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**FOR IMMEDIATE RELEASE**

**Liphatech Announces Promotions Within Structural Pest Control Division**  
*Howard Franklin and Nick Fugate Assuming New Leadership Roles*

**MILWAUKEE (September 25, 2023)** — Liphatech Inc. – a leading manufacturer of rodenticides, rodent bait stations and IGI Carbon Dioxide – announces two promotions within its structural pest control division. The company has promoted Howard Franklin and Nick Fugate to Western Regional Sales Manager and Eastern Regional & Canada Sales Manager, respectively. Franklin and Fugate will lead strategic sales of Liphatech product lines in their assigned territories.

An Associate Certified Entomologist (ACE) and successful member of the Liphatech team since 2016, Franklin previously served as the Central District Sales Manager. In his new role, Franklin will lean heavily on his extensive pest management knowledge to train and mentor his team regarding Liphatech’s structural pest control product lines. Additionally, he will continue to provide support to pest management professionals and distributor partners within his region as well as provide advisement on all existing and new product lines to continue to grow the business.

Previously in the role of District Sales Manager for the Midwest and Canada since 2020, Fugate has an especially strong understanding of the pest management industry. Additionally, his previous sales and marketing experiences position him well to understand the challenges facing pest management businesses today. With this promotion, Fugate will also fully support all existing and new product lines Liphatech brings to the pest management marketplace, and he will continue to work with pest management professionals and distributor partners in his region.

“Both Howard and Nick have extensive pest management knowledge, along with a strong understanding of the overall marketplace,” said Matt Titshaw, ACE, business manager, Liphatech structural pest control business. “They are ideal fits to these new positions and our customers will benefit from their oversight, along with extensive technical expertise related to our product lines.”

For more information about Liphatech products and services, visit [liphatech.com](http://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.