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**FOR IMMEDIATE RELEASE**

**Liphatech Adds Jon Paulsen to Pest Management Team**

**MILWAUKEE (January 3, 2024)** — Liphatech Inc., a leading manufacturer of rodenticides, rodent bait stations and IGI Carbon Dioxide, announces the addition of Jon Paulsen as Northwest District Sales and Technical Manager. Paulsen is responsible for representing Liphatech’s full line of products in the Northwestern U.S. – including Alaska, northern California, Idaho, Montana, northern Nevada, Oregon, Washington and Wyoming.

Paulsen will share two states with Liphatech’s Southwest District Sales and Technical Manager Vince Romao – California and Nevada. Paulsen will represent Liphatech products in California, north of Fresno. Romao will represent Liphatech products in Fresno and south of Fresno. In Nevada, Romao will continue to service Las Vegas and Clark Co., while Paulsen will be the primary Liphatech representative north of that county. Romao also represents Liphatech products in Arizona, Colorado, Hawaii, New Mexico, and Utah.

Paulsen brings eight years of pest management and sales experience to Liphatech. Previously, he worked as an outside sales representative for Vesperis. As Liphatech’s sales and technical expert in the Northwest, Paulsen will work closely with pest management professionals and distributors within the region.

“Jon’s wealth of knowledge, especially in the areas of pest management, product distribution and PCO training have contributed to his overall career and will certainly be an asset to Liphatech,” said Matt Titshaw, ACE, business manager at Liphatech.

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.