



**CHEMICALSOLUTIONS**

The Editor  
Natal Witness  
Durban

Dear Sir,

**Re: Article ‘Anti-Snake Spray Fails Test’**

A few weeks ago one of your journalists contacted me to discuss a product which we manufacture and supply to the market namely: Snake Repel.

I had previously met this lady at the Daily News, as I was approached by them, to explain the workings of my product and how it would benefit the public. The Daily News was given posters and a full breakdown on the product with photo's etc... I was then recently contacted by this lady concerning Snake Repel (SR) and she asked me to run over the product details with her, as she was now working for the Witness.

I immediately mailed her our marketing document with the Agricultural Licence numbers and all the tests conducted and explained how the product worked. A while later I was again called by her and she stated that some tests had been conducted on the product at the Durban Snake Park and the parties involved had told her that the product didn't work at which she required comment from me. I then informed her that the product is designed as non-toxic, and therefore has been designed to affect the snake only in its natural movement. She explained that she was not writing a negative article about my product but rather that she would be explaining the test results and as well as my response to the tests and the proper manner in which the tests should be conducted and exactly how the product works.

However this article has now been published, and was completely derogatory.

My impression and the impression of members of the public out there, currently using the product successfully, is that of absolute disgust. The article written by your journalist was plagiarised from the Daily News firstly and secondly her intentions were, as revealed, extremely bias. She misrepresented herself as wanting to report on the outcome of both sides, but clearly took a negative view on my product, without including me in the process, and once informed by me of the blatant flaws in the tests conducted, she still proceeded to expose the views of what seemed an aggrieved party and excluded the reasoning for the results given by me. This I do not believe is the manner in which true reporting is conducted and hopefully this is not the stance of your paper.

I hereby demand equal media space to address the claims made by those in that article, to allow the public to make their own opinion of my product. I will ensure that the true expert's opinions are revealed and not that of persons, who are financially driven and perhaps feel aggrieved by the loss of clientèle on snake callouts where sensationalism is their aim.

Our interests are focused on the well being of the reptile, to eliminate the interaction between snake and human in their natural movement. Our long term interaction and love for Reptiles and association with those who have added hugely to this industries progression, in educating and exposing the public to turn from the once known tradition of primal fear, to that of an understanding of the sensitive ecological balance that snakes form part of, in our daily lives.

Sincerely

**R. Mattig**

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