

GENERATION®

Soft Bait. Leave no rodent behind

FIRST STRIKE

Success Story
Down Under & Abroad

Liphatech has the best rodenticide available:

Generation® FirstStrike™ soft bait.

But don't just take our word for it. Take the words of Pest Control Professionals from around the world that have used Generation® FirstStrike™ and achieved amazing results!



LIPHATECH®

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Reduce Residential Callbacks	Multi-Family Units
Shopping centre	Reduce Residential Callbacks
Fast Food Chain	Farm

Introduction

Liphatech understands the demands of today's Pest Control Professionals and the need for a bait with increased palatability. That's why, after successful launches in France and the USA, Liphatech, The Soft Bait Innovators™ start the new rodenticide revolution in Australia: soft bait. Developed with mixtures of milled grain and vegetable oil and the most advanced active ingredient on the market, difethialone, the bait quickly outperformed all other baits in head-to-head testing.

Liphatech is very excited to launch this innovation in Australia. In response to the positive feedback from the field about Generation® FirstStrike™, Liphatech has produced this booklet to share a few of the stories that Pest Control Professionals shared with us. Some may be close to situations that you face in your day to day activity.

For further information about Generation® FirstStrike™, please contact your local Liphatech Representative Romain Broch (Mob. 0416 191 594; Email: info@liphatech.com.au) or visit www.liphatech.com.au

FARM FEED STORAGE IN WA

Allpest, Matt Henry (Commercial Sales Manager) & John Baker (Senior Operations Manager) share their experience...

Alpest have been servicing this site for a long period of time and they have always had rodents. This specific facility provides feedstock storage for farm animals and associated produce. There has always been rodent activity on site as it provides the perfect environment for rodents to thrive. Alpest have utilised a cross section of varying rodenticides on site but the up-take of bait was not as dramatic as we would have liked due to the abundance of food competition.

When Liphatech presented us with their new soft bait we trialled it on this site against our current brodifacoum/bromadiolone bait blocks.

We put Generation® FirstStrike™ next to our current bait to gauge the palatability.

After the first visit it was clear, rodents accepted Generation® FirstStrike™ straight up. We saw an overall increase in feeding compared to previous visits with a big incline to the new soft bait.

Generation® FirstStrike™ has proven to be very effective in this challenging environment and has helped to regain a satisfying level of control.



STACKABLE GARDEN IN SA

Murray Pest Control, Shane O'Neil (Commercial Manager) shares his view with us...

We selected a site with high rat activity in the basement in one street in Adelaide. This site was identified to have very high rodent activity localised along one side in a stackable garden wall. Burrows and droppings were found throughout the garden wall area. The rat identified in this property was the Brown (Norway) rat (*Rattus norvegicus*). Baits were installed in 10 lockable bait stations secured in place as per company standards. In each station were 4 Generation® FirstStrike™ sachets (each 10g) to one side and to the other side were 2 of the current bromadiolone wax block rodenticide (each 28g) that we standardly use.

10 stations were installed to the basement car park of the property. One week after installation the first follow-up inspection was carried out and activity on baits was heavy.

Activity happened in only 3 stations with other stations untouched; Generation® FirstStrike™ was completely consumed where rodenticide block competitor only showed nibbles (20%-30% activity). All baits were replaced in those 3 bait stations.

In the following month, we carried out weekly services. Rat activity was localized in 3 to 6 of the bait stations and Generation® FirstStrike™ was always heavily or entirely consumed whereas rodenticide blocks only showed light to medium feeding.

The palatability of Generation® FirstStrike™ was certainly greater than our current wax blocks. Rodents started to feed on it straight away and we could see that we were getting results within the first weeks with dead rats being collected on site.

BREAKFAST CEREALS MANUFACTURING IN NSW

Ecolab. David Lilly (Technical Manager) tells us how Generation® FirstStrike™ has been endorsed by his customer...

This site is a classic example of rodent breeding ground. The industrial site is surrounded by a railroad with high grasses, a perfect habitat for Norway rats to dig their burrows. The manufacturing plant is run by a multinational breakfast cereals maker, they have very high standards when it comes to quality assurance and pest control is one of them. By the nature of the raw materials and the location of the plant, the site is prone to rodent infestation.

When we started the trial of the Generation® FirstStrike™ medium rodent activity was observed as we were going towards the beginning of summer. We used the new soft bait as a stand-alone in all bait stations along the wall adjacent to the railroad where rodents were most active.

Rodents started to feed early with a peak observed on the third weekly visit. It was immediately followed by a drop in activity. Our customer was very impressed with the swift results and has asked us to use Generation® FirstStrike™ on all their sites. Dealing with cereals they are always confronted with high rodent pressure and as a service provider it is important to us to get rodent infestations under control rapidly when they arise. Generation® FirstStrike™ has certainly helped us to do that and our customer acknowledged it as well.



REMOTE ACCOMMODATION IN QLD:

Scientific Pest Management (SPM) Gavin Wilson (Queensland Resource Manager) shares his experience with Generation® FirstStrike™

SPM a National pest control business with 30 + years in business providing pest management services for clients in metropolitan, regional and remote locations.

In regional and remote locations, weather conditions can be extreme and we have experienced some issues in the past, especially over a very hot summer when rodent blocks can melt or fall apart in bait stations that are exposed to direct sunlight. When Liphatech came up with Generation® FirstStrike™ I was very interested to trial the product in a remote location to see how the product handled the heat.

We used Generation® FirstStrike™ as a stand-alone product in bait stations in a remote accommodation site in Queensland. Mice activity was observed at the time. Feeding started just after the first visit so it seems the soft bait is very attractive to mice. I was also impressed that the soft bait didn't melt. Our technicians enjoyed working with Generation® FirstStrike™. The product was easy to use and leaves the stations clean.

We would recommend the use of Generation® FirstStrike™ in rodent management control.

USA STORIES:

RECYCLING CENTER

William Ryan Shoemaker, General Manager at Critter Control of Denver in Dacono, CO, shares his story...

We have had a lot of interesting situations over the years but nothing to this magnitude. This story is completely true and not exaggerated in the least. We recently acquired a monthly preventative contract with a recycling centre in Boulder. They were not happy with their prior company and decided to look elsewhere. They explained to us that they have had a large Norway Rat infestation for years and no company has been able to solve it. We agreed to the challenge and with all confidence gave them the normal ongoing rate. I arrived onsite around 12:30 in the afternoon ready to take care of the problem. I had no clue what I was getting myself into. Once on site I met with the property manager and he explained to me that this has been a problem for years. He just wanted to get to the point where he only sees a couple of rats a day. I thought this was an easy request and was happy to oblige. He proceeded to show me around the recycling centre. We constantly saw rats around every turn without fail. Just as I thought I had seen enough we walked to the area where the recycled glass is stored. I caught movement out of the corner of my eye and was absolutely astonished at the sight that lay before my eyes. The entire 15 foot pile of crushed glass seemed to be moving before us. Without exaggeration, I saw at least 100 Norway Rats perfectly content to feed in the middle of the day. I have been in this industry for 13 years and have never seen any problem as severe or overwhelming. Still not completely fazed, I set up 15 rat stations and 35 rat snap traps and went on my way. The next day I returned, and to my surprise found very little of



the old style block eaten. I did however find 25 rats that had met their demise on the snap traps.

Frustrated, I called in the reinforcements and we agreed to meet that night at 8 p.m. Everybody true to their word came that evening and we started the slaughterfest. Four of us set up a line of 50 snap traps, as fast as we set them up were getting rats. In less than 2 hours we had trapped 168 Norway Rats. That had seemingly no effect on the overall population or frequency of the rat sightings. That night in less than 3 hours, we saw over 400 rats and could hear more in the endless piles of trash. Again, I turned to the use of bait stations as the main solution and tried a mixture of 2 leading mini block brands. This again resulted in poor success with little of either bait eaten. I took another hour to do some trapping which resulted in 20 more rats taken and at least 50 in broad daylight. Frustrated, I turned to the internet and found Generation® FirstStrike™. We ordered a 5.5kg bucket of the soft bait and returned to the Recycling centre. We placed the soft pouches in burrows and also placed them in the same bait stations that had once contained the other baits. It took me about 1 hour to bait the entire building and on my way back to the truck, I noticed 4 rats eating a pouch that I had just placed less than 30 minutes before.

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> I returned later that same day and baited the entire place again. To my surprise almost all the bait had already been eaten in less than 5 hours. I returned the following week with low expectations even after the feeding frenzy. While driving into the parking lot I was flagged down by a very excited property manager. He explained that in the last 2 days they had recovered over 200 dead rats. I inspected the property and found dead rats everywhere I turned.

I collected over 50 rats and to my surprise only saw 1 live rat. I will never again be fazed by any rodent job no matter how severe the problem is. I would recommend Generation® FirstStrike™ to any pest control company out there.

HIGH-PROFILE ACCOUNT

Teresa Brust, Supervisor at Clark Pest Control in Santa Clarita, CA, shares her story...

I was first given Generation® FirstStrike™ as a sample from my branch manager. There it sat unused. I would look at the pouch and think, do I really need this? Who can't control mice? Then it started, I was in the middle of a mouse explosion. We service a very large high profile account with a host of situations. I introduced Generation® FirstStrike™, I had bait acceptance the 1st night and I haven't looked back since. What I like best, it brings my fight right to the floor. I have control of my bait because of the packaging. I control the rodents; they can't resist the Generation® FirstStrike™. The droppings are condensed to a small area because all the traffic goes to the bait station. I did put in a call to our Liphatech rep and we talked about Generation® FirstStrike™ and the amount of hits I was getting on my bait. He mentioned that we underestimated the size of population. How true. You still have to do exclusion. Make sure doors are kept closed. I feel Generation® FirstStrike™ has done for me with rodents, what Termidor® has done for ant control.

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This job was unique in the fact that the rodent population had risen well over carrying capacity.

This creates the problem of rodents competing over a food source and allows a small percentage of the rodents to ingest enough bait to be fatal. This job was also unique because of the competing food source that was contained in the trash. These rats were completely overlooking the other bait and eating the more odorous piles of thrown out food. Once the Generation® FirstStrike™ was applied the rats seemed to change preference and went solely for the bait. I don't know how or why this bait works, but I do know I will be using it for a long time to come!!



BAIT MELTING

Scott Mishler, Arizona Field Supervisor at Alpha Ecological in Vancouver, WA, shares his story...

In July of 2009, we were having problems with our regular rodent bait melting in the hot Arizona sun. In talking with our Univar rep, he suggested we try Liphatech's Generation® FirstStrike™. We decided to try it even though it was a little more expensive than the product we were using. Our most common rodent here is the pack rat and we have to place customers on maintenance plans just to keep its population under control. I started out putting Generation® FirstStrike™ on one side of the bait station and our regular bait on the other side. In every case the Generation® FirstStrike™ was devoured by the rodents first. So, I knew its taste was preferred by the rodents. But would it kill them? The next month I only used Generation® FirstStrike™, and in the months that followed, I noticed the rodents were eating more bait than normal.

Then something unexpected happened; I started finding the stations full of bait, with very little evidence of activity. So I started adding the other bait back into the stations along with Generation® FirstStrike™, thinking the rodents were tired of Generation® FirstStrike™.

I was wrong. The rodent activity was gone. Since that time, we rarely replace any bait. Even though it costs more than the other product, our profits are up because we need less to control the problem. I can't wait to see the numbers at the end of a year. Generation® FirstStrike™ is more palatable; works better, and costs less in the long run than the bait we had used for years. I can honestly say this is the best bait I have ever used.

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MULTI-FAMILY UNITS

E. Qadir Martin, Vice President of Alpha to Omega Termite and Pest Control, Inc. in Philadelphia, PA, shares his story...

We specialize in multi-family housing complexes. We service a 220 unit subsidized housing site in the NW section of DC. The living conditions were substandard and housekeeping was a constant nightmare. We performed exclusion by sealing holes inside each unit and all entry points on the exterior. The residents were uncooperative by leaving the entry doors ajar. Management wouldn't cooperate with our multiple requests to trim and remove overgrown trees and increase frequency of trash removal. Over the several years we had this contract, nothing seemed to be able to maintain consistent control. We used many different baits, glue boards, snap traps, multi-catch traps and tracking powder, but nothing seemed to be able to combat the rodent infestation.

We decided to try Generation® FirstStrike™ at the site in October, 2009. We went in with an intense interior/exterior bait placement strategy in all units in October. When we returned two weeks later to check the acceptance, all the product was consumed. We replenished the bait every 10 to 14 days and by mid

We had gained control of the infestation that previously drained our efforts like a plague.

November, we had gained control of the infestation that previously drained our efforts like a plague. I am delighted to say we have maintained control of the rodents at this and many other sites we've used Generation® FirstStrike™. Way to go LIPHATECH, you have a winner.



HOSPITAL

Roger C. Meitler, Owner of World Pest Control, Inc. in Plainville, KS, shares his story...

I used Generation® FirstStrike™ in a damp setting. I have a regional hospital that has been a monthly pest contract for several years. I was awarded the contract mainly because the previous company was not providing a preventative rodent service. So with that being a key sales point with our company, I knew that initial and continued control of rodents around the building was crucial in keeping them out of the building. This hospital has a main entry that is a two story atrium (indoor/outdoor) with native limestone cliffs, waterfalls/pools, and many plants. They periodically had rodents get into the atrium prior to our service. This was of great concern because the atrium was viewed through a glass wall from the cafeteria area. We placed several bait stations in the exterior atrium area and also decided to place one secured bait station inside the atrium among the several ledges of rock and plants. Needless to say the bait blocks that we placed in the stations were continually being consumed by slugs. We had tried, without much success, to keep the slugs out and reduce the numbers but the environment in that area was just too damp. We decided to try Generation® FirstStrike™ and see how it held up. I was amazed to see on our next visit that the Generation® FirstStrike™ was still in good shape.



Over the next several months, I was still seeing good results from Generation® FirstStrike™. We then decided to use it in our regular rotation on all of our bait stations. The overall consumption increased in all of our stations. We now use Generation® FirstStrike™ in our bait rotation. It is also the bait I use in damp conditions. Thank You Liphatech for this new formulation.

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LINGERING RAT AT RESTAURANT

Scott Robbins, Technical Director of Action Pest Control in Washington, IN, shares his story...

My Generation[®] FirstStrike[™] success story occurred immediately after the 2009 Purdue Pest Management Conference. We had been trying to eliminate a particularly wily Norway rat in a restaurant for approximately four months. We had thrown every trick in the book at him (and even considered throwing the book). Multiple trap styles and attractants had already failed and we had excluded every exit point we could physically block without assistance in physical alterations from the client. The rats were reduced to nesting in the cove base void under the front counter (a particularly distressing location). Oh, we had some 'limited successes'. One rat lost his tail to a snap trap (chewed it off) and another spent the night attached to a glue board (not a tactic we normally use on Norway rats). The rats were limited to two known exit points and had been climbing an electrical conduit to the top of a junction box where they then leapt over on top of some boxes on the shelf. I removed the boxes in the rear and covered the shelf with heavy freezer glue boards. The employees heard the ruckus before closing and, instead of dispatching our foe, covered him with a pan for the manager to deal with. And of course, he rolled around and freed himself overnight, now the wiser for the experience. As a policy, we do not resort to rodenticides indoors in such an area until all non-chemical measures have failed. We inserted bait stations with a block formulation of bait and later inserted bait attached to heavy wire into the cove base voids. In spite of attempting various block bait types, placing scat inside and around the bait stations and later even pre-baiting the station interiors with his preferred foods, no bait feeding was seen.

We were now considering utilizing a pellet rifle for a night sniper mission. Fumigation was even starting to look very good considering all the costs we had in fuel and lost production time on unsuccessful



follow-ups. Then I received a sample pack of Generation[®] FirstStrike[™] at the conference. With its attractive smell, previously unseen formulation and packaging similar to his favourite food, saline crackers; I decided to try it the very next morning after the conference, introducing it into the cove base nesting area on the same heavy wire. Our foe was found expired in the middle of the floor by employees opening the store one morning the next week.

We had thrown every trick in the book at him (and even considered throwing the book).

TRASH TRANSFER STATION

Ronald Anders, President of Accutech Pest Mgmt in Pasadena, MD, shares his story...

We received a call in November of 2009 that a trash, transfer station was having a rat problem in the transfer house and in offices that were 200 feet across the parking lot. The station was undergoing modifications and the levels of trash were at a low point. Consequently, the rat population was stressed and moving. The offices, green space, and neighbouring yards were all being affected by the movement. To compound the problem, the facility didn't seek professional help for weeks and then only after the offices were being overrun. An otherwise predictable problem was now moving in unpredictable patterns. Even though the facility was low on trash, there was plenty of food to sustain a sizeable population. Finding bait with the ability to pull the rats away from the trash was the primary concern. The only option was Generation[®] FirstStrike[™]. Within the first 6 hours of placement, the rats were moving on the bait. The best testimony is: we placed about 7.5kg of Generation[®] FirstStrike[™] and didn't return to the site for 30 days.

All the wisdom and advice was that we should return in 7-14 days. We decided to test the product limits. When we returned and interviewed the workers, the compliments were lengthy and flowery. We gained near elimination and have maintained a rodent-free environment in the offices for the last 2 months. The facility is now back in full operation. The workers are consistent in telling us that the rodent sightings are the fewest ever.

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REDUCE RESIDENTIAL CALLBACKS

Ed Van Istendal, Operating Manager at Tomlinson Bomberger Pest Control in Lancaster, PA, shares his story...

Each fall it is typical for me to be driven to customer's homes with the cooler weather despite the presence of glue boards, traps and bait stations. There are always a good number of customers who spot live mice or their droppings or their damage to stored goods and who call us requesting "extra" service. In 2009, we placed Generation® FirstStrike™ in all those households bait boxes. Even with all the heavy snow and extended sub-freezing weather we experienced this year, our "extra" rodent calls were negligible.

I can only point to the use of Generation® FirstStrike™ as being the reason why. Improved palatability, great control, decreased callbacks. What else could I ask for? Thank you Liphatech!

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EUROPE STORIES:

SHOPPING CENTRE France

Site description: Shopping centre in Paris

Rodent species: House mouse (*Mus musculus*)

Site history:

- Multiple food sources readily available
- Big rodent population with mice seen during the day
- Lots of people traffic, needs for using small bait stations (AEGIS® Pro Mouse) easy to hide from public view

We have tackled the infestation by using Generation® FirstStrike™ in 30 bait stations. We targeted the restaurant and grocery shop. These were the places with the highest indicators of mice activity with droppings and damages to food stock.

Number of bait stations and area:

- Bar: 8 bait stations
 - Kitchen pantry: 10 bait stations
 - Grocery shop: 12 bait stations
- First visit was a fortnight after we installed the bait

FARM

France

Site description: Farm with one main house, two sheds for storage and sheds for poultry, hays & sheep farming. Kernels with several dogs

Rodent species: Norway rats (*Rattus norvegicus*)

Site history:

- Located in a rural area, surrounded with forest and grass
- Big Norway rat population – Rats visible during the day but mainly at night
- Burrows, runways, tracks & foot marks visible all over the property
- Multiple food sources (mainly feed for the animals)
- Multiple shelter opportunities with building materials left outside
- Risk of first & secondary poisoning of farm animals & dogs



The rat population being resistant to bromadiolone we decided to use Generation® FirstStrike™ based on Difenhalone, a new active ingredient, with no genetic resistance known. The challenge was to get consumption in a highly competitive food environment where rats have been feeding for a while on grains, cereals and feed for the animals. Every soft bait was secured on rods in bait stations to prevent access to farm animals.

Consumption started from day 1. After a couple of days we could already see that consumption was decreasing and less rodent activity was recorded at night. After 18 days and 3.5kg of Generation® FirstStrike™ eaten the population was eradicated.

Previous treatment consisted of bromadiolone wheat in 12 bait stations around the farm. After analysis the Norway rat population was resistant to bromadiolone. Based on quantity of wheat consumed the population is believed to be around 50 rats.



stations. We were amazed by the results, 20 out of the 30 stations were emptied out. It was quite a success in this highly food competitive environment and it certainly exceeded our expectations.

The soft bait formulation is really palatable and we had consumption very quickly. The single-feed Difenhalone delivered punchy results visible straight away with dead mice collected on the first visit. Overall the product performance and its ease of use makes it a top notch product!



FAST FOOD CHAIN

France

Site description: Fast food restaurants

Rodent species: House mouse (*Mus musculus*)

Site history:

- Ongoing mice infestation
- Multiple restaurants located in a theme park
- Site has been treated with a Difencoum soft bait for the last 9 years. It is consumed but no visible results are achieved. A development of genetic resistance might be the cause
- The pest control operator replaced all old bait by Generation[®] FirstStrike[™]

We have been looking after this site for a long time and with the product we were using we didn't seem to be getting anywhere. Some of the baits were eaten but we couldn't see any drop of activity. We have heard about Generation[®] FirstStrike[™] and decided to give it a go.

It is a fairly big restaurant as it is located in a theme park; lots of people are coming in and out everyday and our customer was getting anxious as the infestation still wasn't under control. We replaced all the old baits by Generation[®] FirstStrike[™] in all 500 mouse bait stations used on site. We also put some glue-boards during the changeover to try getting a massive hit straight on.



It needed a few days for mice to adjust to Generation[®] FirstStrike[™] but then consumption increased constantly and results then followed. Within a month infestations in all restaurants were resolved. Consumption stopped and no more mice were caught on glue-boards.

Site manager was thrilled with the results:

"After we have seen the effectiveness of Generation[®] FirstStrike[™] we have decided to use it on other sites in Paris"

CEREAL STORAGE FACILITY

France

Site description: Silo used for grain & cereal storage (Corn, wheat, sunflower seeds)

Rodent species: Roof rats (*Rattus rattus*)

Site history:

- Newly built silo but not very well looked after
- Heaps of grain & cereals on the floor
- Rats active at daytime inside silo
- Droppings, foot marks, tracks found throughout the site

When we first visited the silo, roof rats have colonized the whole site. We could see them day and night from the underground to the top floors, in office spaces and we even found younglings in the electrical cupboard. We let the activity signs guide us to place bait stations filled with Generation[®] FirstStrike[™]. We used 15 AEGIS[®] bait stations over the different floors, we placed loose baits in closed

enclosures such as the electrical cupboard and underground.

After the initial lay out we came back every fortnight to monitor and replace consumed soft baits. At our surprise they ripped through all Generation[®] FirstStrike[™] within the first 15 days and results were already visible with 8 dead rats collected.

To have 100% consumption with the amount of other food sources was just incredible. We doubled up the Generation[®] FirstStrike[™] quantity we used.

After 60 days no more feeding was observed nor any rodent activity. The silo manager was extremely satisfied with the results and couldn't believe that this treatment controlled a rodent infestation that had been going on for years.



Product features:

- Difethialone soft bait (25ppm), single-feed
- 10g sachet
- Convenient 5.5kg rectangular bucket
- Available from your local distributor

Safety features:

- Contains Bitrex, a bittering agent that reduces the risk of consumption by children or pets
- Nut free formulation, ideal for sensitive areas such as hospitals, child care, schools, etc.

Product benefits:

- High acceptance by rodents, even when competing food is available
- Reduced treatment time for faster customer satisfaction
- Smallest securable and non-dispersible bait for flexible dosing
- Maintains palatability and integrity in harsh conditions



GENERATION[®] FIRST STRIKE[™]

Soft Bait. Leave no rodent behind



THINK SOFT. STRIKE HARD!



LIPHATECH
www.liphatech.com.au

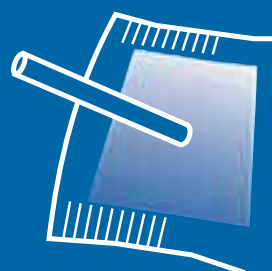
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Create a Feeding Frenzy with the NEW Generation[®] FirstStrike[™]. An innovative soft bait that attracts a crowd to end tough infestations.

Generation[®] FirstStrike[™] features Difethialone, the newest single-feed active ingredient from Liphatech and is technologically the most advanced anticoagulant with no known resistance.

The 10g pouches allow for flexible dosing through single or multiple pouch placements. Generation[®] First Strike[™] provides superior control of rodents in any situation.

Check what other pest control professionals thought about the product on www.liphatech.com.au
Available from Agserv, Garrards and Globe outlets nationally.



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