



— GROUPE DE SANGOSSE —

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FOR IMMEDIATE RELEASE

**Matt Elderbrook named Liphatech Midwest District Sales Manager**

**Milwaukee, WI (September 2018)** – The Pest Management Division of Liphatech, Inc. is excited to announce Matthew Elderbrook as the new Midwest District Sales Manager. He is responsible for representing Liphatech’s full line of rodent control products and Aegis® bait stations in Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Elderbrook has held various sales and marketing roles in the pest control industry, including territory management where he provided training and field support for PMPs and Distributors. At Liphatech, Elderbrook will be responsible for building relationships and brand awareness with the region’s Distributors and pest management companies and increasing sales of the company’s rodenticides and Aegis bait stations.

“We’re happy to have Matt on our team,” said Charlie Passantino, director, pest management division. “His experience and energy will allow him to immediately provide a high level of service and support for PMPs and Distributors in the Midwest.”

In his spare time, Elderbrook enjoys hiking, kayaking and travelling internationally with his wife. He is an avid Wisconsin sports fan and holds a marketing degree from the University of Wisconsin-LaCrosse.

For more information about Liphatech products and services, visit [www.liphatech.com](http://www.liphatech.com) or call 888-331-7900.

**About Liphatech**

Headquartered in Milwaukee, Liphatech has a long history of advancing the science of rodent control through research and product innovation. Combining the most advanced technology available with the highest level of customer service and technical support, Liphatech delivers solutions that allow pest management professionals (PMPs) to quickly and cost effectively generate results for both commercial and residential customers. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit [www.liphatech.com](http://www.liphatech.com).

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