

Modern-Day Pied Piper Effect To E.R.A.S.E. Rodents Through Special Nest Relocation Food Technology



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A COMPANY has developed an environmentally-friendly way of helping get rid of your [Rat Problem](#) – by tempting them out of hiding like the legendary Pied Piper and Relocating their Nests by using Foods they love to eat.

But instead of luring the rats with music, W.H.I.C - E.R.A.S.E.™ eliminates the rodent problem by enticing them with their favourite foods.

The firm is confident its modern-day Pied Piper effect will help businesses, workplaces and other organizations eradicate their rat problem using a natural method, which is safe for both children and pets.

The company's special food pellet formula includes a mixture of foods that rats love, including peanuts and soybeans.

Food Formulator Ernest Adam Csolkovits, who is CEO of Michigan-based W.H.I.C, said: "Rodents like the same foods as humans.

"This rodenticide works by using the same 'following effect' as the Pied Piper to help get rid of rodents. Instead of music, we use their favorite foods (the same food humans eat) in a small pellet form.

"This is the perfect green solution to E.R.A.S.E. your [rodent problem](#)."

W.H.I.C - E.R.A.S.E.TM (Eliminate Rodents And Save Everyone) uses a non-toxic food pellet formula, which is safe for both youngsters and pets.

Latest figures show that more than 1.1million children aged five and under are exposed to poisons every year in the US and Canada, while there are also more than 400,000 cases of pet poisoning annually.

But Mr Csolkovits, who developed the product, added: "This product is safe for humans and pets. Why would anyone want to use something that could be harmful and even fatal to your loved ones?"

"W.H.I.C - E.R.A.S.E.TM was invented to eliminate the fear of deadly poisons in homes, workplaces, schools and anywhere you and your loved ones would visit. Let W.H.I.C - E.R.A.S.E.TM give you the peace of mind you deserve, knowing that your family is safe." Rats have a keen sense of smell and can easily sniff out poison. They usually urinate on the poison as a warning to other rats.

But studies have shown that they favour certain foods and will be attracted by the smell and taste of the ingredients in W.H.I.C - E.R.A.S.E.TM Also, the rats will not consider it a poison because the ingredients can be eaten by humans and can be found in Food. The new product is currently available in Alaska and Wyoming but the ambitious company is planning to serve other areas.

The firm is offering customers a discounted introductory offer of a 50lb bag for \$199.97, which it says is 90% cheaper than buying dangerous and toxic rat poisons.

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