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FOR IMMEDIATE RELEASE

## LIPHATECH ANNOUNCES TAKEDOWN™, ITS NEWEST INNOVATION An Acute Rodenticide in Soft Bait Form

**Milwaukee, WI (October 2016)**—Liphatech, The Soft Bait Innovators™ is giving pest management professionals another weapon in the fight against heavy infestations and anticoagulant-resistant rodent populations with TakeDown soft bait. Together, TakeDown, FirstStrike<sup>®</sup> and Resolv<sup>®</sup> make PMPs a triple threat to rodents.

TakeDown will be available from U.S. distributors starting November 1, 2016 (except in California, where registration is pending). It is the first and only non-anticoagulant bromethalin soft bait for the PMP market. It combines the power of bromethalin—a rapidly-absorbed non-anticoagulant neurotoxin—with the palatability of soft bait.

PMPs using TakeDown in commercial and select residential accounts can expect results in as little as 2-3 days (compared to 4-5 days for anticoagulants), making it an efficient means of reducing heavy rodent populations and showing customers faster results. Because bromethalin directly attacks the central nervous system instead of causing internal bleeding, TakeDown is ideal for dealing with anticoagulant-resistant rodent populations or as part of a resistance prevention program.

TakeDown soft bait comes in 8 gram pouches. Unlike anticoagulant baits that must be bought in quantities of 16 pounds or more, TakeDown pouches are available to PMPs for purchase in 4 pound bags. From now through December 31, 2016, PMPs can also take advantage of a \$20 mail-in rebate from Liphatech on bags of TakeDown purchased through a distributor. Full rebate offer details can be found at [Liphatech.com/TakeDown](http://Liphatech.com/TakeDown).

We're proud to add TakeDown to Liphatech's line of innovative soft baits," says Charlie Passantino, director of Liphatech's Pest Management Division. "Together, FirstStrike's unmatched performance, Resolv's low cost per placement and TakeDown's speed provide pest management professionals with the flexibility and control they need."

Like FirstStrike and Resolv, TakeDown's wax-free soft bait formula won't melt in high temperatures. Food-grade oils and grains make all of Liphatech's soft baits highly attractive to rodents, even when other food is available. Pouches can be quickly secured with or without paper in bait stations using rods or SoftSecure™ Technology.

## **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 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](http://www.liphatech.com).