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FOR IMMEDIATE RELEASE

**Liphatech® Announces Significant Packaging Changes for Key Rodenticides**

*New bait packaging allows for improved service and easier handling*



Milwaukee, WI (March 13, 2012) Liphatech® is pleased to announce the availability of three of their highly-effective rodenticides, FirstStrike®, Generation®, and Maki® in easy-to-manage quantities for pest management professionals.

Liphatech, the leader in rodent control innovation, continues to invest in the development of new products and improved services for the rodent control market. Smaller and more lightweight cases allow for easier handling for the PMPs.

Currently, two 8 lb. pails per case are available for all three products. This will allow PMPs the convenience of smaller pails without having to buy over 30 lbs. of product at once.

“We pride ourselves on listening to the needs of our PMPs and developing rodenticide solutions accordingly,” said Ray Finke, business director – pest management division, Liphatech. “Having a new size available for our key rodenticides increases ease of use and proper handling for our PMPs which helps them in servicing their accounts more efficiently.”

FirstStrike, Generation, and Maki will continue to be available in the 16, 20 & 20 pound pails, respectively. Liphatech's newest soft bait, Resolv, is already available in two 8 lb. pails as well as 16 lbs.

**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)

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