



Making pest control smarter.™

Backgrounder Sterling International, Inc.

Manufacturers of RESCUE!® Fly Traps, Yellowjacket Traps, Japanese & Oriental Beetle traps, and creators of the new W·H·Y Trap for 18 species of wasps, hornets and yellowjackets.

Founded in 1982

A privately-owned corporation with 65 employees

Occupying 110,000 square feet of space in the Spokane Industrial Park

RESCUE!® Products are all made in the USA

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Sterling International's mission is to build and sell highly effective and environmentally responsible pest control products which are safe for the consumer, easy to use, and reasonably priced. In the past 26 years, Sterling has steadily grown its business and is the leader in its market niche.

Sterling offers products which entail luring and trapping the target insect. Identified under the brand name RESCUE!®, Sterling's traps all use scientifically-developed attractants designed to replicate what is already found in the natural world – either from the target insect's body, its food source, or its nest or colony.

Company founder and president Rod Schneidmiller developed Sterling's first product, a reusable fly trap, and began selling it throughout Eastern Washington in 1982. As that product gradually gained acceptance in the marketplace, Schneidmiller continued to make innovations that resulted in a disposable trap for flies and a reusable trap for yellowjackets. Ace Hardware was the first retailer to buy Sterling's product on a national level in the mid-1980s, which resulted in a huge breakthrough in awareness and acceptance of the insect trap category.

Twenty-six years after the company's humble start, Sterling International sells its line of fly traps, along with yellowjacket traps and Japanese beetle traps, throughout the U.S. in retailers such as Ace Hardware, Home Depot, Lowe's, True Value and Wal-Mart. The company also distributes its products internationally, to customers in Europe, Asia, South America, Australia, Africa and the Middle East.

With a world-class insect research laboratory as part of its headquarters, Sterling is working on more consumer products that, in accordance with the company's mission, keep making pest control smarter.

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