



For the Prevention of Bird Collisions

P R E S S R E L A S E

FEATHER FRIENDLY® DEVELOPS NEW PRO-DIY PRODUCT MAKING IT EASIER THAN EVER TO PROTECT BIRDS FROM GLASS COLLISIONS

Media Contact:

Feather Friendly® Vice President, Paul Groleau

pgroleau@featherfriendly.com

1-416-806-6393 | www.featherfriendly.com

For Immediate Release:

February 8th, 2023

Feather Friendly® has developed a new DIY option for treating glass to prevent bird collisions. For over 16 years, Feather Friendly has offered scientifically proven bird collision prevention, with over 6M sq ft of product installed worldwide. The new Pro-DIY makes self-installs easier than ever!

Pro-DIY could be described as a mini version of their commercial line of mitigation treatments. Pro-DIY will offer high-quality durability, longevity, and ease of installation for any medium-sized project. It is highly recommended for projects between 75 - 225 sq ft. Pro-DIY makes it easy to achieve consistent spacing, allowing you to lay five rows of markers down at once instead of one row at a time like regular DIY. Regular DIY will still be available and will continue to be an excellent option for smaller projects on a limited budget.

The product is now available through Feather Friendly® and manufactured to order. It will be offered in Light Grey for Reflective glass and Black for Fly-through Glass. The first design available for Pro-DIY is 1/4" circles in a 1.75" offset spacing.

Please reach out to Feather Friendly® today for more information and to book your project in time for Spring migration.

"Pro-DIY is the next natural progression in effective and innovative do-it-yourself bird collision deterrent technology that our clients have come to expect from FF. It provides similar ease of installation and durability as our Commercial product, making it easier to protect the birds we love".

**Paul Groleau, Vice President
Feather Friendly®**

Pro DIY For Medium Scale

Recommended for projects between
75 - 225 sq ft.

