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FOR IMMEDIATE RELEASE

Liphatech® Introduces SoftSecure Technology™ and New 40g FirstStrike® and Resolv® Soft Bait

Innovative technology to improve PMP efficiency

Milwaukee, WI (October 21, 2014) As *The Soft Bait Innovators™*, Liphatech continues to bring ground-breaking rodent control products to market. Liphatech is pleased to introduce SoftSecure Technology (SST) – a new rodenticide placement device for bait stations.

Using the SST is easy. Simply place the bait in the SST device, close the lid and go. The rodents feed on the bait directly through the bars. The SST also eliminates the need to deal with bait rod hassles, especially in cold weather.

Liphatech is also introducing larger 40g pouches of both FirstStrike and Resolv soft bait. With new, approved label language from the EPA, the new pouches have wrapping that you can easily peel off, making the bait ideal for the SST and eliminating paper shreds. You can remove the paper on FirstStrike and Resolv products and place in the SST. No paper, no mess.

As always, Liphatech soft bait is wax-free and can be used anywhere traditional wax blocks are used, often with better results. With no wax, it has great 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.

“SST will save time and money for the PMPs – I can’t imagine anyone not wanting to put these time-savers in all their stations,” said Manny Martinez, executive director, Liphatech pest management division. “Plus, with the new 40g pouches, eliminating rodents has never been easier.”

For more information about Liphatech products and services, visit 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.