

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

In the Matter of)
)
)
GLOBAL INSTRUMENTS LTD.,)
a corporation, and)
) DOCKET NO.
CHARLES PATTERSON,)
individually and as an officer)
of the corporation.)

5. Respondents have disseminated false and deceptive advertisements for the Pest-A-Cator Products and Riddex products, including but not necessarily limited to the attached Exhibits A through I. These advertisements contain the following statements:

- A. “PEST-A-CATOR
C Works on mice, rats and roaches.
C Guaranteed, or your money back!
C Works in standard homes up to 2000 square feet.
...
C Fast working - infestations will be noticeably reduced in 2 - 4 weeks.
...
C Helps in reducing monthly pest control costs.
(www.global-instruments.com/pest-a-cator-02) [Exhibit A]

- B. “Pest-A-Cator: The eliminator, not the imitator!
C Guaranteed on mice, rats and roaches.
...
Up to 2,000 sq. ft.
Pest-A-Cator is great for homes, office buildings, schools, restaurants, hospitals, etc.
...
Rodent & Insect Repeller
The Ultimate Power in Electronic Pest Control GUARANTEED!”
(Pest-A-Cator and Pest-A-Cator Plus Brochure–available on website) [Exhibit B]

- C. “Pest-A-Cator Too!
Up to 1,000 sq. ft.
Pest-A-Cator Too! is great for smaller homes, condominiums, apartments, mobile homes, etc.”
(Pest-A-Cator and Pest-A-Cator Plus Brochure–available on website) [Exhibit B]

- D. “This is not one of those ‘sonic’ noise machines. They only work in one room at a time!

to live and nest inside the walls. They feel this and don't like it and it drives them out. This means that if there is an infestation of rats, mice or roaches, the consumer WILL see more during the first four weeks or so, because it is driving them out of the walls. We recommend using traps, glue boards, etc. the first few weeks to help clean up the initial problem.

...

6. WHAT IS IT GUARANTEED TO WORK ON?

Rats, Mice and Cockroaches ONLY! Consumer testimonials state that it works on ants, spiders, crickets, etc., but we do NOT guarantee it to work on these pests.

...

8. WILL I EVER SEE A PEST AFTER PLUGGING IN THE PEST-A-CATOR?

Consumers may still see an occasional rat, mouse or cockroach that has wandered in, but they will not stay and take up residency in the home after a Pest-A-Cator is plugged in. If they can, they will leave the same way they came in."

(www.global-instruments.com/faq.html) (6/5/02) [Exhibit E]

- H. "A single Pest-A-Cator unit will aid in ridding most standard 2,000 square foot areas of mice, rats and roaches within 2-4 weeks. The unique activity sends a pulsating signal throughout the wiring of homes, businesses and other structures. This silent pulse annoys insects and rodents, driving them out from behind walls, floors and ceilings where they hide and nest."

Just plug the *Pest-A-Cator* into any 110 outlet and let it go to work."

([www.global-instruments.com/how it works.html](http://www.global-instruments.com/how_it_works.html)) (6/5/02) [Exhibit F]

- I. MALE ANNOUNCER: ". . . Introducing a revolutionary unit that rids homes of roaches, rats and mice without toxic chemicals, harmful side effects, unsightly boxes or high monthly fees."

ON SCREEN: Pest-A-Cator product

MALE ANNOUNCER: "Introducing the Pest-A-Cator, the safe and effective way to get rid of these pests once and for all."

...

MALE ANNOUNCER: "This innovative technology drives rodents and roaches out of your home and it's completely safe for humans, as well as cats, dogs and fish."

...

MALE ANNOUNCER: "It starts to work immediately by altering the normal field around your wiring, creating an environment that aids in the control of mice, rats and roaches where the problem exists, in the walls and ceilings."

ON SCREEN: Animation of pests leaving home

(Television commercial) (date unknown) [Exhibit G]

J. MALE ANNOUNCER:

- B. One Pest-A-Cator unit effectively repels, drives away or eliminates mice, rats, and cockroaches throughout standard size homes up to 2,000 square feet;
 - C. One Pest-A-Cator Too! unit effectively repels, drives away or eliminates mice, rats, and cockroaches throughout smaller homes, condominiums, apartments, and mobile homes up to 1,000 square feet;
 - D. One Riddex unit effectively repels, drives away or eliminates mice, rats, and cockroaches throughout homes up to 2,000 square feet;
 - E. Pest-A-Cator Products and Riddex Products are an effective alternative to or eliminate the need for chemicals, pesticides, insecticides, exterminators, and pest control services;
 - F. Pest-A-Cator Products send a pulsating signal throughout the electrical wiring inside homes, businesses and other structures in a manner that drives mice, rats, and cockroaches out from the nesting areas in the walls, floors, ceilings, cabinets, and under sinks;
 - G. After using the Pest-A-Cator for two to four weeks, pests and rodents will be gone and will not return as long as the unit stays plugged in; and
 - H. Riddex Products alter the field around electrical wiring inside homes, hotels, motels, offices, restaurants and mobile homes in a manner that drives mice, rats, and cockroaches out.
7. Through the means described in Paragraph 5, respondents have represented, expressly or by implication, that they possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 6, at the time the representations were made.
8. In truth and in fact, respondents did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 6 at the time the representations were made. Therefore, the representation set forth in Paragraph 7 was, and is, false or misleading.

Pest-A-Cator Plus Products

9. Respondents have manufactured, advertised, labeled, offered for sale, sold, and distributed combination electromagnetic and ultrasonic pest control products to the public, including the Pest-A-Cator Plus and the Pest-A-Cator Too! Plus (collectively, "Pest-A-Cator Plus Products").
10. Respondents have disseminated or have caused to be disseminated advertisements for the Pest-A-Cator Plus Products, including but not necessarily limited to the attached Exhibits

C, J, and K. These advertisements contain the following statements:

A. “Electronic Pest Control Just Got Better! Introducing PEST-A-CATOR Plus Patented ‘Pulse’ technology Plus Ultrasonic Technology creates the ultimate power in electronic pest control! GUARANTEED!

...

Pest-A-Cator Plus products are the best of both worlds! Why? Because it [sic] has two technologies integrated into one product that’s effective in repelling pests from the entire home. Pulse or electro-magnetic technology works through the household wiring to upset nesting sites of mice, rats and roaches within walls, ceilings and floors. Ultrasonic technology controls a variety of pests (rodents, insects, spiders, bats, etc.) in open areas that have a high rate of visual activity. . .

Pest-A-Cator Plus and Pest-A-Cator Too! Plus products are great to use in homes, office buildings, schools, restaurants, hospitals, etc.

...

Pest-A-Cator Plus – Up to 2,000 sq. ft.

...

Pest-A-Cator Too! Plus – Up to 1,000 sq. ft.”

(Pest-A-Cator, Pest-A-Cator Plus, and PestVacator Product Brochure) [Exhibit C]

B. “Pest-A-Cator Plus Patented ‘Pulse’ technology PLUS Ultrasonic Technology creates the ultimate power in electronic pest control!

Only 1 unit needed per Average home of 2000 sq. ft.

...

2 TECHNOLOGIES IN 1!

‘Pulse Technology’

State of the art technology controls pest [sic] deep within the walls, ceilings and floors.

Guaranteed to aid with controlling on [sic] mice, rats and roaches.

Highly effective in areas up to 2,000 sq. ft. and up to 1,000 sq. ft. with Pest-A-Cator Too Plus

‘Ultrasonic’ Technology’

...

Ultrasonic sound waves continue to bounce throughout the unobstructed room to aid with the control of pests on a continual basis.

Aids in controlling rodents & insects (i.e. spiders, silverfish, etc.)”

(www.global-instruments.com/pest-a-catorplus.html) (6/5/02) [Exhibit J]

C. “Pest-A-Cator Too! Plus
Recommended for apartments, condominiums, multi-family and [sic] structures 1000 sq. ft. or less.

...

C Highly effective in areas up to 1,000 sq. ft. . . .”
(www.global-instruments.com/pest-a-catorplus_2.html) (6/5/02) [Exhibit K]

11. Through the means described in Paragraph 10, respondents have represented, expressly or by implication that:
 - A. Pest-A-Cator Plus Products’ pulse or electromagnetic technology works or pulsates through the household wiring to upset nesting sites of mice, rats, and cockroaches within walls, ceilings, and floors;
 - B. Pest-A-Cator Plus Products effectively repel, control, or eliminate mice, rats, cockroaches, rodents, insects, spiders, silverfish, and bats from homes, office

your home including attics, basements and crawl spaces.

Most household pests hear sounds far above the range of human hearing. Having no ability to adapt to these annoying sounds, they will leave the protected area for a more comfortable living area, most often outdoors.

...

PestVacator electronic pest control products; The friendly and effective alternative to using chemicals & traps.

PestVacator will aid in ridding your home of insects and rodents by using safe and powerful ultrasonic signals which penetrate the nervous systems of these pests, yet are undetectable to humans and cle living area, m

17. Through the means described in Paragraph 15, respondents have represented, expressly or by implication, that they possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 16, at the time the representations were made.
18. In truth and in fact, respondents did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 16, at the time the representations were made. Therefore, the representation set forth in Paragraph 17 was, and is, false or misleading.
19. The acts and practices of respondents as alleged in this complaint constitute unfair or deceptive acts or practices, in or affecting commerce, in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this day of , 2003, has issued this complaint against respondents.

By the Commission.

Donald S. Clark
Secretary

SEAL: