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News Release

Bayer Rodent Monitoring System Receives Top Tech Award for Driving Business Impact and Innovation

2021 Internet of Things Business Impact Awards honors Bayer innovation, demonstrating the value of digital pest management

CARY, N.C. (September 9, 2021) – Pest Management and Public Health, a business within the Environmental Science division of Bayer, earned a prestigious award for driving innovation and impact in the pest management industry. The innovative Bayer Rodent Monitoring System was honored at the 2021 IoT Evolution Business Impact Awards, which recognizes IoT companies and solutions that are driving progress for a whole industry.

“At Bayer, we are confident that digital pest management technologies, like the Bayer Rodent Monitoring System, give customers key competitive advantages,” said Scott Broaddus, business lead of digital pest management. “This award confirms that digital pest management, including the Bayer Rodent Monitoring System, can transform the pest management industry.”

The Bayer Rodent Monitoring System offers unrivaled convenience and insights to pest management professionals. Features like 24/7 monitoring, heat mapping, capture alerts and up-to-the-minute program verification give pest management professionals the freedom to focus on prevention and audit readiness. The reporting capabilities also give peace of mind without time-intensive, in-person inspections.

TMC, a global, integrated media company, presented the awards in conjunction with its partner, Crossfire Media. Winners represent prominent leaders in the marketplace who consistently demonstrate the advancement of technologies.

For more information on the Bayer Rodent Monitoring System, visit www.beyondsmarterbusiness.com. Additionally, pest management professionals can raise the bar on pest management solutions by visiting www.es.bayer.us or contacting their Bayer representative.

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About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2019, the Group employed around 104,000 people and had sales of 43.5 billion euros. Capital expenditures amounted to 2.9 billion euros, R&D expenses to 5.3 billion euros. For more information, go to www.bayer.com.

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