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FOR IMMEDIATE RELEASE

Liphatech® Introduces *Resolv*® Soft Bait in Canada

The only soft bait rodenticide approved for outdoor use in Canada.

Milwaukee, WI (June 23, 2014) Liphatech® is pleased to announce *Resolv*® soft bait rodenticide is now available in Canada. With active ingredient, bromadiolone, *Resolv* is the only soft bait rodenticide approved for outdoor and indoor use in Canada.

As the Soft Bait Innovators™, Liphatech continues to bring ground-breaking rodent control products to market. *Resolv* soft bait is wax-free and can be used anywhere traditional wax blocks are used, often with better results. With no wax, it has greater palatability and does not melt in high temperatures. That means less waste and more effective performance, a savings of time and money for pest management professionals.

The 12-gram pouch can easily be secured on horizontal or vertical bait station rods. The pouch allows the aroma to escape, attracting rodents and encouraging feeding. Rats and mice are killed with a single feeding.

“We’re excited to make *Resolv* available in Canada, providing a much needed rodent control solution for outdoor baiting,” said Manny Martinez, executive director, Liphatech pest management division. “Like FirstStrike®, *Resolv* is a wax-free, highly palatable soft bait, but is labelled for outdoor and indoor use. It’s the only rodenticide you need.”

Resolv is available in a 7 kg pail.

For more information about Liphatech products and services, visit www.liphatech.com or call 888-331-7900.



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About Liphatech

Headquartered in Milwaukee, Liphatech has a long history of advancing the science of rodent control through research and product innovation. Combining the most advanced technology available with the highest level of customer service and technical support, Liphatech delivers solutions that allow pest management professionals (PMPs) to quickly and cost effectively generate results for both commercial and residential customers. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit www.liphatech.com.