The History behind Molexit

Molexit is a mole repellent that was developed over a 5 year period from 1991 to 1996 by Bruce Evans after he purchased 17 acres of mole-infested property. Drawing from his childhood experiences when his grandparents planted castor plants ("mole" beans) to keep moles away, he decided to develop his own mole repellent and began experimenting. His idea was to find a way to cover a large area with a small amount of castor oil, and then release it slowly over time to avoid frequent applications. Thus, Molexit was born. Production of Molexit began in January 1996, and Mr. Evans test marketed his product at local garden shows. Due to the success of the test marketing, he was able to immediately establish 15 dealers in the local area. In August 1997, Molexit was picked as one of the top twenty new products from Kentucky and was featured on QVC. KTI Direct sold 1719 boxes of Molexit in under 5 minutes on QVC! KTI Direct marketed Molexit locally and through direct mailings until the University of Kentucky Department of Forestry agreed to test the product for effectiveness and give it the credibility it deserves. Testing was completed in the fall of 2002 and the results showed that 80% of the treated areas had no mole activity for 4-6 weeks. KTI Direct then decided it was time to market this product outside the local area and has started a marketing program aimed at a national distribution of Molexit.

University of Kentucky test conclusions

The Efficacy of Molexit Mole Repellent to Reduce Damage Caused by the Eastern Mole (Scalopus Aquaticus L.)

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CONCLUSIONS AND MANAGEMENT CONSIDERATIONS

The purpose of this study was to determine if Molexit repellent would reduce the damage caused by the eastern mole. Statistical analysis has shown that there was a difference in treating an area either by flattening or by applying the product as opposed to doing nothing at all, but there was no difference in treatment types. Seventy-five percent of flattened areas continuously had mole damage, where as 80% of product treated areas had no mole activity for four to six weeks. No relationship was found between soil variables and efficacy; therefore, Molexit can be successfully applied to any lawn regardless of soil properties. Thus, applying the suggested rate of Molexit will reduce damage caused by the eastern mole for four to six weeks.