

## Keep Mice out of House & Home

STV has launched The Big Cheese Mouse Out to meet growing demand from UK householders to keep their homes rodent-free without needing to use poison baits or mechanical traps.



The new, 10-product micro range under The Big Cheese banner is expected to add significant sales growth to the Britain's best-selling rodent control brand, as well as meet the needs of a younger brand audience.

As Dani Minshall, of STV's customer service team, explains: "More and more people call looking for kind ways to deal with a tricky problem. Younger end-users especially want to find sustainable ways to keep mice out. They don't want to kill them; they just want to keep them out!"

The Big Cheese Mouse Out includes wire wool and expanding foam blockers that are suitable for use indoors and out, along with powerful peppermint oil refresher sprays and granules that destroy unpleasant odours and disrupt rodent pheromone trails around the home.

Price points range from £6.99 to large format £29.99 multi-packs with a compact merchandise display of The Big Cheese Mouse Out available fully-loaded at a launch offer price of £500

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