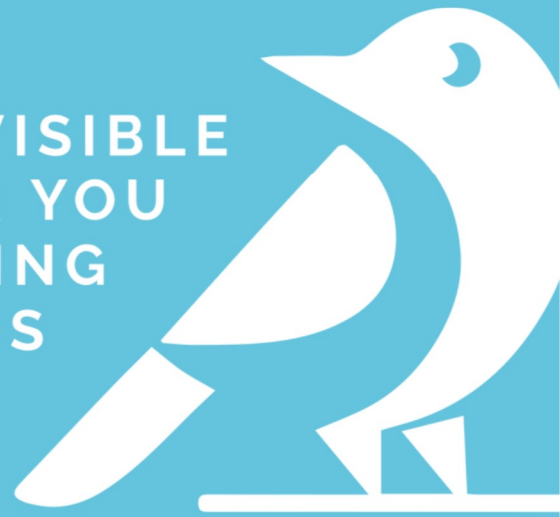


INVISIBLE FOR YOU LIFESAVING FOR BIRDS

BIRD PROTECTION
WINDOW FILM



CHALLENGE

Glass is a must-have in the modern building industry, but birds can't see glass. Worldwide billions of birds die every year due to collisions with glass surfaces. Since numerous cities emerged along their flight routes, bird-window collisions are the 2nd largest human induced threat to birds.

SOLUTION

BirdShades invisible bird protection window film empowers you to keep the aesthetic value of the glass surfaces of your building without having a detrimental impact on biodiversity. Our technology is based on a bird-specific ability: most birds see UV light. For humans this part of the light spectra is not visible.



B i r d S h a d e s

WWW.BIRDSHADES.COM

HIGHLY EFFECTIVE

Our invisible bird protection film has been tested by leading experts worldwide, and its effectiveness has been published in prestigious scientific journals. Their findings confirm that BirdShades is highly effective in mitigating bird-window collisions.

BACKED BY SCIENCE

most meticulously tested bird protection product

We are working at the forefront of establishing research-based industry standards. Therefore, BirdShades is committed to gathering new insights through a variety of studies to ensure a high level of quality for our customers and to achieve our main goal of making bird-window collisions a thing of the past. BirdShades closely collaborates with numerous renowned international research institutes and scientists worldwide and is currently one of the best studied bird collision mitigation products. In the three following peer-reviewed studies, we were able to achieve excellent results:

Study 1

Institute for Integrative Conservation, William & Mary, USA

Research question

Effectiveness of BirdShades bird protection window film under natural light conditions

Setup

modern flight-tunnel with ambient daylight

Results

The bird strike risk was significantly reduced, with 94.4% and 89.2% of birds recognizing BirdShades bird protection window film as an obstacle.

Peer-reviewed publication: [Swaddle et al. 2020](#)

Study 2

Glass Traps Foundation & Polish Academy of Science, PL

Research question

How effective is BirdShades bird protection windowfilm under real-world conditions?

Setup

3-year field study with glazed bus shelters

Results

The bird protection window film significantly reduced the risk of bird-window collisions by more than 80%.

Peer-reviewed publication: [Zyśk-Gorczyńska et al. 2022](#)

Study 3

Institute for Integrative Conservation, William & Mary, USA

Research question

Comparison of the effectiveness of visible and invisible bird protection films, and the influence of installation side (outside/inside) on effectiveness

Setup

modern flight-tunnel with ambient daylight

Results

BirdShades is comparable in effectiveness to visible bird protection films. Both visible and invisible bird protection films only work when installed on the outside of the window.

Peer-reviewed publication: [Swaddle et al. 2023](#)

TRANSPARENT

The benefits of glazing should not conflict with the preservation of bird populations. Therefore, BirdShades takes into account not only the needs of birds but also those of people.

PRODUCT PROPERTIES AT A GLANCE

UV-transmission	4-8%
visible light transmission	87 %
film thickness	80 µm without release liner
solar energy transmission	80 %
installation type	exterior
recommended substrate	float glass
application method	wet application, self adhesive
installation alignment	film width parallel to window width
film width	1,37 m
roll length	50 m