



Welcome

Welcome to our first edition of the Liphatech Newsletter!

To start with, Liphatech has just appointed a new Technical Sales Rep in the name of Romain Broch. Be sure to give Romain a warm welcome in the industry as he will be there to support you all through the year. You will read more details about Romain in the article on page 1.

Also Liphatech launches this month the Aegis-RP bait station and a new bait concept: Maki Block Wrapped. I invite you to have a look at our Products Section on page 2. If you receive Garrards Pest Review or Professional Pest Manager, there will also be comprehensive editorials about our new products for 2009.

On page 1 & 2 is an editorial about bait station internal temperatures. There is some very interesting tips for those summer rodent-control jobs.

In those gloomy times brought about by the global financial crisis, we hope your businesses will all perform well. But most importantly we hope your families and friends have not been affected too badly by the Victorian bushfires or the Queensland floods.

I trust you will enjoy reading our newsletter and for any feedback, please contact me on belinej@liphatech.fr

Best regards,

Jerome Beline

Liphatech ANZ Business Manager.

➔ NEW TECHNICAL SALES REPRESENTATIVE ANZ

Liphatech has appointed a new Technical Sales Representative for Australia and New Zealand. Romain Broch, freshly arrived from France, has completed a degree in Agriculture at the University of Toulouse (ENSA).

Throughout the course of his study he has specialized in Sales and Marketing both in France and abroad. He has performed a number of short-term work experiences including one with Vikem Kwizda, a manufacturer of pest control products.

Romain is highly customer-focused and will bring his enthusiasm to the team. "I am very glad to be part of the Liphatech team. It will certainly be a steep learning curve for me but developing Liphatech business through better servicing of our client base is a great challenge!"

Romain Broch said. "Romain's appointment is in line with Liphatech strategy to bring our customers with a high level of service, including strong technical support", Jerome Beline, Liphatech Business Manager said.



With more products due to be released over the coming months Liphatech strengthens its position as a rodent-control specialist in the Australian and New Zealand marketplace.

➔ IT'S GETTING HOT IN THERE !!!

Ted Bruesch, our Technical Manager based in the US has organized last year a trial on bait station internal temperatures. Very often PCOs are worried about how the baits will sustain high temperatures and wonder what they can do to reduce bait melting.

Ted set up different trials both in Australia and in the US during our summer 2007-2008 and their summer 2008. He collected thousands of data points derived from readings taken every 15 minutes over 100 days in 5 locations, including Brisbane and the Death Valley.

In Australia as you will recall, last summer was cool. During the 80 days we collected data in Brisbane there were only 2 sunny days in which the temperature got above 29°C (31°C and 37°C) resulting in an average of 34°C. Internal Aegis bait station temperatures were approx 55% above ambient .



In Wisconsin ambient temperatures ranged all the way from 32°C to 39°C with an average of 36°C while internal temperatures increased by an average of 25.1%

In Nevada where the ambient temperature averaged over 43°C, the internal temperatures increased an average of 18.2%

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So why did the Aegis stations in the hottest environment heat up the least inside? Brisbane is closer to the equator than the two US locations. The sun would have been more directly overhead and intense. As for the two US locations, the trial in Nevada was late in the summer while the one in Wisconsin was in mid-summer again, when the sun would have been more directly overhead and intense.

As far as what it means for PCOs there are several things to consider.

When bait stations are over 50°C, most wax block type rodenticides are going to melt. Maki Block has been designed for higher melt-resistance.

Also rodenticide blocks will stay on a vertical rod to higher temperatures than those on horizontal rods. On the vertical rod, the weight of the block is supported from beneath. This will limit the risk of melting even though at very high temperatures the block will likely melt to a puddle or at least break into small pieces.



Maki Block has been tested to 54°C and does not melt.

White Aegis bait stations may stay as much as 6°C cooler than black stations extending the allowable ambient temperature range before internal temperatures cause rodenticides to melt.

Shading stations can also help but it can be difficult and add to the cost. One company that uses Aegis RP stations stakes a piece of plywood in place to create a lean-to shade device for stations on the sunny sides of his accounts. Sometimes it is just a matter of putting the station in natural shade behind plants etc.

Liphatech would like to thank Scientific Pest Management for their useful contribution in running the Australian trial in Queensland.

PRODUCTS

Fast & Flexible.
Aegis®-RP. Multiple uses, flexible mounting options and unmatched effectiveness in one complete quick-to-service package.

The Aegis-RP allows rodents to see the bait before entry, inviting them to enter and feed. Plus, our exclusive locking system offers unmatched opening speed, so you can service quicker than other stations.

Flexible—vertically places for tight locations or for areas prone to water.
Versatile—accommodates bait, glue boards or traps.

To bring the speed, hassle-free service, flexible mounting and versatility of the Aegis-RP to your operation, contact Liphatech at 04 16 191 594 or 04 21 946 857 or visit us at www.liphatech.com.

AEGIS®-RP
The fastest-to-service bait stations

AEGIS RP



« Fast & Flexible »

As a replacement to the AEGIS Mini, the Aegis-RP contains all the key attributes that made the success of the Aegis Mini:

- Versatile. It can accommodate bait as well as a rat trap.
- Its straight-through design is preferred by rodents
- The mechanical hinges give it a longer field life.
- The lid opens away from the wall for faster servicing.

And for the benefit of all, the Aegis-RP shows a number of improvements such as:

- A sturdy construction for a longer field life
- A sleeker, more professional design
- An improved locking mechanism
- Rounded corners for ease-of-clean

MAKI BLOCK



« Would you like it wrapped? »

- Individually packaged, the bait stays fresh.
- The block is protected and less crumbly.
- It is a no-touch concept whereby the technician has got not direct contact with the actual bait.
- The sachet creates a physical barrier against undesired animals such as slugs, snails and various insects, thereby protecting the integrity of the bait until there is consumption by rodents.

MAKI® BLOCK
WOULD YOU LIKE IT WRAPPED?
New concept!

- Maximum protection of bait against attacks by undesired animals
- Rats and mice will eat through the sachet
- No direct contact with bait for end-user

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GARRARDS
Call your local Garrards Branch
www.garrards.com.au

MARCH SPECIAL!

Buy 5 Aegis stations and get 1 free. Check with your local Garrards branch. Valid until 31 March

DATES / EVENTS (March to May)

- April & May 09** Garrards Road Shows across various cities. Look out for further details.
- Friday 01 May 09** AEPMA Back to Bush Seminar (Cessnock - NSW)
- 12 & 13 May 09** Rapid Single Day Conferences in Perth and Adelaide

Liphatech – Associate member of the AEPMA



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