

LIPHATECH®

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.**

A brown rat is shown from a top-down perspective, standing on a white surface. Its long tail extends upwards. At the bottom of the image, there is a dark silhouette of a city skyline with various skyscrapers of different heights.

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 media organizations publish 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 acquired **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 3-hour Rodent Control Workshop** will be presented to your rat control team at your location and includes helpful reference guides. Subject matter includes:

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

We also offer a **FREE 2-hour Advanced Urban Rodent Prevention and Elimination Workshop**. Subject matter includes:

- Integrated Rodent Control Tactics & Tips
- Rodenticide Issues
- Traps & Trapping

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.

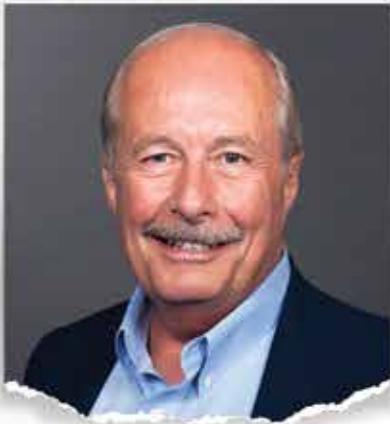
OUR RODENT CONTROL EXPERTS



John Murphy

Technical Support Manager

John has over 38 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 has been with Liphatech for over 20 years. A natural problem solver, he enjoys troubleshooting challenging rodent issues and creating made-to-order solutions to help cities conquer their rodent control problems.



Ted Bruesch

Technical Support Manager

Ted is a widely-respected rodent control expert with 45 years of hands-on experience in the rodent control field, starting as a technician with a pest control company. He has significant experience as a trainer, having presented over a thousand classroom sessions. He has assisted countless rodent control professionals with on-site troubleshooting and training. Ted has also authored numerous articles for trade journals and conducts field research in the development of 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 pestmanagement@liphatech.com or call **888-331-7900**.

Visit liphatech.com/MRCI to learn more about our initiative and to see the full range of our rodent control solutions.

LIPHATECH

— GROUPE DE SANGOSSE