



Birds are disappearing.

Birds can't see clear glass as a barrier to be avoided. Reflective glass tricks birds because it mirrors the sky and nearby vegetation.



Approx. 1 Billion birds are dying from window collisions each year in North America

Annual bird collision deaths in North America account for 10% of its bird population



Bird-building collisions are a leading cause of bird deaths in North America.



How window markers work.

For best results, window markers should be spaced no more than 2 inches (5 cm) apart, and each marker should be at least 1/8 inch (3mm) wide so that birds can perceive them in time to change course.

What Does Not Work:

- **Decals of Hawk Silhouettes:** Unless decals are placed 2 inches (5cm) apart, a single hawk decal does little to prevent window collisions.
- **Markers Placed on The Inside of Glass:** Because reflections occur on the exterior windows, markers that are placed on the interior side of windows are not visible to birds, rendering them ineffective.

CONTACT US

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Bird Collision Information Guide



How can you help?



How to Help a Bird That Has Collided With Your Window



If the Bird Is Alive:

- Firmly but gently pick it up and put it in a small cardboard box or unwaxed paper bag with crumpled tissue to rest on; make sure the top is secure and that the bird has proper ventilation.
- Put the bird in a safe, comfortable, and quiet place away from noise, people, and animals, and try to limit human exposure as much as possible.
- Contact your local wildlife rehabilitation facility for instructions; do not feed or give the bird water.
- Record the collision by logging it on to the Global Bird Collision Mapper on birdmapper.org/app/.
- Put markers on windows to make them visible to birds, such as Feather Friendly® DIY Tape for homes and Commercial Bird Collision Deterrent Technology for larger buildings.

If the Bird Has Died as a Result of Collision

- Record the collision on the Global Bird Collision Mapper. The Collision Mapper uses community science to determine species and location-specific vulnerabilities and dangers specific to bird-building collisions. Your data contributes to on-going research on birds and bird conservation.

Where Should I Hang My Bird Feeder?

Bird feeders are best hung in a location where visiting birds will be safe from window collisions and can seek safety from predators by hiding in nearby vegetation. According to ornithologist Dr. Daniel Klem Jr., feeders that are placed between 3ft to 30 ft away from windows pose the greatest threat to birds. Therefore, feeders that are placed either closer than 3 ft (1 metre) away, or over 30ft (10 metres) away, can dramatically reduce window collisions.

You should always hang your bird feeders at, or slightly higher than, eye level. Avoid placing the feeder anywhere that makes it easy for predators, such as cats, to jump up onto. A shepherd's hook, which is a tall hook that is specifically designed for bird feeders, allows you to hang your feeder away from walls, poles, and branches, to deter other animals such as squirrels and raccoons. Although some birds, like doves and sparrows, are ground feeders, hanging feeders give feeding birds more protection.

If you are looking to replace or add a bird feeder, it's important to understand that birds are creatures of habit and that they may not take to the new bird feeder right away. To encourage birds to use the new feeder, let the old bird feeder run out and keep the new one filled for your birds to find. Once the birds find the new feeder, you can refill or remove the old one depending on your preference.



A single bird crashing into your window may seem inconsequential, but each death is one less bird to eat insects, spread seeds, potentate plants and produce more birds for future generation. Additionally, there would be one less bird to beautify the landscape and inspire us through their songs

The Solution



Individuals have the power to make a difference in their homes and workplaces.

- Put markers on windows to make them visible to birds, such as Feather Friendly DIY Tape for homes and Commercial Bird Collision Deterrent Technology for larger buildings
- Other options include:
 - a) Hanging strings or cables, placing screens or netting in front of windows
 - b) Drawing patterns on glass with tempera paint
 - c) Choosing frosted, etched, or glass blocks for construction instead of clear or reflective glass

