



AUSTRALIA

Hello again,

The winter is now fast approaching. The nights are getting colder and the days shorter. In most regions, the autumn has given much more rain than in previous years, and this is certainly a good thing.

Most of you also see more rodents around and at Liphatech, we have big hopes that you will turn to our products after all the hard work that's been put in to get here!

You may have already heard about our latest release: Generation®. If not, read the first editorial of that newsletter and give Generation a go as the punchy 15g block will surely solve your rodent jobs! Also comes in a handy pre-baited mouse station – great for residential customers.

The Aegis Stick & Go cables are another tool in your toolbox. Great tethers that will simplify the way you secure your stations. See pages 2 to 4.

And finally, don't forget to take benefit of our great specials. Not only do we pride ourselves in giving you top of the range products with expert rodent-control advice, but we also want to make sure that you get the best deals!

Thanks for your support

Jerome Beline
& Romain Broch

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➔ NEW GENERATION® RODENT BAIT HAS ARRIVED IN AUSTRALIA:

Coinciding with the start of the 2010 rodent season, Generation® Block by Liphatech is now available.

Liphatech is delighted to complete its range of rodenticides with **Generation®**. Based on the newest active registered in Australia Difethialone, a single-feed anticoagulant developed by Liphatech, this **clean-out bait** will achieve **BIG RESULTS** on rats and mice.

The **punchy 15g Generation® block** will give you 25% more bait placements per bucket (7.5kg – 500 baits) than other competitor products. Because size matters a more efficient use of bait will drive your dollars further.

The combination of Difethialone's high efficacy on rats and mice and its high palatability will assure a **quick knock-down** of large infestation.

All its features make it the obvious choice for any rodent control problem.

See next page for a few words on *Rattus rattus* and more details on the two Generation® products:

-**Generation 15g-block**

-**Generation Pre-baited mouse station**

SMALL IS THE NEW BIG IN RODENT CONTROL

GENERATION® BLOCK 15g



COMPETITOR BLOCK 20g



Blocks remaining after 375 placements

GENERATION® BLOCK
— Small dose —
BIG RESULTS

LIPHA
TECH

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The punchy NEW Generation® block 15 gram rodent bait from Liphatech delivers 25% more bait placements than competitor products.

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

Being small is the NEW BIG thing when it comes to providing superior control of rodents.

Ask for it by name at your local Garrards outlet.

*Registered trademark of Liphatech France.

A few words on Black rats (*Rattus rattus*):

Black rats are the most widespread species of rats in Australia and PCO's are likely to come across most often when performing rodent control activities.



Figure 4: Distribution of the black rat (*Rattus rattus*) in Australia according to Strahan (1995).

Black rats are very good climbers and jumpers. They are also good swimmers even if they prefer dry places to nest. They can travel along wires, roof ceilings, trees and other similar high places.

Because of their behaviour and their ability to live without constant water (as opposed to Norway rats) they are by far the dominant rat species in rural areas.

Moreover, they can be quite difficult to eradicate (rodents not visiting bait stations on the ground, running along pathways up in the air, etc.)

Generation® blocks have the best profile to deal with these tricky pests. On one hand, Difethialone is especially toxic to them and on the other hand the formulation of the block is engineered for a better attractiveness.



GENERATION® Block key features



GENERATION® 15g blocks

-25% more bait placements drives your dollar further

-Clean-out product for a rapid knock-down

-Superior efficacy on rodents with highest efficacy on Black rats

-Highly palatable for maximum bait uptake

-No known genetic resistance

-Comes in a handy rectangular bucket of 7.5kg

GENERATION® Pre-baited Mouse Station

-Single-use & ready-to-use mouse station containing a 20g Generation® Block

-No manipulation of the bait → time saving

-Ideal for domestic jobs (extra sale) or for large communal areas (more secure than cardboard stations)

-Comes in professional 60units carry case which can fit easily at the back of the ute

➔ AEGIS® STICK & GO - THE NEW TETHERING CABLES BY LIPHATECH:

“Aegis® Stick & Go Cables save me so much time on the job, I don't have to drill the bait stations on the wall. So now only a few seconds are needed to secure the stations”, said Bill Stone from Adams Pest Control in Melbourne.

Recently launched through a special with the Aegis® RP stations, Aegis® Stick & Go Cables are a strong, flexible 40cm long marine grade stainless steel cable. It has received a very positive response from their new users.

This bait station securing cable is easy to use and quick to install.



Aegis® Stick & Go tethering cables



Thanks to its double-sided tape end, it firmly adheres to all clean surfaces and provides an almost permanent bait station solution. The station can be easily lifted in order to clean out under it, and the securing of a bait station deters unauthorised movement or interference of the bait.

➔ AEGIS® STICK & GO - THE NEW TETHERING CABLES BY LIPHATECH (next):

“The cables stick on any clean surfaces such as steel walls, concrete, bricks, wood, etc. It’s very convenient because the technicians can place the stations everywhere they need them to be.” said Colin Price, Operations Manager at Adams.

Aegis® Stick & Go cables allows PCO’s to secure bait stations in any type of premises without damaging walls, however if drilling the stations is required, the tape base has a hole in its center and which can be easily drilled through.



Another benefit of having your bait station not glued or fixed to the ground is summed up by Colin, “Some customers request that we clean the stations. Now it is easier because we can lift them with a minimum of fuss.”

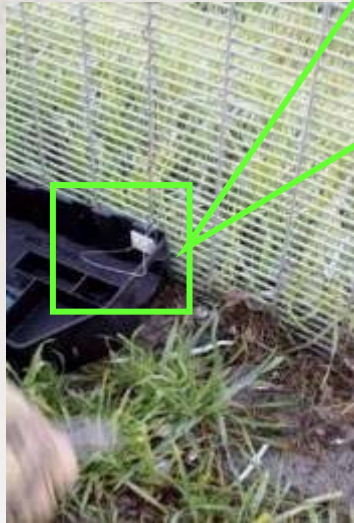
We met again with Bill and Colin after a few months of the cables being in service to check how the cables aged and the results were very conclusive. All cables were still firmly attached to the walls.



➔ After 4 months



Colin asked us after we visited the site whether it was possible to use the cables outside. The response is yes, but unlike internal situations where you stick the tape end onto the wall (see next page blue box for how to use the cables), we advise to do the loop around a fence, bush, etc. and to stick the tape end into the inside of station. Thus, your tape end will be protected from weather conditions.



Outdoor use



For outdoor use the tape end needs to be protected as much as possible from humidity and rain

Adam’s Pest Control is a Melbourne-based company with operations both in Victoria and South Australia.

Adams have over 65 years of experience in commercial, industrial and domestic pest control.

The family company targets three pest control markets: commercial with Adams Pest Control, domestic with Knowles Pest Control and possum removal with Peter the Possum Man.

Adams have a strong reputation of customer service and loyalty, even their suppliers can testify of that! They also have a fairly low employee turnover for a company that size – Colin Price, their Service Supervisor, sure is one good example.

The Victorian company also prides itself in embracing the latest international quality standards, such as the ISO14001 and ISO9001.

Of all their commercial clients, many big names come up. Ford, Coles or Coopers are some happy customers, just to name a few.



AEGIS® Stick & Go

With AEGIS® RP:



① Insert the loophole through the drain hole or the tunnel entrance. Then slip the tape end through the loop to secure.



② Peel the backing off the tape and apply firmly to cleaned surface.

With AEGIS® Mouse:



① Place the cable along the hinge and leave the loop outside

② Peel the backing off the tape and apply firmly to cleaned surface.

Key benefits:

- Easy to use and quick to install
- Reliably adheres to all clean surfaces
- Provides outstanding hygiene standards for your clients
- No damage to wall
- Ideal for internal use (see previous page for how to use outdoors)

➔ SPECIALS OF THE MONTH:



Or



Special GENERATION®:

**Buy 2 buckets of Generation® 7.5kg or
1 carry case of pre-baited mouse station**

And get a FREE USB Stick 1GB



BIG « end of financial year » DRAW:

Buy any Liphatech products (Aegis, Maki or Generation) for a minimum value of \$400 and get into the draw to win an iPhone 16GB 3GS!

Valid until 30 June – The draw will take place in July.

➔ DATES / EVENTS (June to August 10)

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|-------------------|---|
| 03 to 04 June 10 | AEPMA NSW Conference |
| 07 to 10 June 10 | Garrards Road Shows across Northern QLD |
| 13 & 14 August 10 | Rapid Conference – Gold Coast |
| July & August 10 | More Garrards Road Shows across Australia |

Liphatech – Associate member of the AEPMA

