



For the Prevention of Bird Collisions

PRESS RELEASE

FEATHER FRIENDLY® & SEEN AG FORM PRODUCT PARTNERSHIP TO COMBAT THE ANNUAL LOSS OF UP TO 1B BIRDS IN NORTH AMERICA DUE TO COLLISIONS WITH GLASS

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Feather Friendly® has partnered with SEEN AG out of Switzerland for the latest in bird collision deterrent technology for retrofit application.

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 SEEN AG to distribute their highly rated SEEN Elements technology for bird collision mitigation, they now offer another highly effective retrofit solution to the NA/Global market.

Following the same quality standards as FF's current line of solutions, SEEN Elements are a light-reflective metallic marker with a neutral back. The SEEN Elements have been subjected to extensive scientific testing since 2019 at the flight tunnel of the Biological Station Hohenau-Ringelsdorf/Austria. Full test reports are available on request. The product will be available through Feather Friendly® as of January 31st, 2023.

"Our product has proven to be highly effective for any glass composition up to a maximum outer reflection level of 19%, regardless of the glass composition, whether it be a reflective façade, transparent balustrade, corner façade, noise wall, and more. Therefore, more than 90% of the birds recognize the pane as an obstacle. We are pleased that we can make a real contribution to species protection!"

Rouven Seidler, Founder of SEEN AG.

"We are extremely pleased to team with SEEN AG to provide the highest standards in effective bird deterrent markers. It is a part of our commitment to constantly improve and perfectly aligns with our mission to protect against the loss of crucial avian biodiversity".

Paul Groleau, Vice President of Feather Friendly®

