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FOR IMMEDIATE RELEASE

**Experienced People and Intelligent
Solutions Differentiate Liphatech**

*Company Looks to Future with Brand Evolution; Renews
Commitment to Being an Intelligent Solutions Provider*

MILWAUKEE (October 17, 2024) — Liphatech Inc., manufacturer of the market-leading soft bait, FirstStrike®, and longtime provider of rodent control solutions for the professional pest management and agricultural markets, introduces a refreshed brand featuring revitalized company assets, website and a new strategic direction backed by a core technical team with more than 150 years of combined pest management experience.

The essence of Liphatech’s reinvigorated approach to both the company’s business and the business of its customers is best encapsulated in the company’s vision: **Experienced People. Intelligent Solutions.**

Experienced People

Liphatech has a unique position in the marketplace. The company boasts a diverse and talent-rich team of experts. Liphatech’s technical representatives can literally walk the walk – people born and raised on multigenerational ranches, farmers, PMPs, business and pest control company owners, citrus growers, Associate Certified Entomologists (ACE) and people who have absolutely no hesitancy about crawling under a porch or crawlspace to solve a customer’s problem.

According to Liphatech CEO Manny Martinez, the heightened technical expertise of the entire Liphatech team along with above-average tenures at the company and in the industry as a whole, equate to some of the most effective integrated pest management (IPM) counsel, elevated product knowledge and customer service found in the pest management industry today.

“I could not be prouder of the team we have built here. Our team lives and breathes this industry. We have a goldmine of talent, and they are not afraid to get dirty while supporting our customers. More than an evolution, this is a lifestyle. It’s something that is unique to Liphatech, and it is time for us to recognize and promote it,” said Martinez.

Liphatech’s company-wide team embraces their role in bringing innovative products and strategic recommendations to every pest challenge – making informed recommendations about the products and techniques needed to solve any pest problem.

Intelligent Solutions

Long-known for its research, science and chemistry advances that developed many of the pest management industry’s solutions, including the first soft bait rodenticides and three of the industry’s active ingredients – one being difethialone, a Liphatech-exclusive contained in FirstStrike® – Liphatech is promising that more is to come.

Liphatech is dedicated to proactively evolving and diversifying its pest control offerings through the development, manufacturing and acquisition of intelligent solutions that no other company delivers, while advocating for a safe and healthy environment. The company’s most recent acquisition, IGI Carbon Dioxide™ Powered by Liphatech, first obtained for controlling insects through commodities fumigation and then rodents in burrows, is now available in all 50 states.

“Our aim is to focus on products and smart strategies that help pest management professionals remain responsible and profitable. We are looking forward to growing and expanding on our commitment to deliver more solutions in the coming months. Not only are we keeping pace with the industry, we plan to get ahead of it,” added Martinez.

The refreshed Liphatech website features more intuitive navigation and improved overall functionality, making it easier to find products or Liphatech's highly experienced sales and technical support contacts. Liphatech has also elevated the prominence of "what's new" at the company and has built out the site for future growth. To explore the refreshed website, visit liphatech.com.

To see the evolved Liphatech or talk to one of the company's technical experts, visit Liphatech at the National Pest Management Association's (NPMA) PestWorld booth #1301 in Denver, Colo., Oct. 22-25, 2024.

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About Liphatech

Headquartered in Milwaukee, Liphatech, a 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 world-class customer service, technical expertise and support, Liphatech delivers intelligent solutions that allow pest management professionals (PMPs) to quickly and cost effectively generate results for both commercial and residential customers. Liphatech advocates for responsible rodent management practices that protect people, wildlife and the environment. Liphatech is a member of the [Ag Container Recycling Council](#) (ACRC), [National Pest Management Association](#) (NPMA), [Responsible Industry for a Sound Environment](#) (RISE) and the [Rodenticide Task Force](#).