



For the Prevention of Bird Collisions

PRESS RELEASE

FEATHER FRIENDLY® NOW PROUDLY MANUFACTURING AND DISTRIBUTING AMERICAN BIRD CONSERVANCY'S BIRDTAPE

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Feather Friendly® has partnered with American Bird Conservancy (ABC) to produce and distribute their bird collision deterrent tape options.

For over 16 years, Feather Friendly® has offered scientifically proven bird collision prevention, with over 6M sq ft of product installed worldwide. By partnering with ABC to distribute their do-it-yourself bird collision tapes, they now offer another effective residential solution to the Global market.

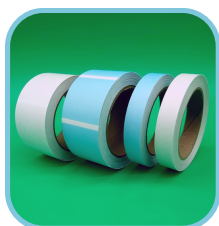
ABC BirdTape helps birds avoid your windows while still maintaining your view. Long-lasting and easily applied, the tape will be offered in several options. Choose between light blue or white colour options and two pattern options of tape strips or individually placed squares. The product will be available through participating retailers, ABC's website, and directly through Feather Friendly® as of Spring 2023.

"Feather Friendly is pleased to partner with American Bird Conservancy in our shared values for avian species protection and preservation. This is a fantastic opportunity to provide even more bird collision deterrent options and educate the public about this preventable conservation issue."

Paul Groleau, Vice President of Feather Friendly®

"BirdTape allows folks to get creative. As long as the two-by-two-inch spacing is maintained, you can make your design as simple or as complicated as you like while ensuring that your windows are bird-friendly."

Kaitlyn Parkins, Glass Collisions Program Coordinator for ABC



BIRDTAPE

