



Fly Season LOOMS

Bolster Your Approach to Helping Your Customers Take Control of These Pests

By Paul Wahl, Editor

Frank Sinatra once sang
 Love and marriage
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 Go together
 Like a horse and carriage
 This I tell you brother
 You can't have one without the other.

That may be true, but the other truism about horses is this: You can't have horses without flies.

Equine retailers are making sure shelves are fully stocked with sprays, potions, lotions and traps while trying to find that one new product that will satisfy everyone.



One customer prefers fly masks, while the next wants the most powerful chemical possible to keep flies away from their horses. Some customers are more environmentally conscious and want an all-natural product or prefer strips.

[The mixture of fly control products can keep a retailer buzzing.]



Be sure you have products that are less expensive, moderately priced and more expensive to satisfy a variety of needs. Often, fly spray customers believe they "get what they pay for."