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FOR IMMEDIATE RELEASE

Liphatech Expands Sale of Soft Bait Product to “Flatline®” Canadian Rodents
First and Only Multiple-Feed Soft Bait Rodenticide Now Available in Canada

MILWAUKEE (July 6, 2022) — Flatline® Soft Bait, a product of Liphatech Inc., The Soft Bait Innovators®, is now available for purchase in Canada. Flatline is the first and only soft bait rodenticide containing the active ingredient chlorophacinone, which has proven to be an ideal choice for pest management professionals (PMPs) looking to help stop damage caused by rodents.

“Flatline is Liphatech’s third soft bait rodenticide and the only first-generation product to expand to the Canadian market,” said Matt Titshaw, business manager of the company’s structural pest control division. “This new addition is a good option for our Canadian customers looking to get ahead of rodent infestations in outdoor and indoor areas where the use of second-generation rodenticides is restricted.”

A first-generation anticoagulant rodenticide, Flatline is a highly effective multiple-feed soft bait with an aroma and palatability that attract rats and mice, and is specifically labeled for Norway rats, roof rats, house mice, deer mice and white-footed mice. Flatline’s no-wax formula maintains its integrity and doesn’t melt in hot temperatures or freeze in the cold, making it perfect for outdoor or indoor use in light to heavy rodent conditions.

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. As with all Liphatech soft baits, Flatline is made without nuts or seeds to reduce debris and service time for PMPs. The product is available in 1.81-kilogram individual bags of 28-gram pouches or in 8-bag cases. Vitamin K₁ is the antidote for Flatline.

Flatline, along with other Liphatech products, is available in Canada from authorized distributors to PMPs in structural pest control. For more information about Liphatech’s Canadian products and services, contact Nick Fugate, Canada District Sales Manager, at 641-799-8346 or visit liphatech.ca.

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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.