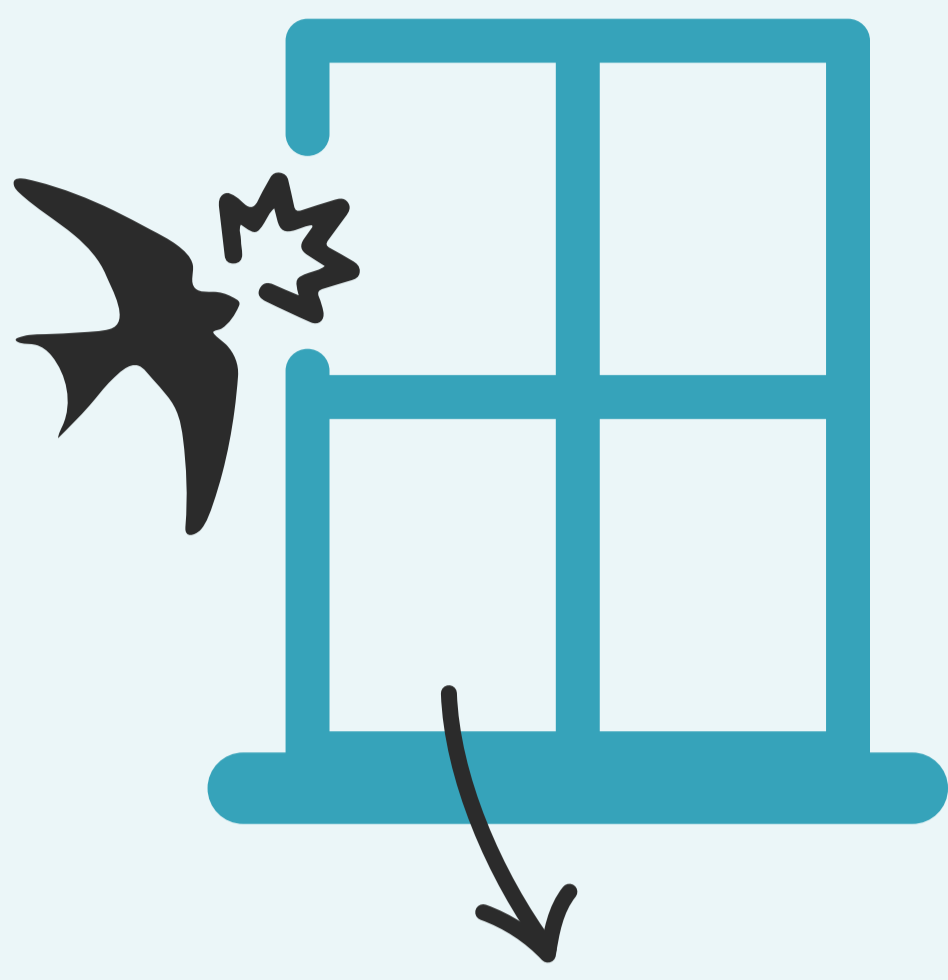


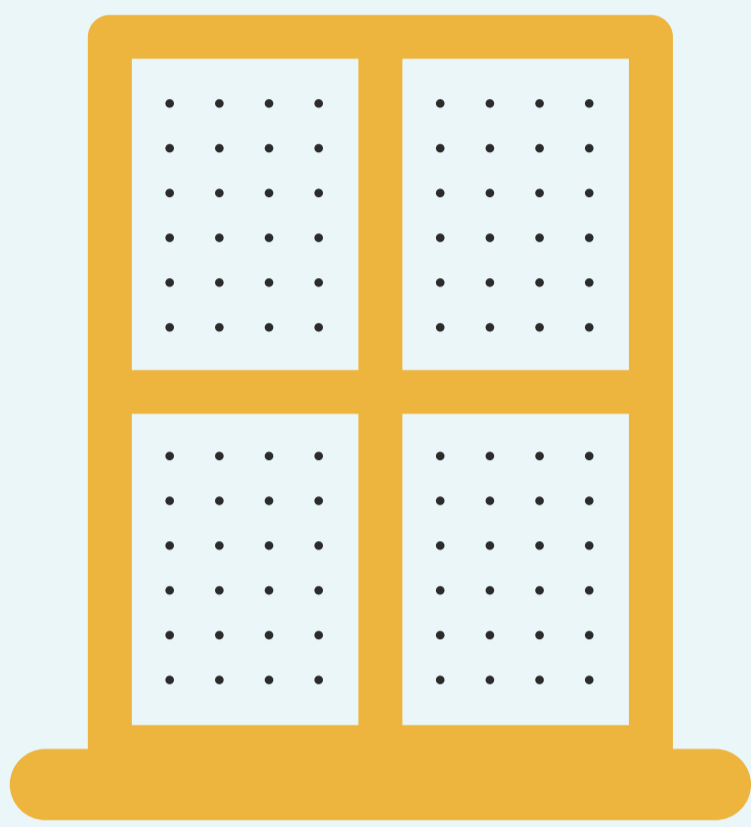
Protecting birds from colliding with glass: a field-based study



THE PROBLEM

In North America, up to **1 billion birds die annually** due to **collisions with glass**.

Due to its **transparent** and **reflective** properties, glass can give the **illusion of a clear flight passage** or a **safe place to land**.



THE SOLUTION?



Visual cues can be added in **dense patterns** to the **outside of glass**, so that **birds perceive the glass as a barrier** and avoid it.

THE STUDY

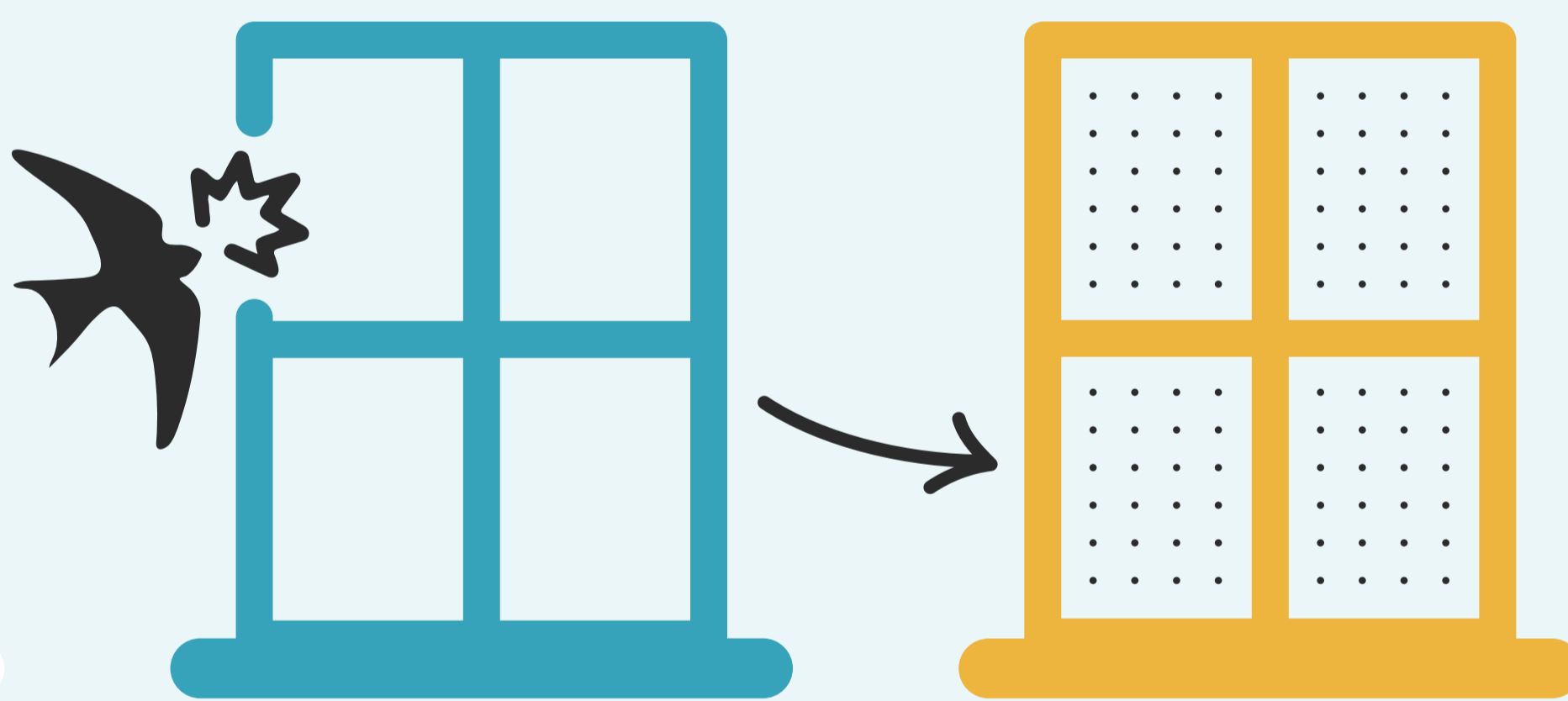
We **monitored for collisions of birds with windows year-round between 2013-2018**, at two buildings in Delta, British Columbia.

In 2016 we applied **Feather Friendly® circular adhesive markers across all windows of one of the buildings**.

We also monitored an adjacent building that was constructed using **ORNILUX® bird protective UV-treated glass**.



RESULTS: FEWER COLLISIONS



Collision risk reduced by **95%**

We found that the **Feather Friendly® markers reduced collision risk at the retrofitted building by 95%**.

Collision incidence was also lower at the two monitored facades of the building with ORNILUX® glass compared to the building with untreated glass.

FEATHER FRIENDLY® MARKERS ON GLASS



CONCLUSION

Although more research is needed on the effectiveness of bird-protection products across a range of conditions, **our results highlight the benefit of these products for reducing avian mortality** due to collisions with glass.