

LIPHA[®]TECH

Advanced technology. Effective control.

RODENTICIDE REVOLUTION: SOFT BAIT

Rodenticides have come a long way since the days of high risk toxicants such as arsenic, cyanide and Compound 1080. As the needs of the pest management professional have changed, new options have been developed to meet the demands of convenient servicing and quick, effective rodent control.

Now as new, wax-free soft bait increases in popularity with both rodents and pest management professionals alike, it's becoming the preferred choice for the future.

History

But how did we get to this point? In the past, as far back as medieval times, rodent controllers created their own concoctions of grains, seeds and other foods dosed with various poisons. With concerns about risks to children and non-target animals, bait aversion (avoidance of something unappealing) or bait shyness (avoidance of something which after eating quickly made them sick), modern rodenticide manufacturers have developed a series of product improvements.

Over time, different dry bait (as opposed to liquid and tracking powder) formulations were developed to meet the changing needs of the rodent control industry. Meal

formulations were the first. They are very palatable but are not weather resistant and are difficult to make tamper-resistant. Pellet formulations improved the weather resistance a bit but did not improve the tamper resistance. Meal and pellets in place packs provided dose control and convenience. Eventually, blends of grains, flavorings and other ingredients with melted paraffin wax were poured into molds to form blocks. Later, extrusion technology resulted in more efficient wax block manufacturing. As new active ingredients were developed, rodenticides became significantly more palatable. Wax block baits were effective to varying degrees, but the high concentration of wax contributed to bait aversion and other problems.



RESOLV[™]
NO WAX SOFT BAIT

**FIRST
STRIKE**

And Then, There Was Soft Bait

Liphatech understood the need for a bait with increased palatability and answered it. In 2008, the Soft Bait Innovators™ started the new rodenticide revolution: soft bait. Developed with mixtures of milled grain and vegetable oil and the most advanced active ingredient on the market, difethialone, the bait quickly outperformed all other baits in head-to-head testing. “In all my work in the field, I have seen a significant preference toward soft bait when compared against traditional blocks,” said Ted Bruesch, technical support manager, Liphatech.

Soft bait maintains its consistency in hot temperatures, and because it contains no wax, it’s highly acceptable to rodents even when there’s a competing food source. Some rodents have an aversion to wax and do not like the taste or smell. This ‘pure form’ of bait attracts rodents and keeps them coming back for more. Plus, why pay for wax when it’s just filler? Depending on the product, many traditional blocks are over 20 percent of this wasteful filler. Soft bait is perfect for everyday use, as well as the toughest infestations. When bait absolutely, positively has to work, soft bait is the one to choose. Currently, Liphatech offers two soft baits — FirstStrike, the most popular soft bait in the market and Resolv, their most recent innovation.

FirstStrike, the best performing rodenticide in the market, has experienced tremendous success out in the field. Each 10 - gram FirstStrike pouch contains the active ingredient, difethialone, which works

in a single feeding for quick results. The pouches attach securely to horizontal or vertical rods in bait stations. Additionally, the product inhibits crumbling and translocation as compared to traditional blocks, which reduces clean up chores. The bait has increased efficacy, doesn’t lose palatability, effectiveness or shape in even the hottest of environments. With the success of the first soft bait, Liphatech began development of their second formula, Resolv — a soft bait variation formulated with the most commonly used active ingredient, bromadiolone. PMPs who have been using bromadiolone had desired a bait more palatable and effective than their current bromadiolone blocks.

Resolv gives PMPs who have been using bromadiolone-based blocks an innovative and more effective alternative that can only be found in soft bait. Resolv has all the same benefits and properties as FirstStrike that PMPs have come to both expect and have had success with: wax-free, high palatability, tolerance in extreme weather, no melting in hot temperatures and durability. Resolv provides superior palatability compared to traditional blocks without wasting money on the waxy filler. Liphatech is confident PMPs will be just as excited about the performance. Resolv also provides a more economical alternative for soft bait, coming in at a lower cost than FirstStrike.

“The biggest advantage to soft bait is its superior palatability, compared to traditional wax blocks. Rodents clearly prefer the no wax formulations



of FirstStrike and Resolv over the petroleum-based paraffin wax blocks,” Bruesch said.

Popularity of Soft Bait Increases

The European pest management industry has experienced the benefits of soft bait for years. In fact, it is estimated that more than 30% of European PMPs use the soft bait formulation versus traditional wax-based blocks, pellets, etc. PMPs determined that it was just as easy to



Liquid Bait



Tracking Powder



Bulk Meal



Bulk Pellets

use as a block, but it didn't need to be replaced as frequently. Now the U.S. popularity has increased and with its unsurpassed palatability, the rodents love it as much as the PMPs. For James Johnson, at Premium Pest Control in Houston, the conversion to soft bait was an obvious choice.

"I have tried two or three different products with little success for the 125 bait stations at a building I've serviced for more than 10 years," Johnson said. "Some of the problems I experienced with other brands were moisture, which caused the bait to fall apart, or heat, which caused the bait to fall off the pin. Due to these and other problems, I was forced to replace the bait quite frequently, sometimes even bi-weekly. Switching to FirstStrike has cut my cost by 75 percent."

Linda Prentice, of Bug Out Service in Florida, also prefers soft bait to traditional wax-based blocks. "We went to a soft bait using FirstStrike on a large commercial property where the rodents were very persistent. It is definitely palatable and great for the warm temperatures of Florida," Prentice said. "The product was totally gone in some bait boxes. We cleaned up the dead rats and the population is controlled by regular FirstStrike maintenance. After all, we like to change our diet sometimes, I believe rodents do too. Give them a little acceptance time, and once they start feeding, they are history!"

One of the most startling stories regarding the use of FirstStrike and its effectiveness comes from Dan Smith at Clark's Pest Control in California.



"In April 2011, I was called to a recycling center in Southern California. While I was doing my initial inspection, I noticed they had bait stations all around the property and a heavy infestation of rats. As I walked the property, I tapped my foot on each station and rats would "pour" out of them (they were nesting in the stations). I opened one and found it had a well-known competitor's bait. I removed them and installed 80 new stations and filled them with FirstStrike. When I returned five days later to check on

progress, I was surprised to find most of the stations empty. After talking to the staff, I discovered that after work they would go and "round up" the dead rats. They collected more than 150 rats and had taken pictures of each of the first days. I filled the boxes again and came back a week later to find the same results. This went on for weeks and when the facility was visited by the state inspector a few months later, he was very happy and surprised with our results. FirstStrike is an amazing product and I would highly recommend it!"



Pellet Place Packs



Molded Blocks



Extruded Blocks



Soft Bait

Bringing Manufacturing Stateside

Until the beginning of 2012, Liphatech's soft bait was produced at a Liphatech facility in France and shipped to their North American headquarters in Milwaukee, Wis. Liphatech, the first and only manufacturer to bring their process to the United States, wanted to keep up with the ever increasing demand and have increased flexibility to quickly meet the changing needs of the PMP. 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. 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.

"When we do our test runs on the bait, we actually take the time to remove the bait from the pouches, and have it placed back in the batch so that virtually none of the materials are disposed," Jiménez said.

The Future is Soft Bait

Customers depend on pest management professionals to protect their business, family, property and environment against rodents using the most advanced and effective products available. Relying on that expertise is essential to

overcome fear, physical damage and most importantly, potential health risks. You also need a bait that can address all these problems and still withstand the toughest elements, including extreme heat. In simplest terms, you need to bring the best.

"Liphatech has led the charge in soft bait technology. Our innovations have assisted PMPs in servicing their accounts more effectively and solving extreme rodent control problems very quickly," said Carl Tanner, CEO, Liphatech. "We will continue to create solutions for our customers that help them both today and into the future."

Soft bait represents a new cost-effective way to remove 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 does its job effectively 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 more about soft bait 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. Ask your distributor about FirstStrike and Resolv. FirstStrike is available in both the United States and Canada and Resolv is available in the United States and pending approval by the PMRA for Canadian distribution.



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Find out more by visiting www.liphatech.com or call Liphatech at 888-331-7900.