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Local office consolidation part of pest-control company's growth plan

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A pest-control company based in the Charlotte region is consolidating its offices and launching new products as part of an ambitious growth plan.

Killingsworth Environmental, which is currently based in Monroe, will be combining its 10 offices into two new locations, starting April 1. The company's new headquarters will be in Matthews on Crews Road, off Sam Newell Road. Killingsworth has not signed a lease yet for the second location but it will be in the Northlake area of Charlotte, Killingsworth president Jens Peter Nielsen told the *Charlotte Business Journal*.

The consolidation is part of a larger growth plan put in place at Killingsworth since the company was acquired by Swedish pest-control company Anticimex in 2018. Nielsen, who took over as president in June, said if Killingsworth cannot double its business in the next three years, the plan will be a failure.

The new Matthews headquarters is a 28,000-square-foot flex building, about 12,000 of which is office space. The building is currently being renovated but will be ready by April 1. Nielsen said the location allows Killingsworth to better pull from the Charlotte job pool and makes it a better commute with its proximity to Independence Boulevard and Interstate 485.

Nielsen said the office consolidation will not affect the company's jobs numbers in the market. Killingsworth has about 130 employees in the Charlotte region, he said.

A major aspect of the company's growth plan is the upcoming launch of its SMART pest-control products. It is a digitally based service that uses devices to monitor homes for pest problems. Its parent company rolled out the Anticimex SMART products for commercial pest control in the U.S. in 2018. Killingsworth will launch its digital products for residential services later this month, the first time the SMART products have been used for residential use.

Nielsen estimates the digital product launch will account for around 20% of the company's targeted growth and will be its biggest driver of organic growth. He said Anticimex has over 130,000 digital pest-control devices worldwide.

Mat Rogers, Killingsworth's vice president of marketing, said the digital products satisfy a demand to have sustainable, chemical-free products in homes to combat pests. He said 93% of Killingsworth's business is in residential pest control. Killingsworth can now use data instead of poison to control pests, Nielsen said.

It is also looking to ramp up mergers and acquisitions, starting with its October purchase of Georgia-based Bug Busters. This was a small deal, Nielsen said, but it's the first of several acquisitions Killingsworth has planned. He said the company is working on more acquisition deals now, all of which will be with other pest-control companies.

Killingsworth is looking to expand its operations in the Carolinas through acquisitions, because the company is poorly positioned outside of Charlotte, Nielsen said.

The company announced Feb. 5 it would be divesting its plumbing and HVAC businesses as part of the growth plan.

Killingsworth has been headquartered in the Charlotte area since 1993. It was purchased by Mike Rogers in 2007 before being sold to Anticimex in 2018.



CHARLIE BENNET

Jens Peter Nielsen took over as president of Killingsworth Environmental in June.

Anticimex has pest-control operations in 18 countries and over 6,000 employees globally.

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