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FOR IMMEDIATE RELEASE

Liphatech® Brings FirstStrike® and Resolv™ Soft Bait Manufacturing to North America
Local Plant Meets the Increasing Demand of PMPs

Milwaukee, WI (August 6, 2012) Liphatech, the leader in rodent control innovation, continues to invest in the development of new products and improved services for the rodent control market. The newest development in this commitment is the opening of a new soft bait production line for both FirstStrike and Resolv soft baits at the Milwaukee, Wis. headquarters.

Until the beginning of 2012, all Liphatech's soft bait was produced at a Liphatech facility in Europe. Liphatech, the first and only manufacturer to bring their soft bait process to the United States, wanted to keep ahead of the ever increasing demand and have increased flexibility to quickly meet the changing needs of the marketplace.

The manufacturing team was dedicated to the effort and went to great lengths to ensure that the same formula would be able to be developed in the United States. In fact, Liphatech personnel worked in Europe for weeks so they could learn all the necessary details regarding the equipment and the processes. However, customizing the equipment to match was complicated and expensive.

"We first set up our machine in France and tested manufacturing using U.S. sourced ingredients. Once we were certain that the process was working smoothly, we shipped the machine back to the states and reassembled it in our U.S. facility," said René Jiménez, operations manager, Liphatech.

Liphatech manufacturing is run on Total Quality Management (TQM) principles and they take every effort to implement sustainability initiatives whenever applicable. With that in mind, a quality team was assembled. "Our newly formed soft bait cross-functional quality team takes proactive measures instead of reacting to problems after they occur. These efforts have already resulted in increased efficiency and preventing problems," Jiménez said.

Soft bait represents a substantial performance improvement over that of traditional block baits. It's also a cost effective way to control rats and mice. If you haven't used a Liphatech soft bait, now's the time. It's easy to use, is wax-free, remains secured and has proven performance even in extreme temperatures — attracting rodents with a combination of superior aroma and high palatability. PMPs have a lot of tough tasks in the field; selecting the right bait shouldn't be one of them.

To learn about the latest from the Soft Bait Innovators™ and how it can improve effectiveness and save your company time and money, contact your local distributor, visit 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