe someday we will have a solar powered one but it does require electric power. That is a limitation to the product.

CEOCFO: *What are you facing for competition?*

Mr. Hunter: It is interesting. There is always competition. However, we believe that our trap with its simple concept and effective collection of insects (primarily mosquitoes) is the best solution.

CEOCFO: *It is not just mosquitoes but yellow jackets and beetles, according to your website. Is it because of the disease factor that mosquitoes are the most important?*

Mr. Hunter: We do capture other flying insects. Moths are attracted to the light that is in the trap. Moths are not our friends necessarily; the larvae of moths can be harmful to gardens and to trees. Catching moths is a good thing. We do not attract butterflies because they are looking for nectar in plants and there is not attraction to our trap for butterflies. We do not attract lightening bugs either, so some of the less harmful insects are not attracted. We do attract wasps and hornets and we believe that a possible reason for that is that the catch that we have in our basket attracts some of these other insects. We will catch those insects from time to time. Going back to the mosquito, the living organism in the world that kills more people than anything else is the mosquito. Malaria, Dengue fever, West Nile virus, and many other diseases that are carried by mosquitoes are very harmful and kill a lot of people. We feel it is important to control the mosquito population around where people are living.

CEOCFO: *Dynatrap has both indoor and outdoor versions. Would you tell us about the differences?*

Mr. Hunter: They are basically the same concept. The indoor products are generally a little bit smaller. You can set them on a table indoors. We find that some of the developing countries and some of the more developed countries that are different in their daily activities will use more indoor traps than we do in the US. We actually measure and see how big an area they will attract mosquitoes and that is how we rate them. The outdoor traps are designed as water-resistant and are tested to prove that the outdoor trap is water resistant so it can operate in the rain. The indoor traps are not designed to be water-resistant.

CEOCFO: *How is business these days?*

Mr. Hunter: It has been very good. We find that people are sensitive to mosquitoes because the Zika virus (as well as several other nasty diseases) is transmitted by mosquitoes. It often is in people's minds when they are in a situation where there are mosquitoes around, they want to get protection. One of the other things that I did not mention earlier is it takes some time to cleanse an area of mosquitoes. What happens is that the mosquitoes will lay eggs that can lay dormant for more than a year. Our objective is to catch the mosquitoes as soon as possible after they hatch. This could take a period of time to catch those mosquitoes that are hatching. They say that you should put the trap on as soon as it is 45 degrees F. out because that is when the mosquitoes start to hatch, and then let it run continuously so that you will catch the mosquitoes if they are hatching during the day and avoid them biting you at night. It usually takes several weeks and we say let it run for six weeks, so you should see a very noticeable difference in the population as you proceed through that six-week period.

CEOCFO: *Are people buying this at retail stores or online?*

Mr. Hunter: We find that many of them will buy in the retail stores like Bed Bath and Beyond, Sam's Club or Costco, or they will buy it through catalogs. They might buy it online, for example, Amazon and Home Depot, as well as several other retailers so they can be purchased online and shipped directly to you. QVC is also a good source for consumers to buy the Dynatrap. Some people may want to pick them up at the hardware store, such as Ace, TruVaue, and Do It Best.

CEOCFO: *Would you tell us about your manufacturing and what type of inventory you have on-hand?*

Mr. Hunter: The manufacturing is done in China. We find that we would love to manufacture them in the US but the cost is prohibitive. Like most consumer electrical products, they are manufactured in China and we have them shipped to us in large containers. We buy them in container loads and some of those container loads go direct to our retailers and some go to our warehouses in Milwaukee. We redistribute from those warehouses to our customers.

CEOCFO: *Are there certain models that do not get the attention you would expect?*

Mr. Hunter: We have a variety of sizes and different configurations. I would say that if we are disappointed if some sell fewer units than others, we modify the trap so we hit the sweet spot for any particular customer and their application. One of our largest sellers is DT2000XL. It is a one-acre capacity trap with a very strong fan and a bright light. It has been very effective in catching mosquitoes. We have several others that offer different features. One has a device that allows you to hang it on a fence post where you can put it on a bracket that allows you to lift it off. You can place it on the bracket and

you can put the bracket on a fence post or the side of your house. Another is on a stand and you can set it on the ground and run the electricity to it and it is sitting at the right height. There is another that has a tray that collects water (and you do not want to have standing water) so we create standing water right at the trap so it attracts the female to lay eggs and as soon as the mosquitoes hatch, they and the female are immediately sucked into the trap and they dehydrate and die. Obviously if there are no mosquitoes then there are no eggs laid in the water. Going through the process of cleansing the area then the mosquitoes will lay eggs in the little tray and then immediately upon hatching they will get trapped in the mosquito trap and dehydrate and die. So we have many different kinds of traps to offer to our customers. .

CEO CFO: *What is next for Dynamic Solutions?*

Mr. Hunter: We would love to have a mosquito trap in every backyard in the country and then expand from there to the world so there is an awful lot of market left for us to serve. We would hope that someday we would have a solar trap that would not require the electric power that currently is required. Some people have come up with solar traps but they are not very effective because they really need to operate 24/7. If you have a solar-powered unit, it may work fine for a while but then the solar power and a small battery will expire and then you will not have the trapping that you need. That is something that we hope to develop at some point that would solve a lot of problems if electric power is not available.

CEO CFO: *What should our readers remember better about DynaTrap?*

Mr. Hunter: Well you do not have to suffer from attacks by mosquitoes because there are some good solutions to that problem. People will not use their patio or backyard because of the annoyance and the fear of getting one of these dreaded diseases. We hope that people will realize that there is an alternative and DynaTrap may very well be that alternative. One admonition I would give is do not expect a miracle overnight but over a period of several weeks you will find a noticeable reduction in mosquitoes. In my backyard we can sit out from 6:00 pm to 10:00 pm and not get bitten by a single mosquito. We have had the traps operating for a long time and they keep it cleansed. I think people can find that same outcome if they stick with it.

