



**FIRST  
STRIKE**

**RESOLV**

**TAKE  
DOWN**

**Soft Secure**  
Technology

# Soft Bait Solutions

with Strong Results

## Why Liphatech Soft Bait?

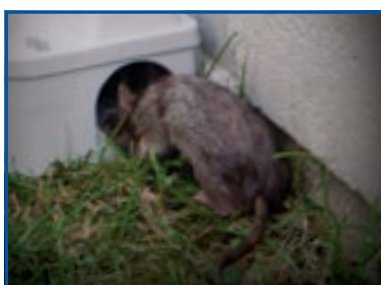
### Performance

Liphatech's family of wax-free soft baits offer palatability and performance. FirstStrike® and Resolv® are formulated with second-generation anticoagulants, while TakeDown® combines the power of an acute rodenticide with the advantages of a soft bait formulation.



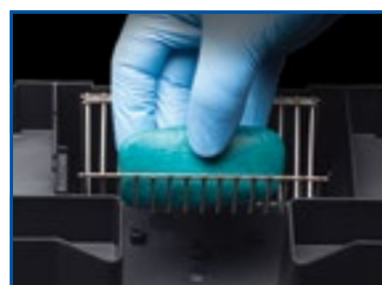
### No Wax

Wax-free formulas maintain their integrity even in high temperatures and in tests conducted in an oven at 200° F for 8 hours.



### Palatability

Our soft bait formulas are made with oils and grains mixed in a dough matrix. The different flavor profiles of FirstStrike and Resolv give PMPs the option of alternating them.



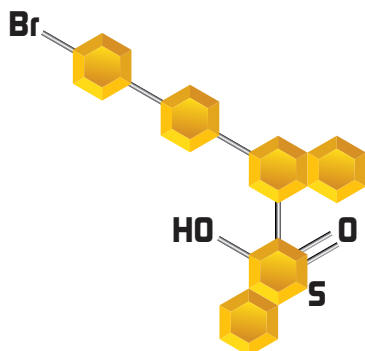
### Flexibility

Soft bait allows PMPs the flexibility to adjust the number of pouches per placement as needed, within the amounts allowed on the label. Pouches can be quickly secured with bait rods or feeding devices, such as SoftSecure™ Technology (SST). Product labels allow for the removal of the paper packaging, which means no paper shreds to clean up after bait is consumed.

## Active Ingredients

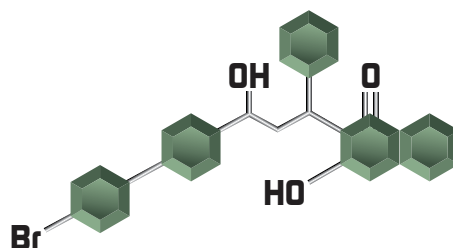
### DIFETHIALONE

Active ingredient (25 ppm) in FirstStrike. Second-generation anticoagulant exclusive to Liphatech; vitamin K<sub>1</sub> is the antidote.



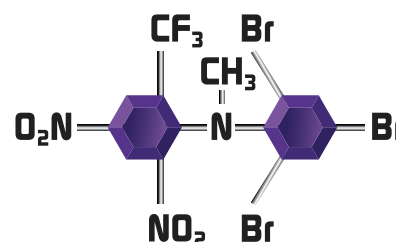
### BROMADIOLONE

Active ingredient (50 ppm) in Resolv. Popular second-generation anticoagulant; vitamin K<sub>1</sub> is the antidote. Invented by Liphatech.



### BROMETHALIN

Active ingredient (100 ppm) in TakeDown. Rapidly-absorbed, acute non-anticoagulant neurotoxin.



## Soft Bait at a Glance



PRODUCT	FIRSTSTRIKE		RESOLV		TAKEDOWN
Active ingredient, %	Difethialone, 0.0025%		Bromadiolone, 0.005%		Bromethalin, 0.01 %
Size	10g	40g	12g	40g	8g
Product Packaging (pouches)	4 lb. bags (Case of 4; 181 pouches per bag) 8 lb. pails (Case of 2; 363 pouches per pail) 16 lb. pail (726 pouches)	16 lb. pail (182 pouches with 5 SSTs)	4 lb. bags (Case of 4; 151 pouches per bag) 16 lb. pail (604 pouches)	16 lb. pail (182 pouches with 5 SSTs)	4 lb. bags (Case of 4; 227 pouches per bag)
Mice Placement (spaced 8-12 ft apart)	1-4 pouches	1 pouch	1-4 pouches	1 pouch	1-2 pouches
Rat Placement (spaced 15-30 ft apart)	9-43 pouches	2-11 pouches	7-36 pouches	2-11 pouches	4-24 pouches

Soft bait is sold by weight and not by unit. Number of pouches per pail are approximates.



# FirstStrike®

A Soft Bait that Hits Rodents Hard



## FirstStrike Soft Bait

- A palatable bait matrix that rodents will eat.
- Wax-free formula won't melt.
- Bait is an excellent choice for clean-out, lingering rodents or heavy infestations.
- Contains difethialone (25 ppm), a second-generation anticoagulant invented by and exclusive to Liphatech.
- First dead rodents appear 4-5 days after consuming a lethal dose.

## Palatability & Performance

The active ingredient in FirstStrike is difethialone, a second-generation anticoagulant invented by Liphatech. It offers palatability and performance for tough jobs and everyday use.

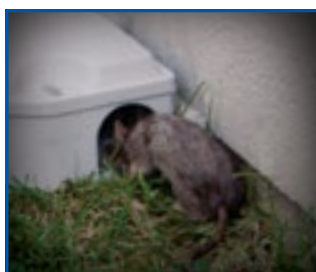
- Different flavor profile from Resolv® and TakeDown®.
- FirstStrike 10g pouches are available in 16 lb. pails, 8 lb. pails (case of 2) or 4 lb. bags (case of 4).
- FirstStrike 40g pouches are available in 16 lb. pails and come with 5 SoftSecure™ Technology feeding devices.

## Why Liphatech Soft Bait?



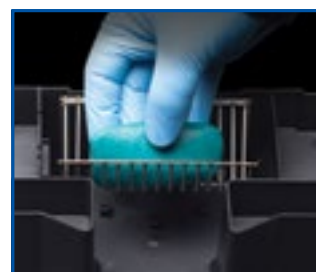
### WAX-FREE

Durable formula won't melt in high temperatures.



### PALATABILITY

Bait formulation is palatable to mice and rats.



### FLEXIBILITY

Quickly secure single or multiple pouch placements; remove paper for less mess.

“FirstStrike is my go-to for troublesome accounts in downtown Boston. Rodents shy away from all other rodent baits in this area. Great product!”

- PATRICK WITHAM  
Owner  
Loyal Pest Management  
Boston, MA

**FIRST  
STRIKE**

# Resolv®

A Soft Bait You Can Depend On



## Resolv Soft Bait

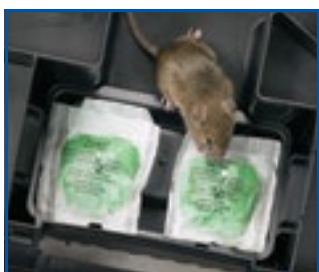
- Contains bromadiolone (50 ppm), a second-generation anticoagulant.
- Everyday bait for budget-minded PMPs.
- First dead rodents appear 4-5 days after consuming a lethal dose.

## Your Go-To Baiting Solution

Resolv soft bait provides budget-conscious accounts with results. It contains the most commonly used rodenticide active ingredient, bromadiolone, in a palatable soft bait formulation.

- Different flavor profile from FirstStrike® and TakeDown®.
- Resolv 12g pouches are available in 16 lb. pails or 4 lb. bags (case of 4).
- Resolv 40g pouches are available in 16 lb. pails and come with 5 SoftSecure™ Technology feeding devices.

## Why Liphatech Soft Bait?



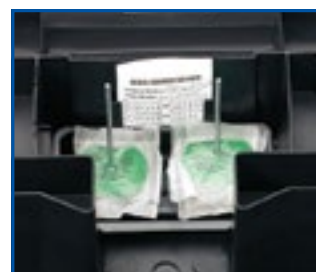
### WAX-FREE

Durable formula won't melt in high temperatures.



### PALATABILITY

Bait formulation is palatable to mice and rats.



### FLEXIBILITY

Quickly secure single or multiple pouch placements; remove paper for less mess.

“I have been putting Contrac® Blox™ alongside of Resolv. Ninety percent of the time Resolv is completely eaten and Contrac is nibbled or not touched at all.”

- **RON MARRONE**  
Vice President  
J. D'Ambrozio Pest Management Services  
Clifton, NJ

**RESOLV**®  
NO WAX SOFT BAIT

# TakeDown®

The Only Bromethalin Soft Bait\*



## TakeDown Soft Bait

- The only soft bait formulated with bromethalin (100 ppm), an acute, non-anticoagulant neurotoxin.\*
- Designed to take on heavy infestations and anticoagulant-resistant rodent populations.
- First dead rodents may take 2 or more days to appear after consuming bait.

\*The first and only bromethalin soft bait for the PMP market.

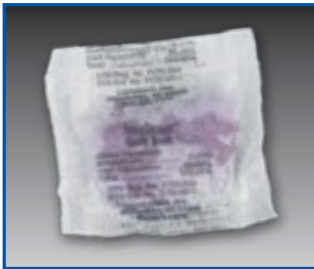


## Acute Action

TakeDown is the first and only non-anticoagulant bromethalin soft bait for pest management professionals. Its faster-acting active ingredient reduces heavy rat and mouse infestations in commercial accounts and select residential locations. Because it is an acute rodenticide, it can also be used to address anticoagulant-resistant rodent populations.

- Use to knock down rodent populations before switching to FirstStrike® or Resolv® for regular maintenance.
- TakeDown 8g pouches are available in 4 lb. bags (case of 4).

## Why Liphatech Soft Bait?



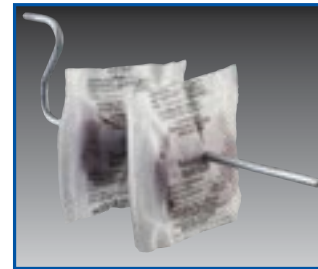
### WAX-FREE

Durable formula won't melt in high temperatures.



### PALATABILITY

Bait formulation is palatable to mice and rats.



### FLEXIBILITY

Quickly secure single or multiple pouch placements; remove paper for less mess.

“TakeDown is a great product with very fast results. We used it in a couple of commercial buildings to clean out infestations within 7 to 10 days. Highly recommend this product!”

- DAVE HARDEE  
Operations Manager  
RH Miller Pest Services  
Casselberry, FL



# SoftSecure™ Technology

Give Rodents Their Last Meal Behind Bars



## SoftSecure Technology (SST)

- Ideal for all Liphatech soft bait pouches as well as traditional blocks.
- Easily fits into most bait stations, eliminating bait rod hassles.
- Place bait directly on the SST without the paper pouch – no more paper shreds.

## Designed for Results

Liphatech's innovative SoftSecure Technology (SST) is a rodenticide placement device specifically designed for soft bait. Using the SST allows you to service bait stations faster while eliminating any mess. It easily snaps into most bait stations, replacing the hassle of bait rods, especially in cold weather. SST also works with traditional block baits.

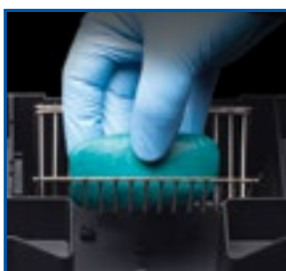
- Designed for Aegis® bait stations, including Aegis-RP, Aegis-RP Anchor, Aegis Rat and Aegis Modular.
- Also compatible with Protecta LP, Protecta EVO Express, Protecta Sidekick, EZ Klean and Checkpoint bait stations.
- Available for purchase in cases of 12; 5 SSTs are included in 16 lb. pails of 40g FirstStrike® and Resolv®.

## SSTs Are Easy to Use



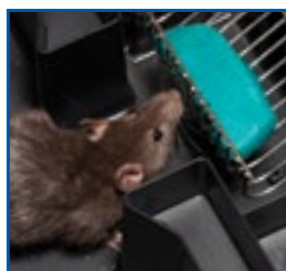
### STEP 1:

Easily open soft bait pouch. Discard paper.



### STEP 2:

Just place the bait, close the lid and go.



### STEP 3:

Rodents consume bait between the bars.



### RED LIDS

The 16 lb. pails of 40g soft bait come with 5 SSTs.

**Soft Secure™**  
Technology

SST is not recommended for use with Rodent Café, M.P.U., EVO Ambush, Protecta and Protecta Sidewinder.

Aegis® is a registered trademark of Liphatech, Inc. (Milwaukee, WI). Protecta® and Evo® are registered trademarks of Bell Laboratories (Madison, WI). EZ Klean™ is a trademark of VM Products (Bedford, TX). Checkpoint® is a registered trademark of Ecolab U.S.A. (St. Paul, MN). Sidekick™ and Express™ are trademarks of Bell Laboratories (Madison, WI).

# Soft Bait Solutions

Designed to Handle Any Situation

## Soft Bait Bags

With Liphatech's flexible 4 lb. soft bait packaging, servicing stations just became more convenient. There's less bait to carry, and the full label is printed directly on the bag. Available for FirstStrike® 10g, Resolv® 12g and TakeDown® 8g soft bait pouches.

- Durable, water-resistant four-ply construction keeps bait dry.
- Specialized gussets keep bags upright.
- Easy to carry, with reinforced multi-ply handle that maintains form and strength.
- Recloseable EZ Open™ top makes it simple to open and access product and bag stays sealed.



## Rat & Mouse Attractant

Rat & Mouse Attractant™ is a non-toxic soft bait designed for monitoring rodent activity in and around commercial, industrial, agricultural and residential buildings as well as in transport vehicles.

- No active ingredient.
- Highly attractive, even when other food is available.
- Made with a bait matrix similar to FirstStrike.
- Rat & Mouse Attractant 10g pouches are available in 8 lb. pails.





## LiphaTalks Technical Bulletin Videos



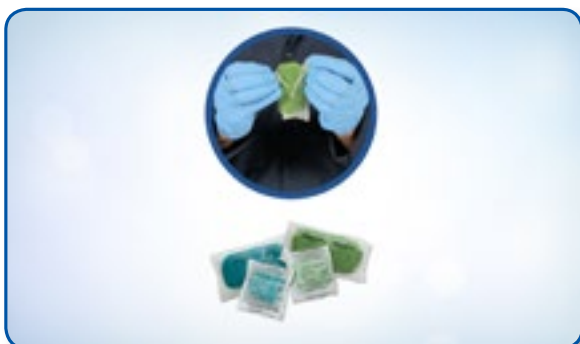
### Roof Rat Identification and Control

Learn how to identify roof rats and the best strategies for controlling them.



### Rodent Food Preferences

Not all rodents eat the same thing. Knowing the various diets of common rodents can help with your control strategy.



### Making the Switch: Changing Rodenticides

Changing baits doesn't have to be hard. With a bit of patience and our tips you can keep the process simple.



### Selecting the Right Bait

Successfully determine a rodent control method and rodenticide for your needs.



[youtube.com/user/LiphatechInc](https://youtube.com/user/LiphatechInc)

# Soft Bait Solutions

Our Soft Baits Speak for Themselves

"We acquired a monthly preventative contract with a recycling center in Boulder which had a large Norway rat infestation. We trapped hundreds of rats in snap traps, and then placed 15 bait stations with a mixture of two leading mini blocks. But these rats were completely overlooking the bait and eating the more odorous piles of rotten food. Frustrated, I turned to the Internet and ordered a 16-pound pail of FirstStrike. Once the FirstStrike was applied the rats immediately went solely for the bait. When I returned a week later a very excited property manager told me that in the last two days they had recovered over 200 dead rats. I inspected the property and found dead rats everywhere I turned. I collected over 50 more rats but to my surprise only saw one live rat. I would recommend FirstStrike to any pest control company out there."

– **WILLIAM RYAN SHOEMAKER**  
**General Manager**  
**Critter Control Denver**  
Dacono, CO

"We use Resolv on all of our accounts daily. It has a great attractant and is fed on pretty quickly. It's definitely our workhorse for rodent control."

– **CHARLIE SLOAN**  
**Service Manager**  
**AMCO Ranger**  
St. Charles, MO

"I've been selling Liphatech products forever... TakeDown has been beating the hell out of New York City rats."

– **ANDY LINARES**  
**President**  
**Bug Off Pest Control Center**  
New York, NY

"The pouches worked wonderfully, keeping the bait inside the bait station. No matter how hot it got, the bait stayed inside the pouches. The rats were able to consume the bait, instead of having it break down and end up outside of the bait station. The rats seemed more attracted to FirstStrike, probably because it doesn't have wax in its formulation (who wants to eat wax!). Within two weeks we had eliminated the rat infestation."

– **ANDY ST. LAURENT**  
**Manager**  
**Dewey Pest Control**  
Santa Margarita, CA

"One thing that we noticed was that the mice would open the packet of soft bait and eat the soft bait but leave the packet on the rod. One of our concerns before using the bait was that rodents would tear the bait or empty pouch off the rod and translocate it. We were pleased that this was not the case! This was our first account where we used FirstStrike Soft Bait and we plan on making it an integral part of our mice and rat arsenal!"

– **ERIC THOMAS**  
**Service Manager**  
**Terminix Services, Inc**  
Danville, IL

"My team uses FirstStrike exclusively. We find that we have a better attractant and faster kill no matter the conditions or placement. We used to use other product and Liphatech's is far superior in all facets. The product is easy to use, carry and place. We love it and our customers appreciate it."

– **KEVIN RATLIFF**  
**District Manager**  
**Ecolab Pest Elimination**  
Alabaster, AL

"We had started service for mice inside and outside of the largest exotic food supermarket of its kind in America. Competing food had basically rendered our baiting attempts useless. It was strictly mechanical. We installed FirstStrike in Liphatech's Aegis mouse stations. Acceptance was immediate, almost too good to be true. We increased placements and service intervals. Within 10 days sightings had decreased to none. At 21 days, feeding activity was at about 35%, and after 36 days had all but ceased. The fact that FirstStrike was preferred over spilled food blew me away!"

– **JOHN D. STELLBERGER**  
**President**  
**Environmental Health Services, Inc.**  
Norwood, MA

"I have been using FirstStrike and Resolv for years. I've been sent sample packs of other companies' soft baits and have tested them next to Liphatech's soft baits. What I've found out is that no matter if it's mice or rats, they both tend to gravitate towards FirstStrike and/or Resolv more times than not. As the business continues to grow, Liphatech products will be right there beside us on the journey."

– **STEVE PEISSIG**  
**Owner**  
**Elite Pest Solutions, LLC**  
Pardeeville, WI

"When we switched to FirstStrike, the problem of melting bait was virtually eliminated. This makes auditors happy, and more importantly, our customers."

– **RICK STEINAU**  
**President**  
**Ace Exterminating**  
Cincinnati, OH

"I use two products to knock down the worst of the worst infestations in New York City, where I am competing every day with people throwing food debris on the ground. First line of attack is TakeDown and second is Resolv. With these two products I have continued to control and eliminate for some of my accounts the rodent infestations that seem to be taking over the city."

– **MARLON AUGUSTINE**  
**Technician**  
**El Toro Exterminators**  
Bronx, NY

"I have been in the rodent control field for 22+ years. FirstStrike rodenticide is the best rodenticide I have ever used. I have a large produce account that must remain rodent free and FirstStrike is the only rodenticide in 22 years of service that has helped me accomplish this goal. I have tried other baits alongside FirstStrike in bait boxes, and FirstStrike has the activity while the other bait is untouched. Liphatech products are the only products for me."

– **STEPHAN DODSON**  
**Route Manager**  
**Oscar's Exterminating**  
Garland, NC

"I can't get over how much our technicians brag about the improvement they have seen since switching from the competitor's 'blox' to Resolv Soft Bait."

– **TAYLOR FREEDLE**  
**Safari Termite & Pest Control**  
St. Augustine, FL

# Soft Bait Solutions

Select the Right Soft Bait for the Job

## Don't Be a Blockhead

With Liphatech's soft baits, you don't have to stick with wax blocks.

Make the switch today by calling  
**888-331-7900** or visiting **[liphatech.com](http://liphatech.com)**