

**For more information, contact:**

Angela Mork  
Senior Account Executive  
LePoidevin Marketing  
262-754-9550  
[angela@lepoidevinmarketing.com](mailto:angela@lepoidevinmarketing.com)

Jim Doll, Senior Marketing Manager  
Pest Management Division  
Liphatech Inc.  
414-410-7242  
[dollj@liphatech.com](mailto:dollj@liphatech.com)

FOR IMMEDIATE RELEASE

**Liphatech® Announces Pestworld 2012 Contest Winners**

*Booth visitors played Liphatech Links soft bait golf course and the Boston Baked Beans contest to take home cash!*

**Milwaukee, WI** (November 2012) It was a winning experience for many who visited the *Liphatech Links* while at Pestworld 2012 in Boston, the world's largest gathering of pest management professionals. Several participants took home a \$200 Visa gift card.

Liphatech, the Soft Bait Innovators™, brought back the ever-popular golf challenge with a soft bait theme for this year's show. Contestants had two chances to navigate the course. Those able to sink a putt spun the prize wheel for gifts from a mouse pad to a 16 lb. pail of Resolv™ or FirstStrike®. In addition, a participant's name was drawn each day to receive a \$200 Visa gift card:

October 17 <sup>th</sup>	Daniel Fleisher of Pestex Pest-Free Systems-Newtonville, MA
October 18 <sup>th</sup>	Mark Swihart of ACE Pest Control, Inc.-North Webster, IN
October 19 <sup>th</sup>	Joseph Stehle of AARD Pest Control-Lynnwood, WA
October 20 <sup>th</sup>	Louis Sorkin, BCE of Entisult Associates, Inc.-Rye Brook, NY

Visitors to the booth also learned about the soft bait revolution and Liphatech's efforts to improve the options available for pest management professionals. Liphatech's soft baits, Resolv and FirstStrike, were showcased. FirstStrike provides outstanding palatability and excels at bringing infestations under control. Resolv is an everyday no wax bait that can be used anywhere traditional wax blocks are used.

The Soft Bait Solution Center showed the ability of the bait to hold up in high temps, the advantages of a no wax formulation and the economics of switching from traditional blocks to soft bait. In keeping with the spirit of being in Boston, visitors could guess the number of Boston Baked Beans in a jar. Greg Flynn of Braemar Pest Control in St. John, New Brunswick was the closest guess to 840 beans and received a \$200 Visa gift card.

For more information about Liphatech products and services, visit [www.liphatech.com](http://www.liphatech.com) or call 888-331-7900.

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

