

Randob Labs supports latest distribution expansion with 15-second spot

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CORNWALL, N.Y. — In advance of the summertime picnicking and backyard barbecue season, Randob Labs has launched the 15-second spot above in support of its Sting-Kill brand. The ad will begin airing April 11.

While summer means backyard barbeques and other outdoor activities, it also means having to deal with mosquitos, wasps and bees, sending consumers across the country in search of an effective way to deal with their bites.

With recent distribution advancements into Giant Eagle, H-E-B, Harris Teeter and United Supermarkets, Randob executives reported the brand has been popular among consumers because of its unique formula that instantly kills the pain and stops the itching associated with insect stings and bites.