

**LIPHA<sup>®</sup>TECH**

# WE CAN HELP YOU REDUCE RODENTS IN YOUR CITY



**MUNICIPAL  
RODENT CONTROL  
INITIATIVE**  
TROUBLESHOOTING • CONSULTING • TRAINING

Liphatech is offering **FREE** troubleshooting, consulting and training services as part of our Municipal Rodent Control Initiative.



## WHY IS RODENT CONTROL SO IMPORTANT?

Rodents present a threat to public health. Research indicates that Norway rats, one of the most common rats infesting cities throughout the U.S., are carriers of 35 different bacteria, viruses and protozoa, posing an infection threat to people and animals.

Rodent-transmitted diseases are spread via multiple routes. For example, Salmonella can be carried from a sewer to a food contact surface in a kitchen, on a rodent's feet. Rat bite fever (RBF) is transmitted by a bite or scratch from an infected rodent.

Roof rats are also significant disease vectors and can be an even greater challenge to control due to their tendency to inhabit walls, ceilings and attics. Their urine, feces and unrecovered dead carcasses can cause significant indoor odor and health problems.

Rats bite thousands of people every year, especially small children and the infirm, as they sleep. Most bites are to exposed body parts such as the face and hands.

Rats harm a city's image - especially when the media publishes lists compiled by various organizations or companies naming *the country's "rattiest cities,"* whether the information is statistically accurate or not.

### Rodents cause immeasurable monetary losses by:

- Contaminating food in homes and public places with urine, droppings and germs, causing it to be discarded.
- Contaminating pet food, causing those animals to get sick, resulting in vet bills.
- Gnawing on electrical wires causing structural fires as well as electronic and automotive electrical system failures.
- Causing significant fear and disgust among citizens.
- Gnawing holes in garbage carts, trash receptacles and buildings, resulting in replacement or repair costs.
- Undermining sewers, walls, concrete floors and sidewalks with their burrows.
- Destroying landscapes and community gardens by feeding on plants, and burrowing to feed on their roots.
- Severely harming a business's brand value via word of mouth or media publicity.

# LIPHATECH'S MUNICIPAL RODENT CONTROL INITIATIVE

In addition to the problems rodents cause, we understand cities face other significant challenges, including tight budgets, media bias, groups with agendas and political pressure. All of these factors further complicate an already complex function.

**Liphatech can help you improve your rodent control program.**

## TROUBLESHOOTING

Liphatech's field support team has **years of experience** in dealing with the toughest urban rodent problems. We are eager to share what we have learned with you, as we fight this public health and safety problem together.

## CONSULTING

Whether you need technical information to help you inform city officials, or site visits to help you investigate a chronic rodent problem, **Liphatech can help.**

## TRAINING

**Liphatech's FREE Rodent Control Workshop** will be presented to your rodent control team at your location or can be done virtually. It will be tailored to your specific needs and include helpful reference guides. Workshop subject matter may include:

- Why Rodent Control Is Important
- Disease & Damage Overview
- Norway & Roof Rat Biology and Behavior
- Introduction to Rodenticides
- Integrated Rodent Control Tactics & Tips
- Understanding the Importance of Rodenticide Label Language
- Trapping Tips
- Demonstration of Rodenticide Application Techniques
- Rodenticide Issues

**Let us customize a FREE workshop to meet your specific needs.**

If you are already working with a pest control company, we can also work with them and you, to improve your rodent control program.



# WHO IS LIPHATECH?

Liphatech helps our customers improve the quality of human life. We create successful partnerships by offering innovative rodent control products, outstanding customer service and unmatched technical expertise.

## Liphatech has a long history of rodent control expertise:

- We invented the active ingredients used in some of the most widely used rodenticides currently registered in the U.S., and pioneered soft bait rodenticides in North America.
- We are investing significant resources in our research and development efforts to bring new and even more effective products to the rodent control market.
- Our technical and sales teams have decades of experience solving rodent control problems.

## OUR RODENT CONTROL EXPERT



**John Murphy**

*Technical Support Manager*

John has 39 years of pest control experience. He spent 15 of those years as a pest control professional in New York, where he became an expert in urban rodent control. He is a natural problem solver and enjoys troubleshooting challenging rodent issues to create made-to-order solutions to help cities conquer their rodent control problems.

John has been with Liphatech for over 20 years. In that time, he gained experience as an effective trainer. He has assisted countless rodent professionals with on-site troubleshooting, consulting and instruction. He has authored numerous articles for trade journals and also conducts field research to help develop new rodent control products.

## LET'S GET STARTED

Liphatech is the partner you need to prevent rodents from compromising the health and wealth of your community.

To set up your **FREE personalized consultation**, send an email to [murphyj@liphatech.com](mailto:murphyj@liphatech.com) or call **732-670-3346**.

Visit [liphatech.com/MRCI](http://liphatech.com/MRCI) to learn more about our initiative and to see the full range of our rodent control solutions.

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TECH**

GROUPE DE SANGOSSE