

For more information, contact:

Angela Mork
Account Supervisor
LePoidevin Marketing
262-754-9550
angela@lepoidevinmarketing.com

Jim Doll, Senior Marketing Manager
Pest Management Division
Liphatech, Inc.
414-410-7242
dollj@liphatech.com

FOR IMMEDIATE RELEASE

Control Rodents and Earn Prizes During Liphatech's Soft Bait Slam Dunk Promotion
Earn Points with Every Purchase of FirstStrike®, Resolv® or TakeDown® Soft Bait

Milwaukee, WI (March 6, 2019) – Liphatech's Soft Bait Slam Dunk promotion gives pest management professionals (PMPs) another reason to stock up on soft bait. Every Liphatech soft bait rodenticide purchase from a participating distributor between March 1 and April 30, 2019, will earn points that can be redeemed for prizes such as a wireless inspection camera, Liphatech windbreaker, \$500 Southwest Airlines gift card or Spartan GoCam trail camera. See the [Soft Bait Slam Dunk Playbook](#) for details.

Gear up for your spring rodent madness with Liphatech's trio of soft bait rodenticides. They provide a rodent control solution for every situation and won't melt when temps rise. FirstStrike, Resolv and TakeDown all have different active ingredients and are palatable to rats and mice. From residential maintenance accounts to heavy commercial infestations, soft bait is part of a successful game plan.

"We're offering PMPs a way to earn prizes and win the fight against rodents," said Charlie Passantino, business director of Liphatech's pest management division. "We know our soft baits perform and want PMPs to experience success in rodent control first-hand."

For more information about Liphatech products and services, 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 liphatech.com.

###