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News Release

Envu Announces Sale of its Rodent Monitoring System to Woodstream Corporation Effective January 12

[Woodstream VLINK Devices Already Integrated with RMS Platform Through Current Collaboration](#)

[Cary, North Carolina, January 15, 2024] — Envu, an environmental science company providing forward-thinking innovations that protect and enhance the health of environments around the world, announced today the divestment of its Rodent Monitoring System (RMS) to Woodstream Corporation, a global manufacturer of rodent and animal control products.

Featuring the latest IoT and sensor-based technology, the proprietary RMS is a wireless network of high-tech sensors that, when added to rodent traps, displays data from each monitor on a central RMS portal. With its integrated data-analysis software, the innovative platform allows pest control operators and facility managers to monitor facilities more efficiently for rodents and track trends that might indicate a persistent issue. By retrofitting traditional rodent traps with the RMS system, pest control operators eliminate the need to manually check each trap — a task that can be very time-consuming in larger facilities.

Envu has an existing partnership with Woodstream, whose category-leading Victor® brand rodent traps pair well with the Envu RMS. Through a two-year collaboration, Woodstream's VLINK® devices are already integrated with the RMS software platform.

“As a focused environmental science leader that’s dedicated to 360-degree innovation, Envu is committed to developing forward-thinking solutions in a variety of forms,” says Envu Head of Commercial Operations, North America, Mark Schneid. “We are proud to have developed the RMS in response to an industry and customer need; today, we’re equally proud to pass the baton to a partner and leader in rodent control to continue to evolve and build upon this important digital platform.”



The Woodstream leadership team says this acquisition will help round out its portfolio of connected rodent control devices.

“By combining the RMS sensor technology and supporting platform with our best-in-class devices and infrastructure Woodstream can offer our customers an end-to-end fully integrated rodent monitoring system,” says Woodstream Vice President, Victor®, Ashley Brown. “The real-time data the system provides will help keep facilities safe and rodent-free in a more strategic, efficient and sustainable way.”

Envu sees this transaction as a win-win for both companies as well as customers.

“With this sale, we know that we are leaving the RMS technology in good and capable hands,” said Schneid. “At the same time, it enables us to invest in other areas of our business to continue bringing new innovations to our customers.”

The two organizations will work together over the next 90 days to shift the operational business from Envu to Woodstream. They’re committed to ensuring a smooth and seamless transition for customers.

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About Envu

Envu was founded in 2022, a new company built on years of environmental science experience, for the sole purpose of advancing healthy environments for everyone, everywhere. Envu offers dedicated services in: Professional Pest Management, Forestry, Ornamentals, Golf, Industrial Vegetation Management, Lawn & Landscape, Mosquito Management, and Range & Pasture. Across each of its lines of business, Envu collaborates with customers to design innovative solutions that meet their requirements today and well into the future. Envu’s portfolio consists of over 180 trusted and well-known brands. The company employs nearly 900 people and operates in more than 100 countries with four global innovation hubs. For additional information, visit the [Envu website](#).

About Woodstream

Woodstream is a leading manufacturer and marketer of a broad portfolio of branded pest control, electronic animal containment, and lawn & garden products, under brands such as Victor®, Terro®, DynaTrap®, Safer®, Havahart®, Mosquito Magnet®, Perky-Pet®, More Birds®, and Zareba®, among others. The company’s products, which have leading market share positions within their respective segments, are sold at more than 100,000 retail



locations and to professional pest control providers throughout the United States, Canada, the United Kingdom, and other international markets. For more information, please visit <https://www.woodstream.com/>.

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Forward-Looking Statements

This release may contain forward-looking statements based on current assumptions and forecasts made by Envu management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.