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FOR IMMEDIATE RELEASE

Liphatech Promotes Elderbrook to Support Ongoing Growth

MILWAUKEE (April 9, 2026) — Liphatech Inc., a longtime provider of intelligent pest management solutions for pest management professionals, announces the appointment of Matt Elderbrook as Business Manager of the company’s structural pest control division.

“On the heels of Liphatech’s recent expansion into the insect market, Matt’s appointment to Business Manager marks the start of another exciting chapter for our company,” said Manny Martinez, CEO. “As Liphatech continues to grow and evolve to meet the changing needs of the industry, Matt’s combination of expertise and stand-out leadership will help us to connect our customers with the experienced people and intelligent solutions needed to solve their toughest pest problems.”

An eight-year veteran of Liphatech, Elderbrook began his career in structural pest control in 2006. Over the last six years, he has served as the Business Manager of Liphatech’s animal health division, Liphatech AG. From developing rodent control programs to working with distribution, Elderbrook has run the gamut of experiences in his field, becoming a trusted authority in business management, sales, marketing and technical support.

“This year, Liphatech continues to focus on diversified and innovative solutions for the pest management industry and has the experienced people in place to bring that focus to fruition. Along with that, our top priority is ensuring that our customers across the U.S. and Canada continue to receive the top-notch service and expert guidance they have come to expect from us. That remains unchanged,” said Martinez.

For more information about Liphatech products and services, visit liphatech.com or call 888-331-7900.

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About Liphatech

Headquartered in Milwaukee, Liphatech, a subsidiary fully backed by the De Sangosse group, has a long history of advancing the science of rodent control through research and product innovation. Combining the most advanced technology available with world-class customer service, technical expertise and support, Liphatech delivers intelligent solutions that allow pest management professionals (PMPs) to quickly and cost effectively generate results for both commercial and residential customers. Liphatech advocates for responsible rodent management practices that protect people, wildlife and the environment. Liphatech is a member of the [Ag Container Recycling Council](#) (ACRC), [National Pest Management Association](#) (NPMA), [Responsible Industry for a Sound Environment](#) (RISE) and the [Rodenticide Task Force](#).