

Laying Rodents Out Flat



FLATLINE™

HEART STOPPING RESULTS THAT LAY RODENTS OUT FLAT.

FLATLINE™ SOFT BAIT - A FIRST GEN FOR THE NEXT GEN.

- The original and only first generation soft bait rodenticide for everyday use
- Flatline is a multiple-feed anticoagulant rodenticide
- Available in 4lb. bags of 28g pouches

Visit Liphatech.com/Flatline to learn more about the benefits of Flatline Soft Bait.

Not Yet Registered for Sale in California.

LIPHATECH
The Soft Bait Innovators™

LIPHATECH 3600 W. Elm Street
Milwaukee, WI 53209
Phone: 414-351-1476
Fax: 414-247-8166

For more information, contact:
Susan Wirth
Senior Public Relations Account Executive
LePoidevin Marketing
262-754-9550
susan@lepoidevinmarketing.com

Jim Doll
Senior Marketing Manager
Structural Pest Control
Liphatech Inc.
414-410-7242
jdoll@liphatech.com

FOR IMMEDIATE RELEASE

Liphatech Introduces New Soft Bait to "Flatline" Rodents
First and Only Multiple-Feed Soft Bait Rodenticide; Designed for Consistent Everyday Use

MILWAUKEE (January 23, 2020) – Liphatech Inc., The Soft Bait Innovators®, are introducing Flatline™ Soft Bait to their portfolio of effective, palatable and easy-to-use soft bait products. Flatline is the first and only soft bait rodenticide containing the active ingredient chlorophacinone, an ideal choice for pest management professionals (PMPs) looking for an everyday use product to help stop damage caused by rodents.

As chlorophacinone is a first-generation anticoagulant rodenticide, Flatline is a multiple-feed soft bait that effectively kills rats and mice. Flatline maintains its integrity in hot environments, is attractive to rats and mice and can be used for light to heavy rodent activity.

"Rounding out our soft bait family, Flatline is a first gen for the next gen," said Charlie Passantino, structural pest control business director at Liphatech. "For PMPs, it is an ideal choice for rodent control maintenance plans and a good bait to try if new to soft bait."

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, such as SoftSecure™ Technology (SST). As with all Liphatech soft baits, Flatline is made without nuts or seeds to reduce debris and service time for PMPs.

Flatline Soft Bait rodenticide is available to PMPs in 4 lb. individual bags of 28-gram pouches or in 8-bag cases. Specifically, Flatline can be used to target Norway rats, roof rats, house mice, deer mice and other rodent species as listed on the product label. Vitamin K₁ is the antidote for Flatline. Registration is pending in California, Hawaii, Maine and South Dakota. Visit liphatech.com/flatline for the most up-to-date registration information.

Flatline, along with Liphatech's entire soft bait portfolio, is available from authorized distributors to PMPs in structural pest control management. For information about Liphatech products and services, call 888-331-7900 or visit liphatech.com.

###

FLATLINE™

LAY RODENTS OUT FLAT.

Company | Liphatech

The Goal

In reaction to marketplace demand, Liphatech continues to grow its soft bait portfolio with the recent addition of a first-generation soft bait rodenticide, Flatline™. Liphatech needed to generate awareness in the professional pest control industry about the advantages of adding the new product to their arsenal of baits.

The Execution

A new fully integrated communications campaign was created to inform PMPs about Flatline and its unique features and benefits. The campaign included: a trade print ad, digital text ad, trade media press release and dedicated product web page.

The Results

An impactful visual of a rodent on a gurney helped gain the attention of PMPs and prompt them to learn more about Flatline. This fourth product offering in their soft bait portfolio continues to strengthen Liphatech's position as the soft bait innovators while helping generate sales for the company in markets seeking first-generation rodenticides.