

Think Outside the Blocks



Integrated campaign highlights product advantage

THINK OUTSIDE THE BLOCKS.

RESOLV TO MAKE THE SWITCH.

BROMADIOLONE NOW IN A SUPERIOR FORMULATION. THINK SOFT.

RESOLV[®] NO WAX SOFT BAIT

Powerful—Contains the most commonly used AI, bromadiolone, in a superior formulation.

Integrity—Doesn't melt in hot temperatures*

Acceptance—Contains no wax for greater performance versus blocks.

Versatile—Customized dosing options for existing infestations or for maintenance.

If you haven't already made the switch to soft bait, now's the time. Resolv offers the excellence you've come to expect from Liphatech in a single-feed, palatable pouch. Find out more by visiting www.liphatech.com/resolv or call Liphatech at 888-331-7900.

LIPHA TECH[®]
Advanced Technology. Effective control.

*Testing was conducted in an oven at 200° Fahrenheit for 8 hours.

Company | Liphatech

The Goal

Liphatech, the leaders in soft bait technology, introduced its second soft bait into the marketplace—Resolv[®] No Wax Soft Bait. The bromadiolone-based formula is the next generation of soft bait technology intended to replace traditional block baits.

The Execution

To support this new product launch, an integrated marketing campaign was developed and executed. It consisted of a mix of print and online ads, e-mail blasts, public relations, point-of-purchase displays and collateral — all designed to tout the advantages that Resolv brings to pest management professionals (PMPs).

The Results

Resolv has successfully been introduced to PMPs in North America as an alternative to traditional wax blocks. With the addition of Resolv to Liphatech's product line, they are continuing to position themselves as *The Soft Bait Innovators*[™]... which is bad news for rodents.