

What's new in bird management

Bird control suppliers share their latest innovations — and their five-year forecasts

We asked five bird product manufacturers and one bird service subcontractor to share information on the newest products and services they've developed for pest management professionals (PMPs). Read on for their insights and announcements. We also want to know about the bird control methods you're using, and what you hope to add in the near future. Drop us a line at pmpeditor@northcoastmedia.net.



AVIAWAY

R. Brett Madden

President

RECENT INNOVATION: When it comes to helping customers with pest birds, some PMPs may try to handle the work independently. The result may be that everything works out — or they may realize very quickly that they are in way over their head.

When the latter happens, PMPs may feel like they have no other choice than to tell their clients to seek solutions elsewhere to solve their bird problems. And when your clients seek alternative solutions, you risk losing their business because someone else could solve *all* their pest problems.

Instead of turning them away, consider subcontracting: Aviaway Bird Control Services has developed a full bird control partnership program with various project support levels to assist PMPs with offering complete bird control services. Our program is designed to help PMPs with all aspects of bird control. Aviaway has a vast team of certified bird control installers located across the United States and Canada. Our partnership program allows PMPs to add value to their client relationships to ensure they don't seek guidance from their competitors. Join our team today and schedule a strategy session.

PREDICTIONS: We predict the bird control market will continue to grow and provide opportunities to build long-term business relationships, allowing PMPs to offer their clients valuable services. Having an experienced bird control trade partner enables PMPs to access better training and support to enter a very niche market.



BIRD BARRIER

Cameron Riddell

President

RECENT INNOVATION: The past year has brought rapid changes to the bird control industry. Bird Barrier moved its training program online in early March 2020, thanks to the pandemic's onset. Since then, we've trained hundreds of people all over the world. Signing onto a Zoom call is all it takes for our attendees to get the same full training they would have received in person, just without the travel. This time period forced us to be innovative and figure out how we can get to our customers and installers without having to leave our houses and office.

Now more than ever, safety is a priority for us and for our installers. So far this year, we've had installers FaceTime our technicians right on the jobsite for inspections. We expect this trend will continue in our industry, saving everyone time and money. It also will help reduce the amount of time spent on a high ladder or lift. With our virtual inspections, we'll soon be offering a pole that allows for easy phone mounting. This will allow installers to show us around a site, capturing video of the problem that can be used in a multitude of ways.

PREDICTIONS: These virtual site visits, coupled with the expanded training program we offer, make us feel Bird Barrier is positioned well for the ever-expanding challenges that come in this new world. Birds will continue to be a problem, so be on the lookout in the upcoming weeks for information on how to set up a virtual visit, as well as how to purchase our helpful pole and mounting system.



Bird Barrier's new 18-foot Telescopic Pole.



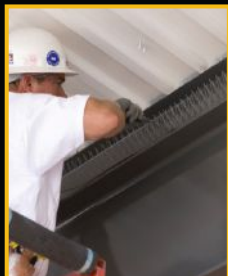
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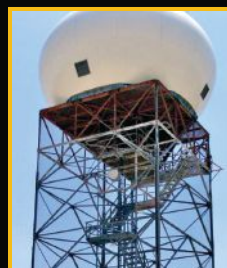


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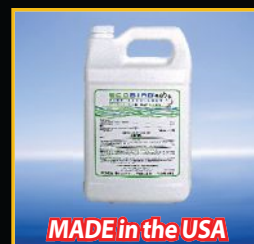
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Jeff Watts

Bird-B-Gone University Trainer & Technical Lead

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Bruce Donoho



Scott Swanson



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Mike Dougherty



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BIRD-B-GONE

Bruce Donoho

Owner and CEO

RECENT INNOVATION: *Gratitude.*

No one word better captures my thoughts when reflecting on the wonderful industry we're all blessed to be a part of. Last year presented everyone in pest control a series of seemingly insurmountable challenges, and again and again I found myself amazed by the grit and ingenuity of PMPs. 2020 was a difficult and beautiful story of resilience, and Bird-B-Gone is grateful to have partnered with PMPs as they weathered the storm.

With hospitality and restaurant route revenues drying up, PMPs were forced to creatively diversify their businesses through bird control and sanitation. Our two new American-made products, SpectrumV Holographic Bird Gel and Avian Block Bird Repellent, helped PMPs do just that. Both products' ease of installation and small physical footprint enabled



PMPs to treat many bird control issues on the first service call — and first-call resolution means more profitability for everyone.

Bird-B-Gone's drive to innovate means it has several new products in the development pipeline, so 2021 is set to be a fun year. We can't wait to share the exciting news with everyone, so keep your eyes and ears open for these new products to drop.

PREDICTIONS: Two words, *disease and diversification,*

will frame developments in the professional bird management segment in the coming years. With the advent of COVID-19, public sensitivity to disease and its spread is at historic levels. This reality, combined with the fact that pest birds and their debris carry up to 109 communicable diseases, propelled Bird-B-Gone to record performance in 2020. I fully expect this trend to continue.



BIRD-X

Tim Coughlin

National Account Manager

RECENT INNOVATION: Bird-X carefully evaluates products both in lab and field conditions before

introducing them to the market. Confidence that our products perform well in the field is very important. We are working to improve our current products continually. Often, tips from PMPs and installers help improve our current products, and develop new ones.

For example, physical barriers are the best practice recommendations to keep birds off of buildings. Yet, traditional products like netting may not be the best solution for every application.

Our latest physical barrier product, AviAngle, is a ledge-based bird exclusion product that is effective against all pest birds and wildlife. The combination of the smooth surface of the ultraviolet light (UV)-protected polyvinyl chloride (PVC) material and the angle prevents birds and wildlife from being able to get a stable foothold on the areas that have AviAngle installed. As a result, all birds and wildlife are permanently excluded from ledges.

AviAngle is ideal for use on parking garages, billboards, bridges, I-beams, and ledge-based areas. Its modular combinations can be configured to fit any ledge depth size, and its exclusive design elements offer a wide range of bird control solutions. AviAngle can be painted or manufactured to the color of your choice.



PREDICTIONS: The COVID-19 pandemic has taught us all the importance of safe, sanitary work conditions. Bird control will become an even more important element in food plants, logistics, grocery stores, restaurants and more. We predict PMPs will become better aware of pest birds, related diseases and solutions to keep their teams and clients safe, and we look forward to supporting their efforts in 2021 and beyond.



INNOLYTICS

Erick Wolf
CEO

RECENT INNOVATIONS: It seems that the COVID-19 pandemic has not changed the behavior of pigeons

(Columbidae). While your customers may face new priorities, the damage from pigeons remains a pain point for their facilities and structures.

OvoControl P (EPA Reg. No. 80224-1) represents “birth control” for pigeons and other pest birds. The contraceptive product is fed to pigeons at a rate of 1 pound per 80 pigeons daily, preventing fertilization and hatching of eggs – analogous to an insect growth regulator (IGR) for insects. OvoControl is classified as a



general-use pesticide and registered in all 50 states.

OvoControl P is ideally suited for large facilities where physical exclusion simply is not an option and dead and dying birds are not acceptable. Target sites include power plants, oil refineries, prisons, campuses, mining sites, steel mills and similar verticals.

A treated pigeon population will decline at a rate of about 50 percent annually through a natural process of attrition. With no new birds, the flock gradually, but predictably declines. They come to equilibrium at 5 percent to 10 percent of the starting point.

Innolytics is working on new formulations for other species, although the major pest birds already are included on the label. In addition to pigeons, starlings and grackles, we are developing formulations for house sparrows (*Passer domesticus*) and Muscovy ducks (*Cairina moschata*), which are a scourge along the Gulf Coast.

PREDICTIONS: We believe the future of bird control for PMPs will continue to be driven by innovative and humane solutions. The growth of bird control will outpace the overall growth in the pest control industry. Because of the exorbitant cost of development, actual pesticide registrations for avian species will be infrequent. Birds, especially migratory species, will continue to be a focus as disease carriers for livestock. Zoonotic disease and potential pandemics may increase in frequency, although each of these trends may represent additional opportunities.



NIXALITE

Cory Gellerstedt
Co-President

RECENT INNOVATION: For 2021, we are excited to announce we have redesigned our interactive website,

Nixalite.com. PMPs are invited to register online, because all pest control companies qualify for a professional wholesale account. When installers log in and browse the new site, all prices will reflect their wholesale discount. Another great interactive page is our automated estimate worksheet. Here you can enter your project dimensions and the estimator will calculate Nixalite bird spike totals, and display a custom installation PDF drawing with the exact measurements needed for proper installation. This is a big time-saver when making estimates, and it can be run on all mobile devices as well.

Nixalite also is now offering a 15-year warranty for its K-Net High Tensile (HT) Bird Netting. All K-Net bird netting is pre-stretched and folded.



This saves considerable labor because you can simply unfold it, and you have an easy-to-handle section of netting to work with. Tugging and stretching are not necessary with K-Net HT. Free samples are available.

PREDICTIONS: Overall, our team is optimistic that the bird control market will continue to grow over the next five years. Last year, even with the COVID-19 pandemic, Nixalite had a record year for sales. I believe that with technology booming, there will be only good things to come for the future of the bird control segment.

