



**FIRST  
STRIKE**

**RESOLV**

**TAKE  
DOWN**

**FLATLINE**

**Soft Secure**  
Technology

# Soft Bait Solutions

with Strong Results

## Why Liphatech Soft Bait?

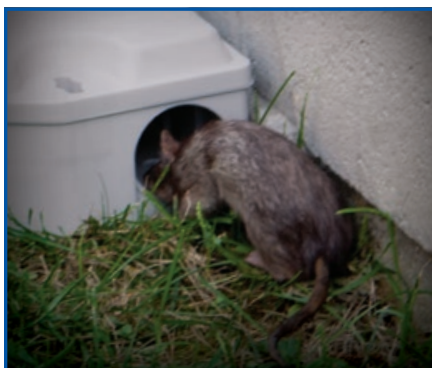
### Performance

Liphatech's family of 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. With a multiple-feed design consistent for everyday use, Flatline™ is the first and only chlorophacinone soft bait rodenticide.



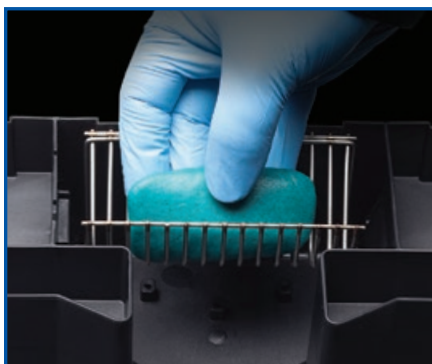
### Integrity

Liphatech soft baits maintain their integrity in hot environments. You can even use horizontal bait rods and have no trouble with the bait falling off.



### Palatability

Soft bait products from Liphatech are palatable to rats and mice. When you switch to our soft baits, you may find that you will get more feeding than before. Rodents may be able to detect the grain-like aroma that our soft baits have.



### Flexibility

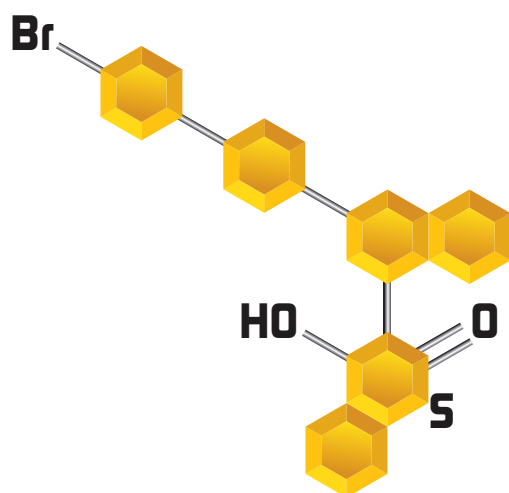
Soft bait allows PMPs the flexibility to adjust the number of pouches per placement as needed, within the amounts allowed on the label. Pouches can be quickly secured with bait rods or feeding devices, such as SoftSecure™ Technology (SST). Product labels allow for the removal of the paper packaging,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

## Active Ingredients & Innovations

The Soft Bait Innovators<sup>®</sup>, Liphatech is a leader in the manufacturing and marketing of soft bait rodenticides. In fact, Liphatech developed three of the rodent control industry's active ingredients – chlorophacinone – bromadiolone, as well as difethialone – a Liphatech exclusive.

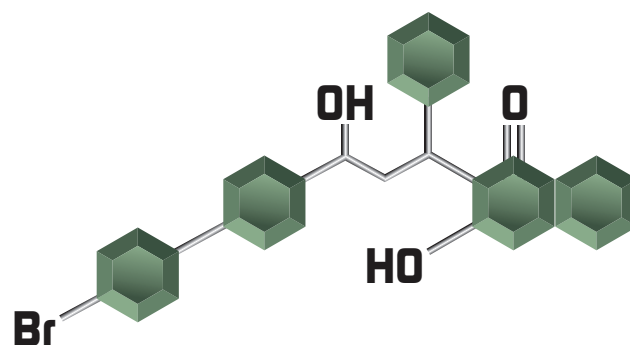
### DIFETHIALONE

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



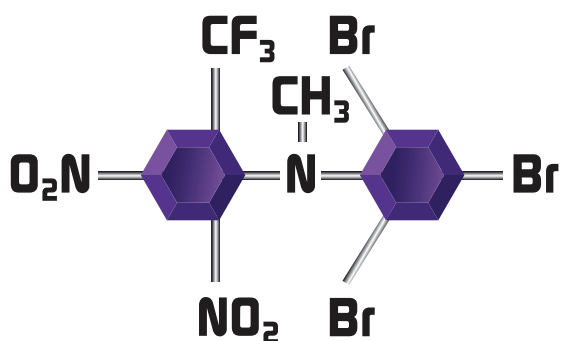
### BROMADIOLONE

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



### BROMETHALIN

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



### CHLOROPHACINONE

Active ingredient (50 ppm) in Flatline. A first-generation anticoagulant invented by Liphatech; vitamin K<sub>1</sub> is the antidote.



# Soft Bait Solutions

Value in Every Pouch

## Soft Bait at a Glance



PRODUCT	FIRSTSTRIKE	
Active ingredient, %	Difethialone, 0.0025%	
Size	10g	40g
Product Packaging (pouches)	4 lb. bags (Case of 4; 182 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)
Mice Placement (spaced 8-12 ft apart)	1-4 pouches	1 pouch
Rat Placement (spaced 15-30 ft apart)	9-43 pouches	2-11 pouches

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



RESOLV		TAKEDOWN	FLATLINE
Bromadiolone, 0.005%		Bromethalin, 0.01%	Chlorophacinone, 0.005%
12g	40g	8g	28g
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)	4 lb. bags* (Case of 8; 65 pouches per bag)
1-4 pouches	1 pouch	1-4 pouches	1-2 pouches
7-36 pouches	2-11 pouches	4-24 pouches	3-16 pouches

\*PMP may buy 4 lb. bags from distributor.

# FirstStrike®

A Soft Bait that Hits Rodents Hard



## FirstStrike Soft Bait

- A palatable bait matrix that rodents will eat.
- 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<sup>®</sup> and TakeDown<sup>®</sup>
- 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<sup>™</sup> Technology feeding devices.

## Why Liphatech Soft Bait?



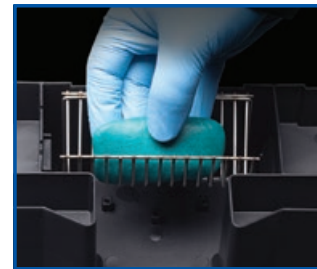
### INTEGRITY

Maintains integrity in hot environments.



### 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**<sup>®</sup>

# Resolv<sup>®</sup>

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<sup>®</sup> and TakeDown<sup>®</sup>.
- 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<sup>™</sup> Technology feeding devices.

## Why Liphatech Soft Bait?



### INTEGRITY

Maintains integrity in hot environments.



### 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 Contract<sup>®</sup> Blox<sup>™</sup> alongside of Resolv. Ninety percent of the time Resolv is completely eaten and Contract is nibbled or not touched at all. ”

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

# RESOLV<sup>®</sup>

# 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.

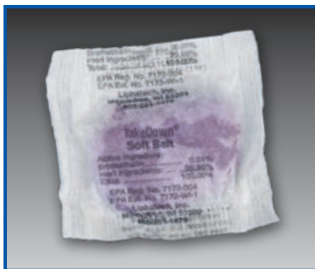
\*The first and only bromethalin soft bait for the PMP market.

## 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<sup>®</sup>, Resolv<sup>®</sup> or Flatline<sup>™</sup> for regular maintenance.
- TakeDown is available in 4 lb. bags or in 4-bag cases of 8g pouches.

## Why Liphatech Soft Bait?



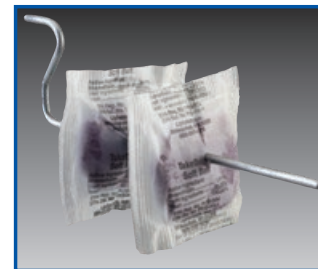
### INTEGRITY

Maintains integrity in hot environments.



### 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



# Flatline™

A First Gen for the Next Gen



## Flatline Soft Bait

- The first and only soft bait formulated with chlorophacinone (50 ppm), a first-generation anticoagulant.
- The best choice for everyday use – during light to heavy rodent activity.
- Multiple-feed action effectively kills rats and mice.

## An Effective Maintenance Plan

Flatline is the first and only chlorophacinone soft bait for pest management professionals. It is a first-generation anticoagulant rodenticide with multiple-feed action that effectively kills rats and mice. Designed for light to heavy rodent activity and is consistent for everyday use.

- When help is needed to stop damage caused by rodents, use everyday as an effective maintenance plan.
- Flatline is available in 4 lb. individual bags or in 8-bag cases of 28g pouches.

## Why Liphatech Soft Bait?



### INTEGRITY

Maintains integrity in hot environments.



### PALATABILITY

Bait formulation is palatable to mice and rats.



### FLEXIBILITY

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

“ Flatline Soft Bait gives the pest control industry an alternative to using non-anticoagulants such as bromethalin, instead of second-generation anticoagulants. Flatline has an available antidote – vitamin K<sub>1</sub>. ”

- TED BRUESCH  
Rodent Control Consultant  
Former Liphatech Technical Support Manager  
West Bend, WI

**FLATLINE**<sup>™</sup>  
**FLATLINE**

# 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.

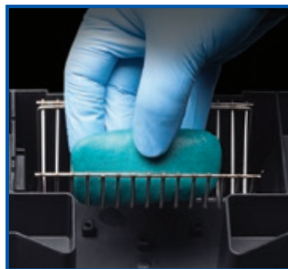
- Designed for Aegis<sup>®</sup> bait stations, including Aegis-RP, Aegis-RP Anchor, Aegis Rat and Aegis Modular.
- Also compatible with Protecta LP, Protecta EVO Express, Protecta Sidekick, EZ Klean and Checkpoint bait stations.
- Available for purchase in cases of 12; 5 SSTs are included in 16 lb.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

## SSTs Are Easy to Use



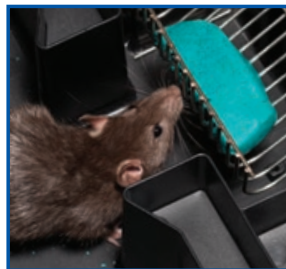
### STEP 1:

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.



### LOOK FOR THE RED LIDS

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

**Soft Secure**<sup>™</sup>  
Technology

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

Aegis<sup>®</sup> is a registered trademark of Liphatech, Inc. (Milwaukee, WI). Protecta<sup>®</sup> and Evo<sup>®</sup> are registered trademarks of Bell Laboratories (Madison, WI). EZ Klean<sup>™</sup> is a trademark of VM Products (Bedford, TX). Checkpoint<sup>®</sup> is a registered trademark of Ecolab U.S.A. (St. Paul, MN). Sidekick<sup>™</sup> and Express<sup>™</sup> 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\*, TakeDown® 8g and Flatline™ 28g 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.



\*FirstStrike 10g and Resolv 12g can be purchased in 16 lb. cases of 4 bags each.



## 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.



# 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

"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

"As an IPM company owner operator, my primary customer is a large farming and food storage co-op. I manage a rodent control program for this customer covering 2 states and over 50 locations. In all, these accounts have over 800 outdoor bait stations as part of my program. I had tried several common block style baits with limited results. Last year, I began using soft baits by Liphatech. Virtually overnight, my control over rodents became much more of a realization. As a result of using Resolv, FirstStrike and most recently TakeDown, as part of my program, it has resulted in being recognized by my customer for exceeding a level of control they had not known with their previous service provider of over 30 years. I can say that without the Liphatech soft baits as part of my efforts, I would not have been awarded the rest of this customer's account. For me, a 50% increase in business! My phone is ringing with other potential clients. Thank you Liphatech."

– **SCOTT DINGER**  
**Owner**  
**Primal Pest Control LLC**  
Post Falls, ID

"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**  
**Account Executive**  
**Safari Termite & Pest Control**  
St. Augustine, FL

"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

"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 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

"TakeDown is by far the best soft bait on the market today. I use it for all my sensitive accounts. Whenever I know the rodents are not going for other baits, TakeDown is my go-to!"

– **DAVID SANCHEZ**  
**Pest Control Service Manager**  
**Emergency Pest Control**  
Orange, NJ

"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 used FirstStrike since its release. When FirstStrike was initially used, it's superiority over other modes very soon became apparent. Rodent control was a minor part of our income formula. But within one year, it became 30% of our total income. After baiting several dozen places initially, we realized our use of FirstStrike increased drastically as we saw it's potential. Because word of mouth, we are recognized as competent technicians in the field by the public. We look forward to using other products in the Liphatech product line."

– **THOMAS MOORE JR.**  
**Operations Manager**  
**Thomas Moore Pest Control**  
Norristown, PA

# Soft Bait Solutions

Select the Right Soft Bait for the Job

## We're Soft on Bait, Not Rodents

Liphatech's soft baits offer palatability and performance for a wide range of rodent solutions.

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