



### ➔ GENERATION BLOCKS – SMALL DOSE BIG RESULTS

G'day Australia,  
2011 will definitely stay as a spectacular rodent season to remember. Generally speaking, the wet conditions that have occurred in most states over summer, and sometimes well before then, have contributed to more rapid breeding cycles, hence leading to massive exploding rodent populations.

The feedback we have received from our customers (you!) was excellent and leads us to believe that we are still doing the right thing.

The testimonial on page 1 of this edition on Generation Blocks is typical of the feedback we genuinely receive from pest managers. Thanks Michael for your support.

On pages 2 & 3, more improvements are being made to our existing range: the Generation Pre-Baited Stations are now individually labelled and the Aegis Mouse Clear Lid Stations come with a new feature 'SecurePoint Technology'. Last but not least, check out page 4 for an update on where to find us in the coming weeks. More industry events are planned in July, August and September.

We are already looking forward to the next newsletter as Liphatech continues to work on new projects to bring to pest management professionals.

Thanks and regards,

Romain and Jerome

More than a year after Generation® Blocks arrived in Australia we are happy to say that the new Liphatech product has seduced many of you.

Its smaller block size of 15g combined with the newest active ingredient, Difethialone developed by Liphatech, is a winning combo.

Difethialone is a single feed anticoagulant with a quick mode of action. Very effective on rats and mice, it is particularly suited to Roof rats (also known as Black rats or *Rattus rattus*) the most widespread species of commensal rats in Australia.



*Smaller size of Generation blocks compared to other baits*

The 15g size is a potential cost saver as you get more baiting placements per bucket: 500 baits per 7.5kg bucket or + 25% more compared to most baits commercially available.

Its formulation contains high quality cereals and attractants to maximise bait uptake.



#### Mouse-to-ear, ooops Mouth-to-ear:

Michael SCHEMBRI, North Sydney branch manager of Scientific Pest Management, is one happy Generation user.

"I have used Generation® for more than a year now. When it first arrived in Australia, I was interested in trying a new formulation with a single feed anticoagulant," Michael explained.



## CONTENTS

Generation Blocks .....	1
Generation PBS new labelling .....	2
Aegis Mouse Clear now equipped with SecurePoint technology .....	3
AEPMA NSW and other events .....	3

“Since then, I have had no ongoing issues with control of rodents. Palatability appears to be very good and the baits are well accepted by all three rodent species [Roof rats, Norway rats & House mouse]. Roof rats are always the most challenging of the three and can be hard to control at times. But,” he added, “as long as other food sources are removed, control is usually achieved in a timely manner.”

“In addition to its quality, price is also very competitive which makes it a product of choice for any rodent control program,” Michael said.

“For further development, I would like to see Generation® blocks wrapped like the Maki® Wrapped. Or better still, have a half/half container with both Maki® & Generation® then we can have the best of both worlds,” Michael enthusiastically concluded. Well, we will do our best!



**Bio:- Michael Schembri**

Attended tech sessions in 1986 under instruction of John Gerosis and started work with Combined Pest, then Budget Pest and Brookes pest before starting in business in 1988.

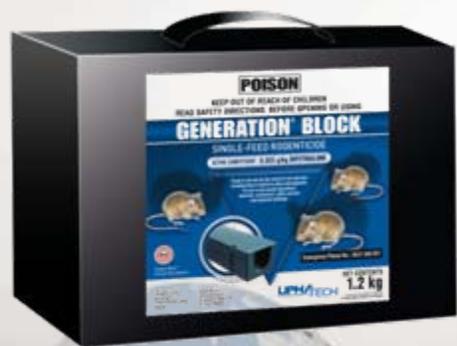
In 1992 a chance meeting led him to purchase a franchise with Scientific Pest. He worked the business from Sydney to Canberra to Wollongong and the Blue Mountains becoming the largest franchisee in Australia for some years.

In 2008 he made the decision to sell his franchise back to the SPM franchisor and continued on with SPM as Branch Manager.

**➔ GENERATION PRE BAITED STATIONS – NEW INDIVIDUAL LABELLING**



*A Generation PBS applied next to a water tank, in a residential house*



*Generation PBS come in a carry-case of 60 units*

Generation Pre-Baited Stations (PBS) are a unique offering for Australian pest managers. Designed to replace unsafe cardboard stations the Liphatech product is a ready-to-use tamper-proof station containing one Generation Block.

With no need to bait the station, applying Generation PBS saves you time in effective mouse control.

We have had some excellent feedback from customers, including a recent one from our distributor Garrards in Melbourne. Harry Griffin did not even have time to leave the stations on the floor and a mouse was already eating the bait!

We are very confident that Generation PBS will become a key bait product, and to that end, we have decided to improve the labelling of the stations. As you can see from the picture on the right, the stations will now be individually labelled. The multi-leaflet label contains all the information approved by the APVMA. We are hopeful that you will see the increased benefit of better safety.

Better safety is one of Liphatech’s key concerns and that initiative should further enhance the superior safety profile of Generation PBS as opposed to cardboard stations.

**POISON**  
KEEP OUT OF REACH OF CHILDREN  
READ SAFETY DIRECTIONS BEFORE  
OPENING OR USING

**GENERATION® BLOCK**

SINGLE-FEED RODENTICIDE

ACTIVE CONSTITUENT :  
0.025 g/kg DIFETHIALONE



Ready to use bait for the control of rats and mice including those resistant to other anticoagulants. For use in and around agricultural, domestic, commercial, public services and industrial buildings.

NET CONTENTS 20 grams

*The front page of the multi-leaflet Generation PBS label*

## ➔ AEGIS PRO MOUSE CLEAR LID – NEW ‘SECUREPOINT’ TECHNOLOGY

The Aegis Mouse Clear Lid stations are now equipped with a new feature - ‘SecurePoint’ technology.

Made with two bait chambers, and of sturdy construction, the Aegis Mouse Clear Lid station is a popular product. It can hold more bait than most stations in the market, and at an affordable price!

Its sturdiness and bait holding pin design make it a very safe station to use in all situations.

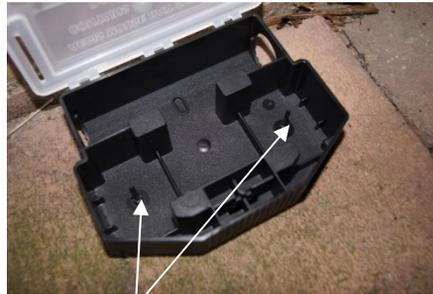
Now with ‘SecurePoint’ technology, the pin design has been improved so that bait dispersal outside the station is reduced to a minimum.

The Aegis Mouse Clear Lid now contains two pins in each bait chamber: one at the bottom and one at the top.

Most block baits will fit into the newly designed stations and will be even more secure.

It is to be noted though that some large block baits will not fit inside the bait chambers. These can be placed in the middle section, or else smaller baits should be used, such as the punchy 15g Generation Block.

The Aegis Mouse Clear Lid is an ideal choice for sensitive accounts with ongoing mouse problems, as well as in residential situations.



*Top: bait holding bottom pins forming part of the new ‘SecurePoint’ technology. Right: Generation Block are well secured inside station.*

On top of the new ‘SecurePoint’ technology, the stations are also all sequentially bar-coded. This means the stations are individually identified and can be readily scanned for enhanced monitoring.

The unique locking mechanism of the Aegis stations make them very easy to open and close thanks to the universal Aegis key.

The straight-through tunnel design further enhances the acceptance of the stations by mice.

The ‘fast & flexible’ Aegis Mouse Clear Lid stations come in cartons of 12 units. They are available from Garrards branches throughout Australia.



### AEGIS® Pro Mouse key features

**Fast-to-open:** with its unique key entry system

**Straight-through tunnel:** bait stations are more readily entered, better acceptance of the stations (i.e. rapid uptake)

**Convenience:** one key for the whole AEGIS range of bait stations

**Robust and Tamper-resistant** bait station

**Easy to secure:** pre-drilled hole for screwing on surfaces or side-slots for fastening

**Twice as much bait capacity** as Protecta RTU / fits all brands of blocks

**Clear or black lid available**



## ➔ AEPMA NSW 2011

This year AEPMA NSW single day conference has again been a success.

It was great to catch up with many of you at our Liphatech stand.

Next year, AEPMA is joining forces with FAOPMA in Adelaide. We will definitely be part of the event and we are looking forward to seeing you in numbers over there.

We will be catching up with you before then at other events and sharing ‘what’s new’. (see page 4 for future events coming up in the next few months)

The Liphatech team



➔ **NEW AEGIS RP PRICING**



**AEGIS® RP**

**Fast and Flexible.**

Check out the **NEW** 2011 pricing NOW!



**Fast** - the exclusive locking system offers unmatched opening speed.

**Flexible** - the AEGIS Stick & Go tethering cables provide more attachment options.

**Versatile** - accommodates bait, glue boards or traps.

AEGIS® RP. Multiple uses, quick-to-service. Available from your local Garrards outlet.

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**NEW PRICING FOR THE AEGIS RP**  
CHECK WITH YOUR LOCAL GARRARDS BRANCH



**AEGIS® RP key features**

**Quick & easy lock:** with its unique key entry system

**Rodent friendly:** straight visible path between openings

**Convenience:** lid opens away from the wall, one key for all AEGIS stations

**Compatible with a variety of equipment:** liquid dispenser, traps, bait tray, etc.

**Individually bar-coded**

**Compact & durable tamper-resistant bait station:** Low profile, durable hinges

**Easy to secure:** anchoring knock-outs for securing station to the ground

**Rounded internal corner:** for easy cleaning

**Drain holes:** Fast, efficient water removal

➔ **OTHER EVENTS**

**End of July** Garrards Road Shows – TAS + VIC

**19-20 Aug** Rapid Conference – NSW

**25-26 Aug** PMANZ – Auckland, New Zealand

**7-8 October** Northern Exposure – Townsville, QLD

