



YOUR 2010 BIRD GUIDE

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Bird Deterrent Installation 101

By **Stuart Aust** • Contributor

You've joined the growing number of pest management businesses that offer bird deterrent installation add-on services. You're now officially in the bird business. With many bird deterrent options available, deciding what is most suitable for your client is not as challenging as you may think.

Here are some of the basics that will help as you offer your clients bird control.

Scheduling an on-site walk-through is critical to prepare your bird deterrent proposal. This scheduled walk-through should be arranged with the decision

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maker who can engage in a dialogue about their bird issues and potential solutions. Listening to your prospective clients is crucial in uncovering their needs and requirements. You can

also take this opportunity to show samples of the different deterrents.

In one example our Bird Doctor Nationwide team recently met with the president of a major organization, their vice president and their consultant to perform a mock up of the bird misting system. They were so impressed with our presentation that we were practically awarded the contract at that meeting.

Often, your prospective client has done their homework and already knows in which deterrent they are interested. Unless there is some glaring

reason why that deterrent is not applicable for their needs, or in your professional opinion there is a better solution to remedy their bird control problem, accommodate

their requests and give them what they want.

This is not to suggest that Bird Doctor Nationwide doesn't make recommendations based on the customer's specific problem. The type of structure and bird type often determine the effectiveness of the deterrent we recommend. For example, underneath loading docks, bridges, highways, viaducts, airline hangars, we prefer to install netting.

On buildings ledges, rooftop ledges and parapet ledges we prefer to install flat track, pin-and-wire, or bird spikes. Nine out of 10 times, our Bird Doctor

Nationwide inspectors are in agreement as to which bird deterrent is recommended.

Sometimes, you won't have to make a decision about which product to use as it may be specified in a RFP (Request for Proposal.)

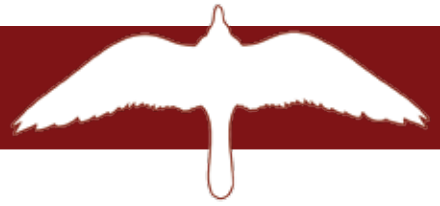
I was recently invited along with other

numerous bird deterrent installation companies, what you typically see with a public bid, to attend a walk-through which required bird netting in the RFP, at Camden Yards where the Baltimore Orioles play. They were specific in what they wanted and where they wanted it installed.

In certain situations our Bird Doctor Nationwide team has double or triple proposed various products for common areas. Several years ago, we installed netting under the Westside Highway in New York in conjunction with the NYC Parks Department and the Trump Organization.

They were initially looking to install bird spikes or flat track. We recommended netting because it would be more effective for that particular structure and cost efficient than both flat track and bird spike. They accepted our proposal, and we installed the netting.

Some prospective clients don't know what type of



While the client may volunteer to clean their own surfaces, it's critical this be done by your staff and not theirs.

deterrent to use and will rely on your professional recommendations. Offering the best solutions according to the needs and desires of your prospective client is your ultimate goal and professional responsibility.

In almost all situations, we recommend bird dropping/bird nesting material cleanup and sanitizing. Without this critical step, the selected bird deterrent may not adhere to the building or structure if the surface

is not properly cleaned. While the client may volunteer to clean their own surfaces, it's critical this be done by your staff and not theirs.

It's usually never done to your satisfaction and you will end up

eventually doing the cleanup yourself. Another reason why you, the bird control specialist, should perform the bird cleanup and sanitizing is because you want to protect your professional reputation.

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Avitrol Pest Bird Management

Since 1971, Avitrol Pest Bird Management's proprietary formula has been unmatched in the control of unwanted pest birds. Its restricted-use pesticide products are available to pest management professionals to assist them in their efforts to protect airports, hospitals, schools, prisons, commercial feedlots, and numerous other locations from unwanted birds and the accompanying bird-borne illnesses.

Avitrol offers a variety of grain baits to effectively control certain pest bird species, including pigeons, sparrows, starlings, crows, cowbirds, grackles and certain blackbirds.

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The following bird deterrent options will help you in your bird control recommendations with prospective clients:

- Bird netting: used for total exclusion of all types of birds. With proper installation, no birds can penetrate the netting. Ideal for loading docks, courtyards, under bridges, under highways and on balconies.

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- Bird spikes: good deterrent for larger birds on ledges, such as pigeons and seagulls. Not suitable for smaller birds like sparrows, where nests can be easily created in between spikes. Stainless steel spikes that are rust free are recommended over plastic spikes, which can break and crack.
- Electric shock systems: Numerous types of electric-shock systems on the market. This is a low-profile system that is not seen from ground level; great for ledges, rooflines, parapet ledges

and signs. It is effective for all bird types.

- Bird wire systems: Also called pin and wire or post and wire. Good for larger birds such as pigeons and seagulls. Effective for ledges, rooflines, parapet ledges, pipes and conduits.
- Bird slide/Bird slope: Time consuming to install and costly. Effective in parking garages and ledges

(numerous cuts are often needed.) Good for all types of birds.

- Gull wire: A good deterrent on top of a roof for seagulls or used over a pond as a preventative for geese.
- Sound devices: not recommended as stand-alone products. There are several types that emulate predators of certain birds and others are high frequency sounds to deter birds from landing. Some customers believe in them, and others have them removed.

- Bird Spiders/Daddy Long Legs: Good for light posts in shopping centers, marinas and docks, rooftops, HVAC units on rooftops, skylights. Deters larger birds such as pigeons, seagulls, crows and geese.
 - Mist netting: A quick method of removing birds from the interior of a structure utilizing mist netting. Good for sparrows, starlings and pigeons.
 - Trapping program: Cost effective method to remove sparrows, starlings and pigeons from the interior or exterior of a structure. Program is labor intensive. Traps need to be checked on a regular basis, and some states require daily checking.
 - Avitrol baiting program: Also cost effective baiting method of deterring pigeons and sparrows. Each state has different requirements for usage. Be sure to read and follow the label/laws for each state.
- This introduction to Bird Deterrent Installation 101 should prepare you for the many opportunities to make sound, professional bird deterrent/bird control recommendations.
- If you're a novice and make a recommendation that does not exactly match the problem with the ideal deterrent available, not to fret — chances are the one you recommend will work just fine.
- As you become better familiar with the various bird deterrent methods and the intricacies of specific applications, your astute recommendations will set you apart from your competitors and land you the big bird jobs that you once believed were unreachable. **PMP**

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Offering the best solutions according to the needs and desires of your prospective client is your ultimate goal and professional responsibility.