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FOR IMMEDIATE RELEASE

Liphatech Expands Pest Management Team
Company Adds Seasoned Marketer Kevin Hintz

MILWAUKEE (February 17, 2022) — Liphatech Inc. has strengthened its structural pest control team with the addition of Kevin Hintz as Senior Marketing Manager. Hintz will support pest management industry sales of Liphatech’s rodenticides and bait stations in the U.S. and Canada.

With more than 20 years of experience, Hintz will spearhead sales and marketing efforts of Liphatech’s full line of structural pest control products – soft bait, block and pellet rodenticides and rodent bait stations – including well-known brands such as FirstStrike®, Resolv®, TakeDown®, Flatline®, Generation®, BlueMax™ and Maki®. Prior to joining Liphatech, Hintz worked in various marketing roles for a leading manufacturer in the motorsports industry. He earned an MBA and a master’s degree in integrated marketing and communications – both from Loyola University Chicago.

“We are excited to kick off 2022 with this important enhancement to our team. Our customers will truly enjoy and benefit from Kevin’s creative approach to marketing and promotions,” said Matt Titshaw, national sales manager, Liphatech structural pest control business. “It’s extremely important that we communicate our product attributes in the most effective and efficient way possible, and Kevin is well-versed in getting the information in the hands of our customers in a manner that is easy to understand – and sometimes a bit fun and engaging.”

For more information about Liphatech products and services, visit liphatech.com or call 888-331-7900.

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About Liphatech

Headquartered in Milwaukee, Liphatech, subsidiary fully backed by the De Sangosse group, 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.

About De Sangosse

DE SANGOSSE is an international player in the supply of crop protection, plant nutrition, and pest control products. Overall, the company has approximately 830 employees, 23 operating companies and distribution activities in over 60 countries. Our mission is to promote the implementation of more competitive agricultural technologies that are environmentally friendly, safe for users and use less water and energy with a view to addressing food issues, climate risks and environmental challenges. The business plan of DE SANGOSSE integrates the 3 pillars of sustainable development: Economic, Social and Environmental. DE SANGOSSE aims to create value for its customers by innovating and by offering product solutions with a high level of expertise.