

# San Antonio Express-News

## Warning: Mosquitoes targeted

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<http://www.mysanantonio.com/news/environment/stories/MYSA070804.1E.MosquitoNix.1b43f571.html>

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When San Antonio residents Rod and Jan Enlow wanted to reclaim their yard from blood-sucking mosquitoes, they installed a system touted by a newly franchised company with roots in Dallas.

The company, known as MosquitoNix, guarantees to banish mosquitoes and other small biting insects.

At least twice a day for 20 to 40 seconds, MosquitoNix sprays a fine mist of a natural, biodegradable insecticide called pyrethrum diluted with water.

Rod Enlow said they've invested "a lot of money" in their home's landscaping in Canyon Creek Bluffs, but his wife can't enjoy it, because "she gets eaten alive."



Extracted from chrysanthemum flowers, Pyrethrum has been used for many decades as an insecticide on crops, garden plants and livestock. MosquitoNix's Web site, [www.mosquitonix.com](http://www.mosquitonix.com), said its product is safe.

San Antonio native Bryan Bernal, owner and partner of the local company, said that although he doesn't like to say anything is completely harmless, he thinks MosquitoNix is safer than other mosquito products on the market.

"Do you really want to be spraying your kids with Off all day?" Bernal asked.

MosquitoNix's product doesn't kill useful garden bugs, he said, and is not harmful to pets.



But the catch is that MosquitoNix isn't cheap. Bernal's company has done local installations that have ranged from \$2,000 to \$16,000, depending on the yard. The average yard installation runs about \$3,000, plus \$800 a year for chemical and service fees.

The recent rain has slowed the product's effectiveness for the Enlows, who bought it about three weeks ago. But they have already noticed that friends complained of fewer bites at a recent backyard party.

Enlow said that after trying different products, including mosquito magnets, it was worth the investment.

"My wife is irresistible to mosquitoes," Enlow said. "In May she has to go inside and lock the doors. It's a shame, because we both like to go out there and entertain."

While MosquitoNix slowly builds its clientele from word of mouth, Bernal thinks there's more than enough demand in San Antonio for the new company to survive. And, he adds, there aren't many competitors using a system like this.

It also helps that MosquitoNix's bright yellow-and-black logo on its vans lures new clients.

Jeremy Tarver, a MosquitoNix system specialist and Bernal's longtime friend, was contacted by people in a passing vehicle while at an installation job in Alamo Heights recently.

"People are a little nervous at first (because of the cost)," Tarver said. "But they also say if it works, it's worth every penny."

And Bernal said that's why he offers a 90-day, 100 percent money-back guarantee to put customers at ease.

Despite the cost, Bernal and Tarver are optimistic that San Antonians will want the product. The Dallas MosquitoNix, Bernal said, did 240 installations last year, and this year it's already doing 175 to 200 a month.

Though San Antonio is not Dallas, Bernal is still optimistic that his company will range in sales from \$1 million to \$5 million next year.