Marketing Tools for Local Activists "Selling" Window Strike Prevention Systems to Consumers.

10/25/21

At the residential level we need marketing tools – homes cause 44% of the bird deaths. Here are eight (8) tools to sell homeowners on window strike prevention.

HOMEOWNERS HAVE TO BE "SOLD ON" INSTALLING BIRD WINDOW STRIKE PREVENTION

Individual homeowners must be convinced to buy, or make a DIY version and install the system.

I have been "selling" window protection systems to my bird club members and neighbors for 3 years. I have even installed them for free. But it is a very hard "sell." I don't pretend to be a marketing guru - I am a retired attorney who worked on environmental matters in the U.S. Senate and directed a non-profit developing innovative solutions to farm related environmental problems.

I had to figure out how to "sell" window strike prevention. To address this challenge I have developed a series of marketing tools. There is a lot of "I" in the next few paragraphs simply because I had to create them.

A WEB PAGE NOT NEARLY ENOUGH TO "SELL" HOMEOWNERS ON WINDOW STRIKE PREVENTION

Putting a page on your club website about the danger of bird window strike deaths will not get much done. Here's what works.

1. Photos of dead birds motivate.
    a. "Do you want this on your front door step?"
    b. Use a local photo
2. Deliver the message again and again and again. That is why there are 8 marketing tools below. It gives you an excuse to deliver the message again and again. For example--
    a. Announce "a new system has been approved" or "ABC has issued threat ratings" so you can re-offer the products
    b. Offer "free" sample packs.
    c. Do an informal survey of your members – "have you ever had a bird window strike?" or "how much would you pay to prevent a dead bird at your front door?"

Your biggest enemies are 1. "there are no dead birds at my house" and 2."I put up a few of those cute decals." (1)Here's how to educate about "no dead birds."
https://birdfriendlyyards.net/dont-see-dead-birds/

(2)Forty per cent of those we convince to act will choose the wrong system. We must explicitly say, **"Don't Buy Window Alert." Here's all the facts.**
https://birdfriendlyyards.net/sdm_downloads/windowalertbadforbirds/

3. Use your club's email list, community Facebook pages and Next Door.
4. Cost and visual interference are the biggest barriers. Be ready with DIY directions and video links. Ctrl/click diydirections

Marketing Tools Include:

1. Create Nature Store Display
2. Personal testimony video
3. "Tupperware" parties
4. Display Room
5. Sample pack
6. Portable Display
7. Free samples
8. Donuts and bagels for the birds.

CONSUMER GUIDE - YOU MUST KNOW WHAT YOU ARE SELLING.

I have written a 22 page "Consumer Guide to Window Strike Prevention" that has been endorsed by Dr. Klem – the nation's leading bird window strike prevention scientist. It

covers all the topics and answers all the questions I have faced in "selling" window strike prevention systems.

It is very important that all of those working at nature shops or speaking to groups read this. We recently had a speaker from a neighboring state who was touted as an expert. He had never installed a system and did not have one in his home.

The typical speaker is an ecologist or ornithologist. They need to understand the products they are "selling," how much they cost, how they work, what they look like, how easy or hard they are to install, the DIY options, and even how you wash the windows if it has a system installed, etc.

Be ready to answer questions about window washing and sliding glass doors.

Download the guide at https://birdfriendlyyards.net/consumerguide/

The topics covered include:

1. Basic Science
2. Why Typical Install of Window Alert Does Not Work
3. How Many Windows Should I Do?
4. Factors to Consider in Choosing A Window Protection System
5. DIY Options
6. Cost Comparison of Principal Systems
7. Effect on Vision and Photos comparing installed systems
8. Glass doors
9. Window Washing

Sales tool # 1 Nature Store Display

The single most important step that we can take to help birds is to prevent window collisions in our homes (after cat control.) Thus the collision prevention material should be front and center as you enter the nature shop – not hummingbird feeders etc. The eminent ornithologist Peter Marra has stated, *"We are witnessing the collapse of the North America avifauna."*

Collapse!!!!

Facing this collapse must focus our sales on products that really benefit birds – not things like feeders which have no benefit for birds. The nature store staff probably do more

outreach than any of the other club staff. They need to be trained to say to each customer "the single biggest thing you can do for birds is to protect them from deadly window collisions." As noted above, they need to understand the products and be ready to answer questions – and "close the sale." They need to read the "Consumer Guide."

The store should also carry the full list of window collision prevention systems that ABC has approved. There is a tendency to only carry one of them. Do you only carry one hummer feeder or one seed feeder? Of course not, different people like different options. The fact that you or I like the X system or the Y system is not the point. The buyer needs options – as long as they have been proven effective.

Sales Tool # 2 Personal testimony Video. As every advertiser knows, personal testimonies sell. In a YouTube video that I made five neighbors describe how happy they are with the bird window strike prevention system they installed. It has had 5,000 hits without any national organizational push. Take a minute to watch it. CTRL/click
https://birdfriendlyyards.net/sdm_downloads/neighbors/

Yes, it is homemade – but frankly that enhances its credibility. When I show it as part of my PowerPoint presentations, people wake up, watch and listen.

It is another promotion opportunity. Make a similar testimonial video. Send an email to club members "see Karen ,Cherry, and ---- our 5 YouTube stars, explain how well they like their window strike prevention systems." This works.

All you need are an iPhone and a camera tripod. Windows has a free editing program. Just type "photos" in the white square at the bottom on your screen. It is also very easy to set up a YouTube channel. No cost.

MARKETING TOOL # 3 TUPPERWARE WINDOW STRIKE PREVENTION PARTIES

The name?-- just kidding, but like those parties our mothers and grandmothers went to, home demos work. Here's how. In our club we have "backyard field trips" at the home of a person who has a lot of good birds at their feeder. We make sure the person has an approved window strike prevention system. As a result of just one backyard field trip we got 3 installations. That is a lot.

MARKETING TOOL # 4 SET UP A DISPLAY ROOM

My sunroom is set up as a display room – with four systems installed. People come, see what the options really look like and decide which one they want.
The following vendors will provide a free sample of their system.

Acopian BirdSavers jeff@acopian.com 610-258-6149
https://www.birdsavers.com/acopian-birdsavers-for-rectangular-windows/

FeatherFriendly PGroleau@featherfriendly.com 1-888-874-1755
https://store.featherfriendly.com/feather-friendly-solution-for-do-it-yourself-residential-applications/

Bird Screen contact FHAASBIRDS@GMAIL.COM 717-445-9609
https://birdscreen.com/

Bird Crash Preventer Contact dwarwick@comcast.net 1-707-545 9898
http://stores.santarosanational.com/

MARKETING TOOL # 5 MAKE A PORTABLE DISPLAY – "Customers" need to really see the window strike prevention systems themselves, not photos of them. A power point slide comparing them is not nearly as effective as an actual physical display of the systems. Here is a photo of a display I created. After my talks, most of the people in the room come up and looked at the options. From left to right are the Bird Screen product, Acopian Bird Savers, FeatherFriendly decals, and the Bird Crash Preventer Monofilament system. See attached.



The following vendors will provide a free sample of their system for the display.

Acopian BirdSavers jeff@acopian.com 610-258-6149
https://www.birdsavers.com/acopian-birdsavers-for-rectangular-windows/

FeatherFriendly PGroleau@featherfriendly.com 1-888-874-1755
https://store.featherfriendly.com/feather-friendly-solution-for-do-it-yourself-residential-applications/

Bird Screen contact FHAASBIRDS@GMAIL.COM 717-445-9609
https://birdscreen.com/

Bird Crash Preventer Contact dwarwick@comcast.net 1-707-545 9898
http://stores.santarosanational.com/

MARKETING TOOL # 6 SAMPLE PACK

This really works. Offer a sample pack which shows the consumer how the most popular of the systems work. Hand them out at a club meeting. (samplepack.) Each Audubon store should carry these. Sample packs work. Here is a personal testimony,

> Jim, I will be visiting your front porch again today! This time to leave the sample you loaned me last week. It is exactly what we wanted and Joe was able to

fabricate a system for our windows, even matched the frame color to our house trim! Thank you again for all of your help.

Make them yourself, offer them at a club meeting, in emails to club members, or on a Facebook page. If you have a store that will carry a sample pack see my offer in sample pack to provide one free for demonstration purposes.

MARKETING TOOL # 7 FREE SAMPLES

Nothing sells better than "free." Ask the vendors for free samples or commit $300 of your club's budget to buy them. Offer them and then in a month ask the person who gets them to make a contribution to your "bird club free sample account." Ask them to send a photo of it and circulate it. You then use these to offer more "free samples." It will cost a little, but how much is a bird's life worth?

The following vendors will contribute material to start a free sample account:

Acopian BirdSavers
FeatherFriendly
BirdScreen
BirdCrashPreventer

MARKETING TOOL # 8 DONUTS AND BAGELS FOR BIRDS

Invite club members and friends to "Donuts and bagels for Birds" at your home or where your club has a display. Show visitors the systems, talk through the options, and offer sample packs as they leave. Many husbands (who are often preventing their wives from installing a system) will take on a DIY project just because it is a challenge.

If you have suggestions about other tools or comments please email me at Jim Cubie jimcubie1@g****** 843-991-1059

New Marketing Tool to Overcome Resistance to Window Strike Prevention

A Sample Pack Sold in Nature Stores

Almost all information at the ABC and Audubon resource sites is educational. In the end, getting homeowners to install a window strike prevention system is a marketing challenge. One of the standard ways to market a new product is through a sample pack.

The consumer's biggest concerns are cost and the effect any system will have on their view.

The costs are significant –

- The cheapest commercial system cost $80 for a 12-foot window.
- Consumers fear they may lose their view.

In the many presentations that I have done, people ignore PowerPoint slides comparing the systems, but immediately are interested when they can see the real thing. (I have made a four-part plexiglass display that stands four feet high showing four systems)

Let's try offering a Sample Pack to overcome resistance.

Sample packs work: Here is an email I got recently-

> Jim, I will be visiting your front porch again today! This time to leave the sample you loaned me last week. It is exactly what we wanted and Joe was able to fabricate a system for our windows, even matched the frame color to our house trim! Thank you again for all of your help.

The sample pack can hang on a peg in your retail stores.

If a gift shop or retail outlet you work with would like to try offering this "Sample Pack" contact me at jimcubie1@gmail.com. I will provide it for free to each store, plus postage. It weighs only 12 ounces.

Or make several sample packs and hand them out at the next chapter or club meeting.

The following three pages shows the text of the sample pack, the contents of a sample pack and as it would hang in the store.

This sample pack displays the Acopian Paracord System, the Bird Crash Preventer mono filament line system and the FeatherFriendly system of very small squares – all approved ABC systems. I have included these three because as I have "marketed" the options, these are the most popular.

Compromises are made in assembling this pack – it does not hang the mono-filament system as required. It is only designed to show the consumer how the systems will affect his view. Also the person who decides to offer the sample pack must decide on spacing – 2" vs. 4." My experience is that

once people install a system, they get used to it very quickly. The sample pack might include other options.

Below is what the advertising at the top of the sample pack might look like. It hangs on a peg in a store.

Bird Window Safety Sample Pack

Want To Stop Bird Deaths At Your Windows But Not Sure What To Do?

Try Out 3 Popular Options Before You Buy

The sample fits a window 30" inches wide and 6 feet tall. It includes a paracord, a monofilament line and a decal option of very small squares spaced 2 " apart. (FeatherFriendly). It is for testing only, not permanent use. Photos on back.

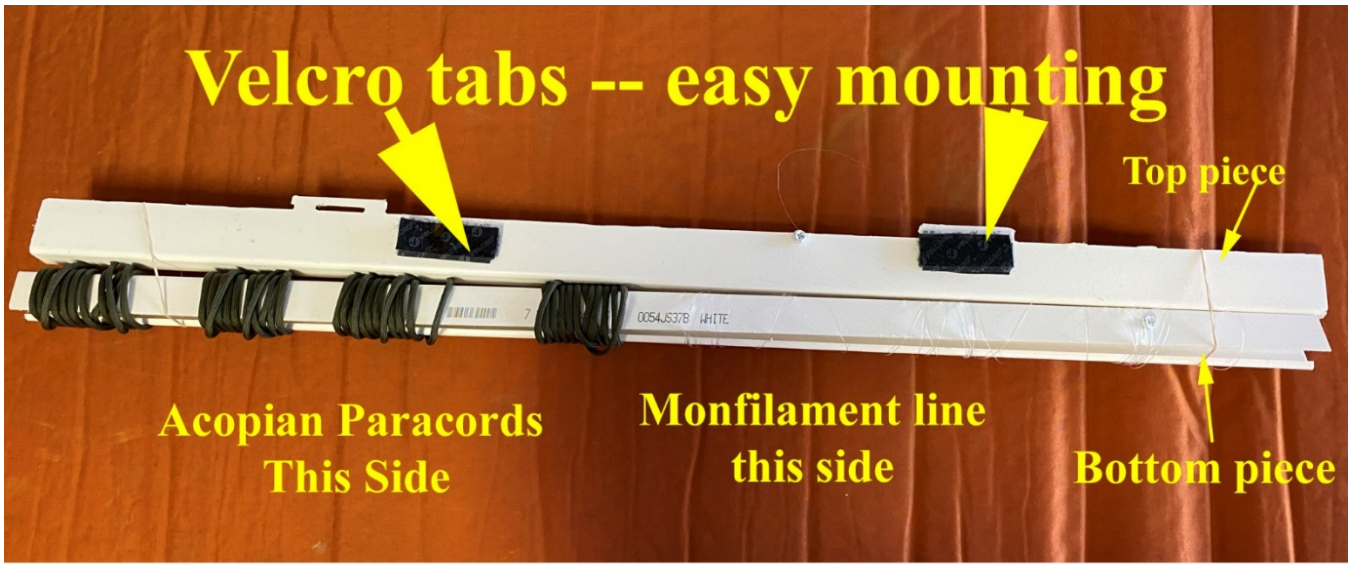
No screws or fasteners needed - mounts with Velcro

All options are tested and recommended

by the American Bird Conservancy.

(Directions and video links on back)

This is as photo of the sample pack itself. The Acopian paracords and the monofilament line are wound around the two pieces of vinyl. They hang between the two pieces of vinyl, showing the consumer that there is little impact on vision out the window. The FeatherFriendly decals are also included.



Consumer removes clear Plastic on back of Velcro tabs exposing the glue. The unit adheres to the top of the window frame. He/she lets it roll down. It displays the 2 systems shown above. The FeatherFriendly decals are installed separately.

Making A Display for Window Strike Prevention Options

Here are the basic steps.

1. Decide which systems you want to display
2. Acquire window strike prevention materials ahead of time --contact vendors as noted earlier for free materials.
3. Acquire materials to make display
4. Make the display structure
5. Install the window strike prevention options
6. Prepare sample packs

Here is a photo of the display I built. It is one of the two most effective promotion tools.



Left to right are BirdScreen, Acopian paracords DIY, FeatherFriendly squares, and on the right BirdCrash Preventer

The photos give you a sense of how I did it. I am sure there may be better options. If you find one let me know.

I designed it so that it would be free standing – and can sit on a table. At that height a person can visualize it as a window.

1. Decide which systems you might want to display. Choose 4 Some Possible options.
    a. Acopian Bird Saver paracord system
    b. Bird Crash Preventer monofilament line system
    c. FeatherFriendly dot system
    d. Garden netting
    e. White lines
    f. CollidEscape window covering
    g. BirdScreen
    h. ABC bird tape – may soon be available from FeatherFriendly

2. Several of these companies will provide free products for displays. These include:
    a. Acopian Bird savers contact at Jeff Acopian <jeff@acopian.com>
    b. FeatherFriendly at Paul Groleau at PGroleau@featherfriendly.com
    c. Bird Screen ?
    d. Bird Crash Preventer ?
3. Materials to make this display
    a. Plexiglass 1/4 inch or 1/8 inch
        i. ¼ inch is much better because it will stand by itself and will not bend from the weight of the window protection systems which hang at the top. A large sheet of plexiglass will cost in the range of $150-$250. It seems to be more expensive if purchased cut in 2 by 4-foot sheets. In my view you need a sheet of plexiglass that is about 2' by 4' to give the audience the sense that they are looking through a window.
            1. My local Home Depot gave me one for free.
        ii. You should buy either 4 pieces 2' by 4' feet or one 4' by 8' sheet.
        iii. Four good quality hinges and short bolts, lock washers and nuts. It is not recommended to install the hinges with screws.
        iv. Paracord to make handles
    b. Alternative to Plexiglass
        i. Here is another option that looks promising but which I have not tried. I do not know if it is strong enough so that it will not bend down when a system is installed at the top.



4. From this point on I am going to assume that you bought one sheet of 4' by 8' plexiglass or 4 pieces 2' by 4'
    a. Cut the 4' by 8' Plexiglas sheet in four pieces each 2 feet wide. On the web there is all kinds of scary advice about cutting plexiglass. I found that the easiest way is with a circular saw. I was trying to cut it with a reciprocating saw when a workman stopped me and said, "just use a circular saw."
    b. A good workman can just follow a line and get a straight cut. You may need to use something like a piece of scrap plywood with a factory edge on it to guide your saw.
    c. Install the hinges between 2 pieces so that you have two free standing displays as shown above. If they are set at a 45-degree angle they stand by themselves as shown above. Drill holes for the bolts slowly to make sure that they do not crack. Attach the hinges with small bolts, lock washers and nuts. I do not think using screws to mount the hinges will stand if you are moving the display often.
    d. Attach whatever window protection systems you want to display. If the commercial supplier will not send them to you, there are DIY directions for all of them at the end of this document.
    e. Drill holes on the center of the side pieces and string paracord or whatever rope you have that is attractive. This is so you can carry them if you are taking them to meetings.

5. Be ready to hand out sample packs and DIY directions and links. The handouts can finish the sale.

DIY Directions

All of the DIY directions below are found in the Consumer Guide to Window Strike Prevention
https://birdfriendlyyards.net/consumerguide/

FEATHERFRIENDLY

The commercial product for homes is designed as a DIY install. Excellent directions come with the product. They are also at
https://store.featherfriendly.com/content/Feather%20Friendly%20-%20Installation%20Instructions.pdf

To line up the squares vertically: 1. Cut a series of strips a little longer than the glass is wide. 2. Cut each one at the edge of the first white square and line it up against the left window frame so that the squares are lined up vertically. 3. As you remove the carrier tape place the plastic squeegee on the square to prevent the tape from separating the white squares from the glass.

A clone of this product can be if you have a Cricut or similar paper cutting machine. Create the design so that ¼ inch squares are two inches apart in each direction. Cut it using vinyl cabinet lining paper. Remove the backing and place on window. Burnish the vinyl. At this point there are two options. Remove the vinyl leaving only the ¼ squares by placing a pen on each square. The square will adhere to the window, leaving a pattern of ¼ inch squares spaced 2 inches apart. Since it must be applied to the exterior face of the window it is likely to wear out quickly.

Alternatively, make sure the ¼ holes are empty and then apply the vinyl sheet on the window. Take a permanent wide white marker designed for exterior use, and color in each square. Make sure you burnish around each hole to prevent ink seepage.

ACOPIAN BIRD SAVERS PARACORD DIY OPTION

Directions for making the Acopian Bird Savers are at
https://www.birdsavers.com/buildyourown.html.
This is the simplest system to install. The materials are J-channel and paracord. If you buy the cord in small rolls it will need to be straightened. See the following video for straightening

directions. https://www.youtube.com/watch?v=DPAnKe07nHw They do not straighten with light weights.

Alternative Fabrication Method. Acopian BirdSavers recommends fabricating the system with a knot at the top of each line. An alternative method some find quicker is to weave the paracord through the holes drilled and then cut to length at the end. Make sure that the bottom of the lines is below the level of the window so that the ends are not visible from the inside. It is not possible to cut them so they hang exactly the same length due to the curvature of the cord. (Acopian recommends that they be cut above the bottom of the window.)

WHITE LINES ON WINDOW

A series of vertical white lines on a window, drawn 2 inches apart, prevents bird many strikes. See the following YouTube video for application instructions. https://www.youtube.com/watch?v=UC9xQkUtQ98 Pens that write on glass are available online or at hobby stores. Make sure the pens are "oil based." Making the lines straight and evenly spaced is a challenge. Be sure to use a waterproof pen. The lines could also be made with tape.

BIRD CRASH PREVENTERS FISHING LINE SYSTEM

The Bird Crash Preventer (Santa Rosa) site does not offer DIY directions, but I have spoken to the owners and they have no problem with DIY clones. Here are two options.

1. A DIY version which matches the basic specifications of the commercial model, in terms of spacing between the lines, distance from the window and monofilament diameter, is available. See below.
2. A very clever neighbor has developed a technique that you can use to cover an area as large as a whole sun room in an hour.
3. See https://www.youtube.com/watch?v=m5jf28Xwob0&t=40s Caution – as he installs it, it is not clear whether it meets the "5 inches from the window glass standard." It must.

Here are the directions for making the DIY monofilament line system. It looks more complicated than it is. Basically you are weaving the line between 2 supports.

MONOFILAMENT LINE DIY OPTION

In this section I will describe how to make DIY fishing line bird crash preventers. There are two options: horizontal and vertical. The vertical system has been tested and approved by ABC, the horizontal version has not. Since it meets the 2-inch standard it is included here.

Horizontal – and entire sunroom can be protected in a half hour for about $30. Make sure that the line is at least 5 inches off the window – the approved spacing. See this video https://www.youtube.com/watch?v=m5jf28Xwob0&t=54s

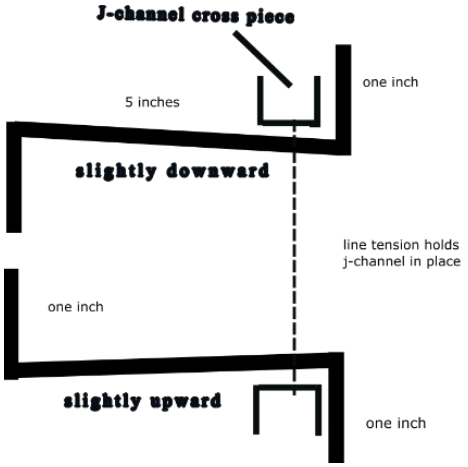
Vertical —This is the most complicated of the DIY options, but interferes least with vision. It takes a long time to describe, but it is not real complicated. The DIY cost is $20 per 12 feet.

Materials you need to buy:

1. Twenty-pound fishing line –at Walmart
2. J-channel - This a long (12.5 ft.) piece of vinyl plastic that is used in vinyl siding installations. It is readily available at Lowes and Home depot. It costs less than $5/piece. It is available in ½ and 5/8-inch dimensions. Make sure you get the ½ inch size so it will fit in the café rod brackets. They will cut it or you can cut it with a utility knife or tin snips.
3. Bracket material – The J-channel through which the fishing line is woven is supported by brackets at the top and bottom. You will need a bracket every 4-5 feet. There are two options. The easiest option is drapery brackets which are sold at Walmart and big box stores.
4. Drapery brackets should be listed as ¾ to 1 inch, so the ½ inch j-channel (not 5/8 inch) fits in them. The home depot brand is Home Decorations. They are called “Orb Metal Café Rod ¾ inch.” A pair costs about $5. Only the adjustable size extends to 5 inches. They must be primed and pained to prevent rust.



5. The other option is to make them yourself from 1/8 stock aluminum from the big box store, as diagrammed below.



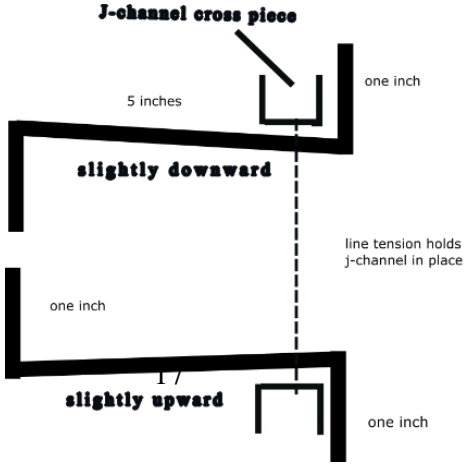
6. Quarter inch drive gutter screws. (Located with gutter material)

Making the DIY Fishing Line System

1. It is essential that the brackets stand off of the window frame 5". I have checked this with the scientist at the American Bird Conservancy.
2. If you use the Café Rod brackets extend them as far as possible –

Preparing the J channel

1. Cut off the slotted strip on the top of the j-channel. It is not needed.
2. Measure the width of the window to be covered and make two pieces of that length.
    a. Drill a ¼ inch hole (+ or -) every three inches. A jig helps if you are making several. Remember to locate the holes in the bottom and top piece of J-channel so that when you flip one over, they match. They must match or the line will not hang straight.
    b. Use a piece of the j-channel you have cut off to make a "needle" which you will use to thread the fishing line through the holes in the J- channel.



3. Install the brackets**.** Install the brackets every 4-5 feet along the top and bottom of the window. The attachment you use will depend on what your window frame or siding is made of. The entire system is so light you can drill the bracket screws in vinyl window trim if it is stable.
4. Place a piece of J channel on the top bracket, with the bracket opening pointed up and temporarily install the other facing down under the bottom bracket. Secure the lower channel piece with cable ties while you weave the fishing line.

Installing the fishing line

a. Spray lubricant on the holes of the J channel where it will not be visible. The lubricant makes it easier to run the line through the holes.
b. Take the "needle" you made as noted above and tie to it the end of the fishing line.
c. Start to weave from the left side from the first bottom hole through the first top hole and back down – until you have gone all the way across. Just let the line feed off the bobbin.
d. You will find that as you proceed you cannot just drag the line through the holes. You will have to pull up and down on the lines to give enough slack so that you can continue to feed the line. This is much easier with 2 people.
e. When you have completed the weaving leave two feet extra on the right side.
f. Drill in one of the gutter screws partially on the bottom piece of J-channel on the left side (where you started) and wrap the fishing line around the screw and few times and tighten it. You might want to add a little super glue. This is much easier than trying to tie it off.
g. Also partially drill another screw into the J-channel at the right end.
h. Now moving from left to right gradually tighten the line by pulling on alternate strands so that there is enough tension on the line that when the cable ties are cut off of the bottom piece of J-channel it does not fall. Do not over tighten. You want it tight, but loose enough so that if you have to take it down to wash the windows you can remove the bottom J-channel. The line will stretch and the aluminum bracket will flex.
i. When it is taut, wrap the line around the screw on the right side as you did on the left. I leave about a foot extra temporarily in case I need to tighten it after a month or so, which you usually need to do. If you run out of fishing line you should have bought a bigger spool – but it can be tied (blood knot for fly fishermen) and surgeons knot for the rest of us. The knot will be nearly invisible. You are done.

NETTING AND SCREENS

Garden netting is sold at big box and hardware stores for temporary protection of a garden. There are also "heavy duty" versions. These typically have some form of coating to prevent UV damage. I am assuming that a consumer who installs a system wants it to last for many years.

Thus in the price comparison chart above I have only included products marketed as "heavy duty." There are many suppliers of bird netting with prices varying from about $20 to $150 for a 12-foot window. For cost comparison go to https://birdfriendlyyards.net/consumerguide/

It should be mounted away from the window and taut enough to prevent contact by a flying bird. I would also suggest that an escape area be left open at the top of the window. Most frightened birds escape by flying upward.

Netting is simple to install. Most homes have an overhang (soffit) to which it may be applied with staples, or over screws. I consider option one below the best option, even though it is more expensive, because of its strength and durability.

Option one —Netting over plant hangers. Plant hangers are inexpensive ($3.88 each Lowes Style Selection 7-in Black Steel Plant Hooks LWP013) Mount the hooks at the top and bottom of the window and fit the netting into the hooks. Draw taut. Wide windows will probably need more than 2 hooks at the top and the bottom in order to get the netting taut. The approximate cost of this option for a 12-foot window space is about $62.

Option two — Use café rods and electrical conduit. Place café rod brackets above and below the window. Metal electrical conduit (1/2") designed for exterior use costs only about $3 for ten feet. Stretch the netting between the upper and lower rods so that it is taut. One option is to attach the netting to the conduit with poly clips. They grasp the netting and have a place to connect to a support. The cost is $25 for 25. Another option for making the netting taut is to attach the netting to the conduit with cable ties. A third option is to -9cut the netting about the height of the window, secure it to the conduit (cable ties, glue, etc.) place the conduit in the upper café brackets, roll the bottom until the netting is taut, and tighten the screw in the lower café rod holders. Cable ties will degrade over time. The overall cost of this option, is about $ 95 for a 12-foot window. (not using polyclips.)
Polyclips can be found at
https://www.nixalite.com/product/polyclips?gclid=CjwKCAiA2O39BRBjEiwApB2Ikj45CVx6s0YdoAhFeLqCQTFwqF8jaeV4aX2c5Nea-fRjl4s_ZTlNChoCFOAQAvD_BwE

Option three– Fabricate netting screens. DIY screen kits are widely available. These kits come in sizes up to 48". The kits include directions. Instead of placing screen material in the screen frame, place the netting in the channel where the screen material is normally in placed and use the roller tool to install it. Plant hangers or café rod brackets may work to hold the screens – tying with cable ties if necessary. In this case the brackets would face up on the bottom and down on the top. The approximate cost of this option for a 12-foot window space is $ 93.

Second Floor Solutions

There are solutions for installing second floor window strike prevention systems:

1. Use a ladder.
2. If you do not have a ladder –

If the top part of the window opens, fabricate the Acopian Bird Saver type system on a cross piece narrow enough to fit between the window frame and the top of the window. It needs to be no thicker than a half inch. Mount it with double sided tape- I recommend exterior grade tape.

If the top and bottom pane open inward for cleaning, either the Acopian Bird Saver System or the FeatherFriendly decals can be applied. Remember they have to go on the outside of the window.