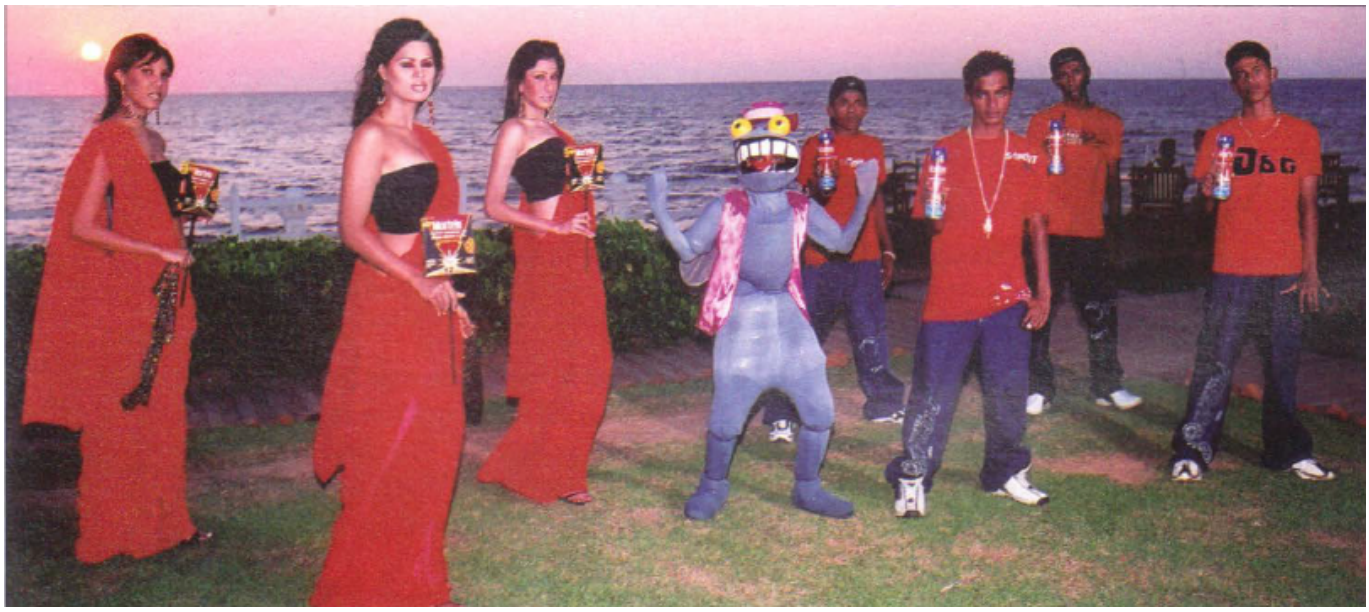
Mortein Launches



Mortein launched two of its latest products – the Mortein Flying Insect Killer Aerosal spray and the Mortein Power Booster Mosquito Coil.

The Mortein Flying Insect Killer Spray, is an aerosol spray that kills flying insects instantly. It is a specialist product targeting mosquitoes and flies and is odorless and CFC free, making it an ecofriendly product.

The mortein Power Booster Mosquito coil was also launched. This product provided 12 hours of continuous protection from mosquitoes and has a unique hexagonal shape and is the most potent coil in the market containing 30% extra incorporation of active ingredients.

“As the market leader in the domestic pest control segment, we see it as our responsibility to drive this market through innovation,” says Betram Paul, Head of Marketing, Reckitt Benckiser. “The Mortein Flying Insect Killer Spray and the Mortein Power Booster Mosquito coils have been introduced here as a fulfillment of that responsibility and we are confident that these will further consolidate and strengthen our leadership position in this market.”