

# FIRST STRIKE<sup>®</sup>

## *Success Story Challenge!*

### THE RESULTS

Liphatech has the best rodenticide available:  
**FirstStrike<sup>®</sup> soft bait.**

But don't just take our word for it. Take the words of PMPs from around the country that have used FirstStrike and achieved amazing results!



**LIPHATECH<sup>®</sup>**

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## Introduction & Contest Overview

Liphatech understands the demands of today's PMPs and the need for a bait with increased palatability. That's why in 2008, Liphatech, The Soft Bait Innovators™ started the new rodenticide revolution: soft bait. The launch of FirstStrike into the marketplace was a huge success. Developed with mixtures of milled grain and vegetable oil and the most advanced active ingredient on the market, difethialone, the bait quickly outperformed all other baits in head-to-head testing.

In response to the positive feedback heard in the field about FirstStrike, Liphatech launched the *FirstStrike Success Story Challenge* to allow PMPs to share their story about the amazing results they've been achieving. Liphatech awarded prizes to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners as well as Honorable Mentions. Many stories were submitted from PMPs around the country. In this booklet, we'd like to share a few of the stories that we heard.

For further information about FirstStrike, please contact your local Liphatech Distributor or visit [www.liphatech.com](http://www.liphatech.com).



## RECYCLING CENTER

William Ryan Shoemaker, General Manager at Critter Control of Denver in Dacono, CO, shares his story...

We have had a lot of interesting situations over the years but nothing to this magnitude. This story is completely true and not exaggerated in the least. We recently acquired a monthly preventative contract with a recycling center in Boulder. They were not happy with their prior company and decided to look elsewhere. They explained to us that they have had a large Norway Rat infestation for years and no company has been able to solve it. We agreed to the challenge and with all confidence gave them the normal ongoing rate. I arrived onsite around 12:30 in the afternoon ready to take care of the problem. I had no clue what I was getting myself into. Once on site I met with the property manager and he explained to me that this has been a problem for years. He just wanted to get to the point where he only sees a couple of rats a day. I thought this was an easy request and was happy to oblige. He proceeded to show me around the recycling center. We constantly saw rats around every turn without fail. Just as I thought I had seen enough we walked to the area where the recycled glass is stored. I caught movement out of the corner of my eye and was absolutely astonished at the sight that lay before my eyes. The entire 15 foot pile of crushed glass seemed to be moving before us. Without exaggeration, I saw at least 100 Norway Rats perfectly content to feed in the middle of the day. I have been in this industry for 13 years and have never seen any problem as severe or overwhelming. Still not completely fazed, I set up 15 rat stations and 35 rat snap traps and went on my way. The next day I returned, and to my surprise found very little of the old style block eaten. I did however find 25 rats that had met their demise on the snap traps. Frustrated, I called in the reinforcements and we agreed to meet that night at 8 p.m. Everybody true to their word came that evening and we started the slaughterfest. Four of us set up a line of 50 snap traps, as fast as we set them up were getting rats. In less than 2 hours we had trapped 168 Norway Rats. That had seemingly no effect on the overall population or frequency of the rat sightings. That night in less than 3 hours, we saw over 400 rats and could hear more in the endless piles of trash. Again, I turned to the use of bait stations

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as the main solution and tried a mixture of 2 leading mini block brands. This again resulted in poor success with little of either bait eaten. I took another hour to do some trapping which resulted in 20 more rats taken and at least 50 in broad daylight. Frustrated, I turned to the internet and found FirstStrike. We ordered a 16 lb. bucket of the soft bait and returned to the Recycling center. We placed the soft pouches in burrows and also placed them in the same bait stations that had once contained the other baits. It took

me about 1 hour to bait the entire building and on my way back to the truck, I noticed 4 rats eating a pouch that I had just placed less than 30 minutes before. I returned later that same day and baited the entire place again. To my surprise almost all the bait had already been eaten in less than 5 hours. I returned the following week with low expectations even after the feeding frenzy. While driving into the parking lot I was flagged down by a very excited property manager. He explained that in the last 2 days they had recovered over 200 dead rats. I inspected the property and found dead rats everywhere I turned. I collected over 50 rats and to my surprise only saw 1 live

rat. I will never again be fazed by any rodent job no matter how severe the problem is. I would recommend FirstStrike to any pest control company out there. This job was unique in the fact that the rodent population had risen well over carrying capacity. This creates the problem of rodents competing over a food source and allows a small percentage of the rodents to ingest enough bait to be fatal. This job was also unique because of the competing food source that was contained in the trash. These rats were completely overlooking the other bait and eating the more odorous piles of thrown out food. Once the FirstStrike was applied the rats seemed to change preference and went solely for the bait. I don't know how or why this bait works, but I do know I will be using it for a long time to come!!!



## HIGH-PROFILE ACCOUNT

Teresa Brust, Supervisor at Clark Pest Control in Santa Clarita, CA, shares her story...

I was first given FirstStrike as a sample from my branch manager. There it sat unused. I would look at the pouch and think, do I really need this? Who can't control mice? Then it started, I was in the middle of a mouse explosion. We service a very large high profile account with a host of situations. I introduced FirstStrike, I had bait acceptance the 1st night and I haven't looked back since. What I like best, it brings my fight right to the floor. I have control of my bait because of the packaging. I control the rodents; they can't resist the FirstStrike. The droppings are condensed to a small area because all the traffic goes to the bait station. I did put in a call to our Liphatech rep, Larry King, and we talked about FirstStrike and the amount of hits I was getting on my bait. He mentioned that we underestimated the size of population. How true. You still have to do exclusion. Make sure doors are kept closed. I feel FirstStrike has done for me with rodents, what Termidor® has done for ant control.



***I feel FirstStrike has done for me with rodents, what Termidor® has done for ant control.***

Termidor is a registered trademark of BASF Corporation.



## BAIT MELTING

Scott Mishler, Arizona Field Supervisor at Alpha Ecological in Vancouver, WA, shares his story...

In July of 2009, we were having problems with our regular rodent bait melting in the hot Arizona sun. In talking with our Univar rep, he suggested we try Liphatech's FirstStrike. We decided to try it even though it was a little more expensive than the product we were using. Our most common rodent here is the pack rat and we have to place customers on maintenance plans just to keep its population under control. I started out putting FirstStrike on one side of the bait station and our regular bait on the other side. In every case the FirstStrike was devoured by the rodents first. So, I knew its taste was preferred by the rodents. But would it kill them? The next month I only used FirstStrike, and in the months that followed, I noticed the rodents were eating more bait than normal. Then something unexpected happened; I started finding the stations full of bait, with very little evidence of activity. So I started adding the other bait back into the stations along with FirstStrike, thinking the rodents were tired of FirstStrike.

I was wrong. The rodent activity was gone. Since that time, we rarely replace any bait. Even though it costs more than the other product, our profits are up because we need less to control the problem. I can't wait to see the numbers at the end of a year. FirstStrike is more palatable; works better, and costs less in the long run than the bait we had used for years. I can honestly say this is the best bait I have ever used.

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# FIRSTSTRIKE®

## Success Story Challenge Winners

**HONORABLE  
MENTION**

### **SUPERMARKET**

John D. Stellberger, President of Environmental Health Services, Inc. in Norwood, MA, shares his story...

We learned about Liphatech's revolutionary product at NPMA PestWorld 2008 in DC.

We trust our rep, John Murphy, and when he raved about this product we knew that we needed to try it immediately. We had started service for mice inside and outside of the largest exotic food supermarket of its kind in America. This facility is 6 floors and also processed foods for sale and distribution. Competitive food had basically rendered our baiting attempts useless. It was strictly mechanical. We removed all of Liphatech's competitor's bait stations and rodenticides and installed FirstStrike in Liphatech's Aegis mouse stations, which we now have private labeled and use

exclusively. Acceptance was immediate, almost too good to be true. We increased placements and service intervals and within 10 days sightings had decreased to none, at 21 days feeding activity was at about 35% and after 36 days activity had all but ceased. The fact that it (FirstStrike) was preferred over spilled food blew me away! We are now officially Raving Fans! Oh and it is working equally well on the occasional exterior Rat problems! Imagine how well it will work in accounts without available food sources? Not since the original Talon mini pellets were introduced have we experienced such effective results. The original Talon pink pellets were not anywhere near as palatable as FirstStrike soft bait.

Talon is a registered trademark of Syngenta Group Company.

***We removed all of Liphatech's competitor's bait stations and rodenticides and installed FirstStrike in Liphatech's Aegis mouse stations.***

**HONORABLE  
MENTION**

### **BAKERY**

Frank J. Betancourt, Sanitarian at FB Services in Glenside, PA, shares his story...

The bakery had an infestation of mice that were living under machinery that wasn't properly sealed to the concrete floors. This allowed residue of ingredients and water to seep under the bases, creating a harborage and cafeteria for the mice. Wall construction was drywall that was attached to 2 X 4 foot pine studs creating a harborage and passageways for the mice to establish nesting within the fiberglass bat insulation. Poor rotation of bagged ingredients allowed the mice to feed and nest in the center of palletized stock (chimneys). There was a great deal of spillage and sanitation was extremely poor. Doorways were not properly sealed. Employee locker rooms and restrooms entered onto production and warehouse areas. The existing pest control program consisted of glue boards placed on concrete floors which became encrusted with airborne floor dust and baking oil, and lost the ability to hold during cold weather. Mechanical traps were poorly maintained

***I have tried other baits, but the FirstStrike bait was the most effective for fast action, acceptance, and kill rates.***

and were being smashed by product trucks, racks and jack trucks. I purchased a 16# pail of FirstStrike after discussion with my Liphatech representative. He said that use in Europe, and now in the US, were showing outstanding acceptance and kill results. FirstStrike bait pouches were placed in various types of bait stations at 15 foot intervals along the building perimeter, and along walls. Stations were also placed near equipment where activity was noted. Within a day, mice quickly entered the stations and began feeding on the pouches. Each morning carcasses were being found. As the carcasses were found, their location and age (adult to juvenile) was recorded on a plot plan, to maintain a record of hot spots. Within one month, over 300 bodies were recorded. I have tried other baits, but the FirstStrike bait was the most effective for fast action, acceptance, and kill rates. Sanitation and sealing were improved, but without this bait, elimination and control would not have been possible.

## HONORABLE MENTION

### MULTI-FAMILY UNITS

E. Qadir Martin, Vice President of Alpha to Omega Termite and Pest Control, Inc. in Philadelphia, PA, shares his story...

We specialize in multi-family housing complexes. We service a 220 unit subsidized housing site in the NW section of DC. The living conditions were substandard and housekeeping was a constant nightmare. We performed exclusion by sealing holes inside each unit and all entry points on the exterior. The residents were uncooperative by leaving the entry doors ajar. Management wouldn't cooperate with our multiple requests to trim and remove overgrown trees and increase frequency of trash removal. Over the several years we had this contract, nothing seemed to be able to maintain consistent control. We used many different baits, glue boards, snap traps, multi-catch traps and tracking powder, but nothing seemed to be able to combat the rodent infestation. We decided to try FirstStrike at the site in October, 2009. We went in with an intense interior/

exterior bait placement strategy in all units in October. When we returned two weeks later to check the acceptance, all the product was consumed. We replenished the bait every 10 to 14 days and by mid November, we had gained control of the infestation that previously drained our efforts like a plague. I am delighted to say we have maintained control of the rodents at this and many other sites we've used FirstStrike. Way to go LIPHATECH, you have a winner.

***We had gained control of the infestation that previously drained our efforts like a plague.***

## HONORABLE MENTION

### SUBURBAN VILLAGE

Gary Pietrucha, President/Owner of Envirosafe Pest Management in Itasca, IL, shares his story...

We had taken over an account that involved the rodent control program for an entire Village in the Chicago suburbs. There were negative factors involved that could make control difficult if not impossible, like numerous restaurant locations in the downtown area, demographics that had everything from high-end real estate to public housing, a very old infrastructure throughout the Village, a grain hauler type rail system that ran directly through the Village, a river which served as the entire western border, and years of sub-quality pest management techniques and commitment. After a meeting with Liphatech's Ray White and Crystal Engle, I committed our entire program to Liphatech products, starting with the exterior Aegis station installation (replacing and adding 51 units) and ending with the re-baiting of all 84 units with FirstStrike bait when it first became available. We were

***The success we have accomplished with the FirstStrike is phenomenal! We have not had 1 rodent sighting in over 6 months since using the product, and that is in the dead of a miserable winter.***

achieving tremendous success with Generation block, but the success we have accomplished with the FirstStrike is phenomenal! We have not had 1 rodent sighting in over 6 months since using the product, and that is in the dead of a miserable winter in which rat activity was dramatic in Chicago, which is right next door. Added to the fact that dumpsters were oftentimes not maintained well by

the various Village proprietors, we still achieved that level of success! Now to put things in perspective, this Village was averaging 2 to 3 calls per day per week prior to our involvement. I attribute this success to the diligence of our technician, who takes great pride in

his work, along with a terrific product that is working in complete harmony with our program. I have been very impressed with the product, and after 35 years of commitment to this industry, I am appreciative of the research and effort and support of Liphatech.



# FIRSTSTRIKE®

## Success Story Challenge Winners

**HONORABLE  
MENTION**

### FOOD PROCESSING FACILITY

Rick Steinau, President of Ace Exterminating in Cincinnati, OH, shares his story...

Ace Exterminating services many food processing accounts which are required to invite outside auditors to inspect their facilities. Oftentimes our client's only budget for Ace is to inspect their exterior rodent equipment once a month. Prior to using FirstStrike, we were always faced with the problem of hot weather causing rodent blocks to melt inside the stations. A surprise visit by an audit often resulted in lost points due to this

problem. When we switched to FirstStrike the problem of melting bait was virtually eliminated. This makes the auditors happy, and more importantly, our customers, as well. As an added benefit, our service staff has found FirstStrike easier to handle. The nearly flat FirstStrike pouches are less bulky. When you are servicing hundreds of pieces of rodent equipment, it certainly makes your job a lot easier. For Ace, FirstStrike is a winner!

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## AVIARY

Andy St. Laurent, Manager at Dewey Pest Control in Santa Margarita, CA, shares his story...

I have an outdoor aviary with 11 parakeets & have had a rodent problem because of dropped seeds, etc. I tried certain "block" type baits but it got so hot inside the bait stations during the summer months that the rats couldn't eat the bait, as it melted or broke up, and most of it ended up outside the bait station as crumbs on the ground. I never eliminated a single rodent using bait blocks. I also had concerns about our 2 little dogs getting sick from eating the crumbled bait, so I tried FirstStrike. The pouches worked wonderfully, keeping the bait inside the bait station. No matter how hot it got, the bait

***FirstStrike is definitely a vast improvement over traditional block baits, and it took care of my problem when other baits failed!***

stayed inside the pouches. The rats were able to consume the bait, instead of having it break down and end up outside of the bait station. The rats seemed more attracted to FirstStrike, probably because it doesn't have wax in it's formulation (who wants to eat wax!!). Within 2 weeks we had eliminated the rat infestation. I have no concerns regarding my dogs consuming any bait as I have never seen any evidence of

FirstStrike outside the bait stations. I keep the stations maintained with a few pouches of FirstStrike. Even if a new rat appears on the scene, within a few days he is gone!

## BUILDING SLATED FOR DEMO

Joseph F. Braun, Inspection/Sales, Rose Pest Solutions in Chicago, IL, shares his story...

I have been a confirmed user of FirstStrike rodenticide since January, 2009 having seen excellent results with every application. However, I was truly amazed in early October of 2009. I received a request from a major demolition company to inspect a building scheduled for demolition; treat it & prepare an affidavit that would enable them to secure a wrecking permit in accordance with a City of Chicago ordinance. The building was located just south of the Chicago Loop and when I arrived, it was in the process of having asbestos removed on the upper floors. Upon entering, I immediately found large quantities of rat droppings on various perimeters and rats scurrying in darkened areas at the rear of the building. On Monday, at approximately 3 p.m., I placed about 80 pouches of FirstStrike in the "hot" spots. I returned Tuesday morning at 6:45 a.m. and found that all placements had been taken. I was informed by the asbestos removal personnel that after I left, they observed dozens of rats emerging from the darkness and eagerly taking our product back to harborages.

***I couldn't have asked for a faster knock-down of rats.***

I then placed about 40 more pouches in the area of highest activity and waited about 30 feet away. Within 20 minutes a rat emerged and took a pouch and was followed by several others. Two days later, a follow-up inspection revealed activity ceased and the rat population deceased. I couldn't have asked for a faster knock-down of rats and the knock-down of the building is now providing space for the future of Chicago.



## ELECTRONICS MANUFACTURING CENTER

Brian Melass, Vice President of Killum Pest Control, Inc. in Lake Jackson, TX, shares his story...

In April of 2009, we received a call from a large electronics manufacturing center in Angleton, Texas wanting a bid for pest control service. Upon inspection, we found that their current pest control service provider was unable to solve the mice problem and had been unable to for several months. We got the contract and began service on May 21, 2009. Creig Manson, with Liphatech, introduced me to FirstStrike at the Greater Houston Pest Control Association Vendor Night and I decided to try it out on this account from the beginning so I could see how effective it really was. I put out 50 pouches of FirstStrike and when I went back less than a month later, the customer was amazed. The problem was solved. He could not understand why the previous service provider couldn't get rid of the problem for months and

we were able to get rid of it completely in 3 weeks. Of course it was because of our knowledge and your great product, FirstStrike. To this day, we have had no new mice issues at the facility and our customer is still amazed. I would highly recommend trying FirstStrike if you have not; it's easy to use and works great. Thanks FirstStrike!

***It was because of our knowledge and your great product, FirstStrike. To this day, we have had no new mice issues at the facility and our customer is still amazed.***

## FOOD PROCESSING FACILITY

James A Johnson, Owner/Operator of Premium Pest Control in Brady, TX, shares his story...

I have approximately 125 bait stations around the perimeter of a building located in San Saba, Texas. I have serviced this company for approximately ten years. I have tried 2 or 3 different products with little success. Some of the problems I experienced with other brands were moisture, which caused the bait to fall apart; heat which caused the bait to fall off the pin; and insects, which

***Some of the problems I experienced with other brands were moisture, heat, and insects. These problems ate up profits... FirstStrike has cut my cost by at least 75%.***

damaged the bait. Due to these and other problems, I was forced to replace the bait quite frequently, sometimes even bi-weekly. These problems certainly ate up any profits I might have had with this account. FirstStrike has cut my cost by at least 75%. Due to the fact that this account is a food processing plant, they are extremely "strict" with their procedures and they have very high

expectations for their service. This being a UBI account, "no tolerance" is basically the rule. You will notice in the enclosed photographs, I am using white bait stations because of the heat, which in the summer months in Texas can exceed 100+ degrees for many days in a row. The bar bait would just fall apart in a black box, the white box helped somewhat. Replacing bait boxes proved very expensive. FirstStrike has helped alleviate this problem quickly. Additionally, FirstStrike provides an excellent way to monitor the activity in my bait stations. For the past few years, this facility has received

either "Excellent" or "Superior" ratings during their inspections. I feel good that I have been able to be a positive contributing factor in their success. I have been in the pest control business for 22 years, working in the states of Iowa and Texas. In my opinion, FirstStrike is a huge asset for me and my customers. I would "highly" recommend FirstStrike.

## HOME OWNERS ASSOCIATION

Joseph Wilson, Owner of All Pro Pest Control, Inc. in Santa Clarita, CA, shares his story...

We contracted recently with a very large Home Owners Association. In order to cover the community sufficiently, the job required some 200 stations. I know the community very well personally because I am a homeowner there, so I know just how bad the snails are in the landscaping. Once we got the contract for the rodent control (we have been doing regular pest control for a year and a half), I knew that the regular bait we had been using up to this point would not last the whole month with all those snails trying to get at the bait inside the boxes. I had sampled the FirstStrike product prior from Univar and had given it out to my Tech to use. He reported that it worked on the accounts that he used it on. I made the decision to use FirstStrike for this big, very important job due to the way it is formulated and encased in a way that makes it resistant to the snail attack, and I was hoping that I would not have to refill all 200 bait stations each month. I personally was anxious to see the results for myself, so I went along for the first refill service. The results were amazing! Most of the bait that had not been devoured by the rats had also not been

touched by the snails! I found that the bait had been readily accepted and that the roof rats had attacked the bait with precision! By that I mean the bait stations that had been hit by rodents had been completely cleaned out; and the stations that did not have the bait was still as fresh as the day we opened the bucket! We have continued to use FirstStrike for the last 4 months and have continued to see amazing acceptance and at the last HOA meeting the residents who were in attendance were raving about the lack of rodents they have seen in the community since we started the program! We will continue to use this product here and will implement it throughout all our rodent baiting accounts!

***I found that the bait had been readily accepted and that the roof rats had attacked the bait with precision!***

## HOSPITAL

Roger C. Meitler, Owner of World Pest Control, Inc. in Plainville, KS, shares his story...

I used FirstStrike in a damp setting. I have a regional hospital that has been a monthly pest contract for several years. I was awarded the contract mainly because the previous company was not providing a preventative rodent service. So with that being a key sales point with our company, I knew that initial and continued control of rodents around the building was crucial in keeping them out of the building. This hospital has a main entry that is a two story atrium (indoor/outdoor) with native limestone cliffs, waterfalls/pools, and many plants. They periodically had

***We decided to try FirstStrike and see how it held up. I was amazed to see on our next visit that the FirstStrike was still in good shape. Over the next several months, I was still seeing good results from FirstStrike.***

rodents get into the atrium prior to our service. This was of great concern because the atrium was viewed through a glass wall from the cafeteria area. We placed several bait stations in the exterior atrium area and also decided to place one secured bait station inside the atrium among the several ledges of rock and plants. Needless to say the bait blocks that we placed in the stations were continually being consumed by slugs. We had tried, without much success, to keep the slugs out and reduce the numbers but the environment in that area was just too damp. We decided to try FirstStrike and see how it held up. I was amazed to see on our next visit that the FirstStrike was still in good shape. Over the next several months, I was still seeing good results from FirstStrike. We then decided to use it in our regular rotation on all of our bait stations. The overall consumption increased in all of our stations. We now use FirstStrike in our bait rotation. It is also the bait I use in damp conditions. Thank You Liphatech for this new formulation.



## LARGE MANUFACTURER

Stephen Shaner, Service Technician at PDQ Pest Control in Girard, PA, shares his story...

I had always had lots of exterior mouse activity at a large manufacturer I service, but fortunately for me nothing was ever getting inside the premises. Then one day on a regularly scheduled monthly service stop, I finally found my first rodent had made its way into the building. While going over the rodent report with the supervisor, he noticed that the interior report actually had a number on it. As I stated this was the first one to ever make it in, so no one was too worked up about it, but this was a large account and I didn't want them to even think about pest problems they may be having, so I wanted to resolve this immediately. Mouse acceptance of the legacy block we had been using was good but not exceptional, and practically nonexistent in the area where the mouse had been caught. But even where there was activity, rarely would the mice devour all the bait in the station, usually a third at best. This made me decide that a change had to take place, so the next morning while grabbing supplies, I noticed a product that I hadn't seen before, and promptly asked my boss what FirstStrike soft

*The product you choose can truly influence what's happening in and around the properties we service.*

bait was all about. I believed that this would be a good chance to run some experiments with the new material. So I decided to put FirstStrike in place of any blocks that were active and come back in a week to check on the results. The results were staggering... any bait stations containing FirstStrike soft bait were emptied completely, with droppings colored both brown and blue. So again, I refilled all the stations that had activity and checked back soon only to find the same thing occurred. I'd say the problem

was pretty well under control within one month to 5 weeks, but continued to bait it religiously as though it was a full blown infestation. By the end of the next month, activity pretty much had come to a halt in all areas other

than what bordered the woods on the one side of the building. I still continued use of this great product on these premises on an as needed basis and adopted their use in other problem accounts, but this was an astonishing show to me of how the product you choose can truly influence what's happening in and around the properties we service.



## LINGERING RAT AT RESTAURANT

Scott Robbins, Technical Director of Action Pest Control in Washington, IN, shares his story...

My FirstStrike success story occurred immediately after the 2009 Purdue Pest Management Conference. We had been trying to eliminate a particularly wily Norway rat in a restaurant for approximately four months. We had thrown every trick in the book at him (and even considered throwing the book). Multiple trap styles and attractants had already failed and we had excluded every exit point we could physically block without assistance in physical alterations from the client. The rats were reduced to nesting in the cove base void under the front counter (a particularly distressing location). Oh, we had some 'limited successes'. One rat lost his tail to a snap trap (chewed it off) and another spent the night attached to a glue board (not a tactic we normally use on Norway rats). The rats were limited to two known exit points and had been climbing an electrical conduit to the top of a junction box where they then leapt over on top of some boxes on the shelf. I removed the boxes in the rear and covered the shelf with heavy freezer glue boards. The employees heard the ruckus before closing and, instead of dispatching our foe, covered him with a pan for the

***We had thrown every trick in the book at him (and even considered throwing the book).***

manager to deal with. And of course, he rolled around and freed himself overnight, now the wiser for the experience. As a policy, we do not resort to rodenticides indoors in such an area until all non-chemical measures have failed. We inserted bait stations with a block formulation of bait and later inserted bait attached to heavy wire into the cove base voids. In spite of attempting various block bait types, placing scat inside and around the bait stations and later even pre-baiting the station interiors with his preferred foods, no bait feeding was seen. We were now considering utilizing a pellet rifle for a night sniper mission. Fumigation was even starting to look very good considering all the costs we had in fuel and lost production

time on unsuccessful follow-ups. Then I received a sample pack of FirstStrike at the conference. With its attractive smell, previously unseen formulation and packaging similar to his favorite food, saltine crackers; I decided to try it the very next morning after the conference, introducing it into the cove base nesting area on the same heavy wire. Our foe was found expired in the middle of the floor by employees opening the store one morning the next week.

## OFFICE BUILDING

Jeff Phillips, Vice President of Blue Chip Pest Services in Fenton, MO, shares his story...

We have an office building that had a small but frustrating problem with mice going through the inside portions of the cubicles that covered the office space. The people who worked in the cubicles had food products in their desks, and would notice that the mice would eat and leave droppings behind for them. They never really saw the mice, but they found the droppings and heard them running inside the cubicle walls. We went for 2 months on an almost weekly basis using snap traps, glue traps, multi-catch traps, and other types of bait. We caught one mouse and had a little feeding on the block baits, but the noise continued as did the occasional droppings. We were not able to force

them to clean out all of their cubicles and drawers, so it seemed like we were fighting a losing battle. I decided to give FirstStrike a try to see if it really was that much better than other baits. We placed out 4 pouches of the FirstStrike bait. We came back a week later to find that two of them were completely eaten, and a third was nibbled on. Better yet for the first week in over two months, we did not receive any reports of noise or droppings. We followed up two more times just to make sure, but were very happy to find that the problem was gone. FirstStrike is the real deal as far as I am concerned. It is a great product and has shown its value to me.

***It is a great product and has shown its value to me.***

## OLD BUILDING IN CITY

Jennifer Y. Howard, from Greenhow, Inc. in Newton, MA, shares her story...

Have you ever walked into a one-week follow-up and had dead rats falling out of the ceiling? Neither had I, until FirstStrike. Imagine this: An old building in an old city. A basement with an attached, inaccessible dirt crawl space. City sewer and water lines coming in and out. The owner says, "Some food was chewed through, I think I have a mouse." You look behind the boiler, in the insulation, above the drop ceiling, in the closet, in the bulk head, under the shelving, behind the stacks of boxes: rat droppings everywhere! "I think you have a bigger problem than a mouse!" you say. We've all been there, and usually the idea of going back makes you groan... As I set the account-up (snaps, boards, stations loaded with FirstStrike), I'm remembering every rodent seminar, every field-trainer, every manager, every time I said it to the "new guy" - rats are cautious, not like mice. It's going to take awhile to get rid of all these rats. I'm thinking 'Hope the customer is patient.' "I'll be back in a week to see how things are going", I say. A week later I ask, "How's everything going?... Great?(!?!?)... That's... great! I'll be in the basement if you need

me..." Picking up bodies! Man, there are rats down here everywhere. Yes a couple of juveniles on the boards, and I haven't even set my snaps — I've been pre-baiting! But these rats, they are falling off the pipes! I'm excited now (overlooking the smell, but we're used to that by now!) — Open the first station... no bait. Not even the soft paper wrapper (We'll miss you wax) is left. These rats ate every single bit of bait in every station, in less than a week. Cautious or not, these rats are always looking for food, and it's a good thing Liphatech knows just what they're hungry for! Don't believe me? Get some, and you'll know why they call it FirstStrike!

***Rats ate every single bit of bait in every station, in less than a week. Cautious or not, these rats are always looking for food, and it's a good thing Liphatech knows just what they're hungry for!***

## RESIDENTIAL

Eric Thomas, Service Manager of Terminix Services, Inc. in Danville, IL, shares his story...

The customer had a bad mice infestation, so we followed the initial service up two weeks later. We had FirstStrike soft bait in bait stations upstairs and in the basement. We also used them in tamper-resistant stations on the outside of the home (this was a rural setting). On the two week follow-up, the customer was greatly pleased and noticed a reduction in mice. She also stated that she had seen some dead ones and did not expect the bait to work so fast. The mice really accepted the bait well and consumed most of it. One thing that we noticed was that the mice would open the packet of soft bait and eat the soft bait but

leave the packet on the rod. One of our concerns before using the bait was that rodents would tear the bait or empty pouch off the rod and translocate it. We were pleased that this was not the case! This was our first account where we used FirstStrike soft bait and we are very pleased and plan on making it an integral part of our mice and rat arsenal!

***One thing that we noticed was that the mice would open the packet of soft bait and eat the soft bait but leave the packet on the rod.***



## REDUCE RESIDENTIAL CALLBACKS

Ed Van Istendal, Operating Manager at Tomlinson Bomberger Pest Control in Lancaster, PA, shares his story...

Each fall it is typical for me to be driven to customer's homes with the cooler weather despite the presence of glue boards, traps and bait stations. There are always a good number of customers who spot live mice or their droppings or their damage to stored goods and who call us requesting "extra" service. In

***Improved palatability, great control, decreased callbacks. What else could I ask for?***

2009, we placed FirstStrike in all those households bait boxes. Even with all the heavy snow and extended sub-freezing weather we experienced this year, our "extra" rodent calls were

negligible. I can only point to the use of FirstStrike as being the reason why. Improved palatability, great control, decreased callbacks. What else could I ask for? Thank you Liphatech!

## SEED WAREHOUSE

Andrew Christman, Co-Owner of Ohio Exterminating in Columbus, OH, shares his story...

We tested FirstStrike in a large seed warehouse. We have hundreds of mouse stations in this facility with traditional blocks. We placed 20 stations with FirstStrike bait next to the existing stations with the legacy blocks. Upon our return 2 weeks later the stations with FirstStrike were completely consumed and the stations with the blocks had barely been touched. We now use FirstStrike in all of our commercial and residential rodent control accounts!! Thank you Liphatech for developing such a wonderful product.

***We now use FirstStrike in all of our commercial and residential rodent control accounts!!***

## TRASH TRANSFER STATION

Ronald Anders, President of Accutech Pest Mgmt in Pasadena, MD, shares his story...

We received a call in November of 2009 that a trash, transfer station was having a rat problem in the transfer house and in offices that were 200 feet across the parking lot. The station was undergoing modifications and the levels of trash were at a low point. Consequently, the rat population was stressed and moving. The offices, green space, and neighboring yards were all being affected by the movement. To compound the problem, the facility didn't seek professional help for weeks and then only after the offices were being overrun. An otherwise predictable problem was now moving in unpredictable patterns. Even though the facility was low on trash, there was plenty of food to sustain a sizeable population. Finding a bait with the ability to pull the rats away from the trash was the primary concern. The only option was FirstStrike. Within the first 6 hours of placement, the rats were moving on the bait. The best testimony is—we placed about 16 lbs. of FirstStrike and didn't return to the site for

30 days. All the wisdom and advice was that we should return in 7-14 days. We decided to test the product limits. When we returned and interviewed the workers, the compliments were lengthy and flowery. We gained near elimination and have maintained a rodent-free environment in the offices for the last 2 months. The facility is now back in full operation. The workers are consistent in telling us that the rodent sightings are the fewest ever. Here is a picture of a presumably, satisfied customer. (Although we believe it was suicide when he learned Accutech Pest Management had arrived with FirstStrike in hand).

***Finding a bait with the ability to pull the rats away from the trash was the primary concern. The only option was FirstStrike.***



# FIRSTSTRIKE®

Success Stories by Application



## Liphatech's FirstStrike<sup>®</sup> Stands up to the Heat

The soft rodent bait provides killer performance — with none of the melting.

Customers depend on pest management professionals (PMPs) to protect their business, their family and their property against a menace such as rats or mice — a problem that they know is there, but often cannot see. Relying on that expertise is essential to overcome fear, physical damage, and most importantly, potential health risks. You also need a bait that can address all these problems and still withstand the toughest elements, including extreme heat. In simplest terms, you need to bring the best.

FirstStrike, a revolutionary soft bait from Liphatech, maintains its consistency in hot temperatures — and because it contains no wax, it's highly acceptable to rodents even when there's a competing food source. FirstStrike is ideal for everyday use, as well as the toughest infestations. When your bait absolutely, positively has to work, FirstStrike is the one to choose.

### CASE IN POINT

David Kane of New York's AKA Pest Control has seen firsthand the no-melt benefit of FirstStrike.

"We were having a huge problem in a generator room of a building," he recalls. "Every other bait we used couldn't withstand the extreme heat of the room. We used FirstStrike and immediately saw results. It took care of the infestation problem, and the bait stayed in place."

Each 10-gram FirstStrike pouch contains the active ingredient difethialone, which works in a single feeding for quick results. The nut-free FirstStrike attaches securely to horizontal or vertical rods in bait stations, reducing the risk of translocation. Additionally, the soft bait inhibits crumbling and translocation (as compared to mini blocks), which reduces clean-up chores. The bait doesn't lose palatability, effectiveness or shape in even the hottest of environments.



**FirstStrike maintains its integrity, shape and effectiveness at temperature extremes; it does not melt, even at temperatures as high as 200° Fahrenheit. Testing was conducted in an oven at 200° Fahrenheit for 8 hours.**



# FIRSTSTRIKE®

## Trade Media Coverage



**FirstStrike soft bait is ideal for combating lingering rodents, tough infestations or for everyday use at rodent accounts.**

Easy maintenance is key for PMPs. In very hot environments, all mini-blocks fall off bait station rods, making them ineffective, but FirstStrike stays securely on the rod. The internal temperature of a typical black plastic bait station can get as high as 185° Fahrenheit in the summer — but despite the extreme heat, FirstStrike remains firmly in place.

Rick Steinau, president of Cincinnati-based Ace Exterminating, is impressed with that easier handling of FirstStrike.

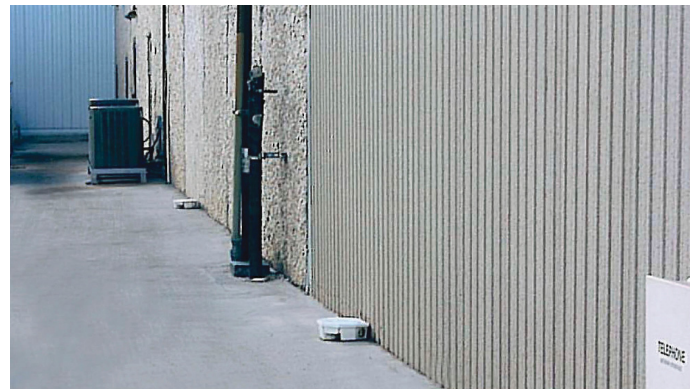
"Prior to using FirstStrike, we were always faced with the problem of hot weather causing rodent blocks to melt inside the stations," Steinau says. "A surprise visit by an auditor often resulted in lost points because of this problem. When we switched to FirstStrike, the problem of melting bait was virtually eliminated. This makes the auditors happy — and more importantly, our customers happy."

John Salles Jr., of Fresno Pest Control in California, has also experienced more seamless audits in the food processing plant he services.

"The inspector liked it because of the packaging," he says. "It is a very clean alternative to block bait, which we used to use. Because it doesn't melt or crumble off the rod, it's more cost-effective, as well. You're not constantly replacing the bait."

Repetitive servicing of a customer can be cost-prohibitive for a PMP. It can often reduce any profit — and in some cases even make the operator lose money on the account. Replacing bait needlessly can prove to be very expensive. FirstStrike has helped solve this problem quickly for James Johnson, Premium Pest Control in Houston.

"I have tried two or three different products with little success for the 125 bait stations at a building I've serviced for more than 10 years," Johnson says. "Some of the problems I experienced



**When servicing more than 125 bait stations in one location, like James Johnson does, you need bait that can hold up in the elements. FirstStrike is up to the challenge.**

with other brands were moisture, which caused the bait to fall apart, or heat, which caused the bait to fall off the pin. Due to these and other problems, I was forced to replace the bait quite frequently, sometimes even bi-weekly. Switching to FirstStrike has cut my cost by at least 75%."

FirstStrike represents a new cost-effective way to remove rats and mice, quickly and safely. It's easy to use, remains secured and does its job effectively even in high extreme temperatures — attracting rodents with a combination of superior aroma and high palatability.

PMPs have a lot of tough tasks in the field. Bait shouldn't be one of them.

*To learn more about FirstStrike and how it can improve effectiveness, and save your company time and money, contact your local distributor, visit [Liphatech.com](http://Liphatech.com) or call 888.331.7900.*

*FirstStrike is available in the U.S. and Canada.*

# Liphatech's FirstStrike<sup>®</sup> Soft Bait is Easy on PMPs, Tough on Rodents

## FirstStrike's combination of aroma and high palatability attractive to rodents

By **Ray White**, National Sales Manager, Liphatech, Inc.

When the issue is rats and mice, your customers are depending on you to protect their business, protect their family and property against a menace that they know is there, but often cannot see. It's up to you to bring the latest technology to the game; customers are relying on your expertise to overcome fear, physical damage, and most importantly, potential health risks. So you had better bring out the good stuff the first time.

FirstStrike<sup>®</sup> is a new oil-based soft bait that produces food aroma which rodents favor versus competing food sources. Liphatech, the leader in rodent control technology development, created FirstStrike as the preferred option in areas of high

infestation. It's a bait that's simple to use, and highly palatable for both mice and rats.

Longtime industry professional George Williams of Environmental Health Services, Inc. in Norwood, Mass., has seen impressive results with his initial FirstStrike experience in a large supermarket. "We've had acceptance by both rats and mice. In fact, the mice were consuming only FirstStrike from the stations leaving the other rodenticide alone." Since that first application, mouse acceptance of other products has improved, but Williams believes FirstStrike generated the acceptance of the other rodenticide options. In rats he has seen clear preference for FirstStrike, to the point where rats won't touch other competing rodenticides applied in the same area.

Each 10-gram FirstStrike pouch contains the newest active ingredient, difethialone, which works in a single feeding for quick results. And the peanut-free pouches attach securely to horizontal or vertical rods in bait stations reducing the risk of translocation. Additionally, the pouches inhibit crumbling as compared to mini blocks, which reduces clean up chores. Because it doesn't rely on solids or seeds, the consistency of FirstStrike is pliable and smooth so debris is further reduced.

"It will do well based on the type of material it is," according to Jeff Campbell of Trutech, Inc., in Atlanta. "It's not dry so it's not going to crumble." David Kane of AKA Pest Control serving the Tri-State area in the Northeast, concurs. "You don't get the crumbs, which are a concern to some of our hospital accounts — the crumbs coming out of the bait station on the exterior and, without a doubt, the fact that it's so easy to apply. To me, it's a quick application."



FirstStrike from Liphatech is available in eight- and 16-pound pails



# FIRSTSTRIKE®

## Trade Media Coverage



**Peanut-free FirstStrike pouches attach securely to horizontal or vertical rods in bait stations reducing the risk of translocation**



**Each 10-gram FirstStrike pouch contains the newest active ingredient, difethialone, which works in a single feeding for quick results**

But if you're a mouse or a rat, palatability is key. FirstStrike contains food-grade oil and grain, and does not include wax so taste is maximized. And the bait doesn't lose palatability or shape in hot temperatures. In very hot environments all mini-blocks fall off bait station rods making them ineffective, but FirstStrike stays securely on the rod. Finally, the aroma that's inherent in every FirstStrike pouch lingers to enhance attraction.

"I know we've definitely used it in areas where feeding had stopped on other products. It's a drastic change in product," says Campbell. "There are a lot of competitors out there that have different flavors and things like that, but the overall consistency — they're all the same, really. FirstStrike is different — fresh and aromatic. It's been successful with rats."

Jose Flores of Claremont, Calif.-based IPM Tech agrees. "I used FirstStrike in a warehouse where they have a lot of avocados and the rodents actually went to the bait and consumed it right away. The bait stays fresh."

Dosing is flexible with FirstStrike thanks to its small, individual pouch size. Additionally, a bittering agent incorporated into each pouch helps avoid accidental consumption.

PMP Jason Von Steuben at Seitz Brothers Exterminating in Pennsylvania likes FirstStrike for a different reason: the texture. "I like it for the softness. We're servicing a warehouse currently and out of all the blocks and granular-type baits that we've used in warehouses, this is the one mice are hitting real quick. With a competitive food source in this warehouse they weren't hitting the other bait at all," he says. "We tried eight different baits previously."

FirstStrike represents a new way to remove rats and mice quickly. It's easy to use, remains secured and does its job well

— attracting rodents with a combination of superior aroma and high palatability. PMPs have a lot of tough tasks in the field; bait shouldn't be one of them.

To learn more about FirstStrike and how it can improve effectiveness, and save your company time and money, contact your local distributor, visit [Liphatech.com](http://Liphatech.com) or call 888.331.7900. *FirstStrike is available in the U.S.* ■



**FirstStrike contains food-grade oil and grain, and does not include wax so taste is maximized**



## Liphatech's FirstStrike® Soft Bait Rodenticide Makes Believers out of First-Time Users

PMPs from across the country share their experiences with the rodenticide product that delivers big on its promise.

Being impressed with the performance of a product is one thing; taking the time to write about it is another. Pest management professionals— presidents, managers and technicians alike— recently made the effort to outline their experience with Liphatech's soft bait rodenticide as part of the company's FirstStrike Success Story Challenge. Prizes ranged from a home entertainment system and a big-screen TV to airline tickets and gift cards. Contest entries included industrial sites with competing food sources and locations in the desert southwest; PMPs described how they used the product and how it resolved tough rodent control problems.

### RATS AT A RECYCLING PLANT

First-prize winner William Shoemaker, the general manager of Boulder, Colo.-based Critter Control of Denver, described a large Norway rat infestation at a recycling center, a client that had tried other rodenticide options without success, but where application of FirstStrike brought immediate results.

The story details a recycling center that suffered with rats inhabiting storage areas for recycled glass and other materials. On a typical day, more than 100 rats could be seen feeding during daylight hours. After his first day of baiting and trapping, Shoemaker discovered that very little conventional block bait had been eaten in the stations, although the snap traps had done their job.

The following day, he found the same result: little bait action, but full traps. Shoemaker knew this was not a sustainable eradication approach for this client, so he sought another solution and decided to try FirstStrike. He placed the soft bait pouches in burrows and in the same bait stations that had previously proved unsuccessful with block bait.

Shoemaker returned five hours after baiting and found most of the bait eaten, so he baited the facility again.



**William Shoemaker takes first place in Liphatech's FirstStrike Success Story Challenge — but the real winner is the recycling center he's been able to keep rat-free thanks to FirstStrike soft bait.**

He returned the following week to find an excited client reporting that more than 200 dead rats had been collected; he then collected 50 more on his rounds. Shoemaker learned something important in fighting the most serious rat infestation he had ever battled: That with a competing food source, you need a bait that's both attractive and palatable. FirstStrike proved to be both.

"These rats were completely overlooking the other bait and eating the more odorous piles of thrown-out food," Shoemaker explains. "Once FirstStrike was applied, the rats seemed to change preference and went solely for the bait. I don't know how or why this bait works, but I do know I will be using it for a longtime to come."

### MOUSE PATROL

Supervisor Teresa Brust of Clark Pest Control in Valencia, Calif., took second place with her story of an aggressive mouse

# FIRSTSTRIKE®

## Trade Media Coverage



**FirstStrike's packaging makes placement both simple and effective in any professional rodent bait station.**

infestation where traditional control solutions were failing. Using a FirstStrike trial sample, she confronted the issue at this high-profile account and found first-night acceptance.

She now relies on FirstStrike to maintain control of the client's facility, using the bait's packaging to her advantage by attracting rodents to specific feeding stations in concentrated areas. And with guidance from Liphatech Manager Larry King, Brust has created a strategy that makes her say, "FirstStrike has done for rodent control what Termidor\* does for ant control."

### TAKING THE HEAT

Third place was earned by Scott Mishler, a supervisor with Tucson, Ariz.-based Alpha Ecological. His story addressed FirstStrike's ability to withstand desert heat versus conventional rodenticides. With melting bait proving to be a problem, Mishler was looking for a maintenance solution for ongoing rat issues.

To find a workable option, he set up an experiment by placing conventional block bait on one side of several stations and FirstStrike on the other. After noticing that the FirstStrike bait was eaten more readily, he started using the product exclusively.

Mishler returned to these bait stations later to find little or no bait eaten, which led him to believe that the rodents

had tired of the bait. In actuality, the bait had eliminated the entire rodent colony: There was simply no activity.

"I can't wait to see the numbers at the end of a year," he reports. "FirstStrike is more palatable, works better, and costs less in the long run than the bait we had used for years. I can honestly say this is the best bait I have ever used."

### SO MANY STORIES, SO LITTLE TIME

Stories from all eight finalists proved to be compelling. They include a story from Gary Pietrucha of Envirosafe Pest Management, Itasca, Ill., and his FirstStrike experience with a local municipality. After years of substandard pest management techniques, the village sought a real rodent solution for a downtown area that includes restaurants, rail traffic, a river and mixed-use commercial locations that range from public housing to high-end real estate.

Pietrucha was up for the challenge. He used all Liphatech products, with a focus on FirstStrike in Aegis bait stations. The village has reported no rat sightings in more than six months, which Pietrucha attributes to technician diligence and a rodenticide product that "works in harmony" with his business.

E. Qadir Martin of Alpha to Omega Termite and Pest Control Inc., Washington, D.C., shared his experience working in multi-family housing complexes. At one 220-unit subsidized site with a record of poor housekeeping and shoddy maintenance, Martin was looking for a better rodenticide option. After using glue boards, snap traps, multi-catch traps and tracking powder over several years, he turned to FirstStrike.

In Martin's first application at the site, bait was readily consumed — to the point where no bait remained upon his second visit. Additional FirstStrike maintenance at the site allowed Alpha to gain control over a rat infestation that seemed impossible to control only weeks before.

FirstStrike has engaged and empowered PMPs from across the country. The result is a growing legion of advocates, professionals who are happy to share their experience with the product. FirstStrike not only solves problems, but has set a new standard in rodenticide performance.

**To see all eight of the Liphatech FirstStrike Success Story Challenge finalist entries, visit [www.liphatech.com/success](http://www.liphatech.com/success). Call 888-331-7900 to request a free FirstStrike sample. For more information about Liphatech and its comprehensive line of rodent-control products, visit [Liphatech.com](http://Liphatech.com).**

\* Termidor is a registered trademark of BASF Corp.

### Winners of Liphatech's FirstStrike Success Story Challenge

Each of the following finalists received prizes for their entries: **William Shoemaker**, General Manager, Critter Control of Denver, Boulder, Colo.; **Teresa Brust**, Supervisor, Clark Pest Control, Valencia, Calif.; **Scott Mishler**, Field Supervisor, Alpha Ecological, Tucson; **Gary Pietrucha**, President and Owner, Envirosafe Pest Management, Forest Park, Ill.; **E. Qadir Martin**, Vice President, Alpha to Omega Termite and Pest Control, Washington; **Rick Steinau**, President, Ace Exterminating, Cincinnati; **Frank Belancourt**, Sanitarian, Food Safety, FB Services, King of Prussia, Pa.; **John Stellberger**, President, Environmental Health Services, Boston.



# Create a Feeding Frenzy

Attract a crowd with FirstStrike® — a soft, highly palatable bait, that's the right recipe to end tough infestations.

FirstStrike features an appealing combination of incredible palatability, enticing aroma and effective control — all in a service-friendly pouch. Containing no wax, it is highly accepted by rodents — even with competing food nearby. FirstStrike withstands extreme hot or cold temperatures. It also accommodates flexible dosing and reduces the chance of translocation.



**Flexible**—Use single or multiple pouch placements.



**Easy**—Quickly secure FirstStrike on vertical or horizontal rods.



**Sturdy**—FirstStrike resists breakdown or melting, even under extreme conditions.

**FIRST  
STRIKE**  
*Success Story  
Challenge!*

**FIRST  
STRIKE**  
Attack Rodent Infestation One Deadly Dose

Adding FirstStrike to the menu eliminates tough infestations in short order. Contact your distributor today to put the power of this hard-hitting, soft bait to work for you. For more information, contact Liphatech at 888-331-7900 or visit [www.liphatech.com](http://www.liphatech.com).

**LIPHATECH**®

Advanced technology. Effective control.