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FOR IMMEDIATE RELEASE

## **Liphatech Announces Winners of Soft Bait Slam Dunk Challenge**

**MILWAUKEE** (August 14, 2019) – The Soft Bait Innovators® – Liphatech Inc. – manufacturer of FirstStrike®, Resolv®, and TakeDown® soft bait rodenticides, has announced the winners of its Soft Bait Slam Dunk Challenge launched earlier this year and which awarded points to PMPs for purchases of Liphatech soft baits.

Based on soft bait purchases, hundreds of prizes were awarded to PMPs during the promotion. Top prize winners included Ken Gladen of Plunkett's Pest Control who redeemed points for a Spartan GoCam trail camera, and Rob Guyette of Braman Termite and Pest Elimination who was able to earn a \$500 Southwest Airlines gift card with his points.

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. For information about Liphatech products and services, call 888-331-7900 or visit [liphatech.com](http://liphatech.com).

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### **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](http://liphatech.com).