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FOR IMMEDIATE RELEASE

## **Liphatech Introduces New Soft Bait to “Flatline” Rodents**

*First and Only Multiple-Feed Soft Bait Rodenticide; Designed for Consistent Everyday Use*

**MILWAUKEE** (January 23, 2020) – Liphatech Inc., The Soft Bait Innovators®, are introducing Flatline™ Soft Bait to their portfolio of effective, palatable and easy-to-use soft bait products. Flatline is the first and only soft bait rodenticide containing the active ingredient chlorophacinone, an ideal choice for pest management professionals (PMPs) looking for an everyday use product to help stop damage caused by rodents.

As chlorophacinone is a first-generation anticoagulant rodenticide, Flatline is a multiple-feed soft bait that effectively kills rats and mice. Flatline maintains its integrity in hot environments, is attractive to rats and mice and can be used for light to heavy rodent activity.

“Rounding out our soft bait family, Flatline is a first gen for the next gen,” said Charlie Passantino, structural pest control business director at Liphatech. “For PMPs, it is an ideal choice for rodent control maintenance plans and a good bait to try if new to soft bait.”

Flatline Soft Bait is packaged in a conveniently sized 28-gram soft bait pouch which can be quickly secured with bait rods or feeding devices, such as SoftSecure™ Technology (SST). As with all Liphatech soft baits, Flatline is made without nuts or seeds to reduce debris and service time for PMPs.

Flatline Soft Bait rodenticide is available to PMPs in 4 lb. individual bags of 28-gram pouches or in 8-bag cases. Specifically, Flatline can be used to target Norway rats, roof rats, house mice, deer mice and other rodent species as listed on the product label. Vitamin K<sub>1</sub> is the antidote for Flatline. Registration is pending in California, Hawaii, Maine and South Dakota. Visit [liphatech.com/flatline](http://liphatech.com/flatline) for the most up-to-date registration information.

Flatline, along with Liphatech’s entire soft bait portfolio, is available from authorized distributors to PMPs in structural pest control management. For information about Liphatech products and services, call 888-331-7900 or visit [liphatech.com](http://liphatech.com).

## **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 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).

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