

## **SECTION 1**

### **SALES INFORMATION**

#### **Overview - Features and Benefits**

CHANGING THE FACE OF URBAN BIRD MANAGEMENT

ABOUT AVISHOCK™

PRESS RELEASE

FEATURED ARTICLE

## **CHANGING THE FACE OF URBAN BIRD MANAGEMENT**

Minimum visibility protection, effective against all species, at all infestation pressures, in almost any location over an extended lifetime... **AVISHOCK** is set to change the face of urban bird management in the UK.

AVISHOCK™, Electric Bird Deterrent System provides a hugely valuable new professional management option alongside traditional bird spikes, bird nets and bird wire - proven not to harm birds.

Strictly speaking AVISHOCK™ is not actually bird proofing because it doesn't present a physical barrier. Nor is it a scaring device in the conventional visual or audio sense. Instead, it modifies the behaviour of urban birds by touch, deterring them from loafing, roosting or nesting on ledges with a harmless but disconcerting electric shock – in just the same way electric fencing manages farm livestock.

**BEFORE AVISHOCK™ INSTALLATION**



**AFTER AVISHOCK™ INSTALLATION**



**AVISHOCK™ stands out as:**

- > **Highly effective** in deterring all bird species at all infestation pressures on ledges, edges, parapets, beams and roof peaks  
– for easy specification to meet a wide range of proofing needs.
- > **The lowest profile** bird management system available, hardly noticeable at close quarters and virtually invisible at any distance  
– for meeting challenging architect specifications and protecting visually sensitive locations.
- > **Uniquely flexible** to bend round undulations, curves and corners  
– for practical protection of signs, statues and other difficult or impossible to proof sites.
- > **Highly specified** track consisting of stainless steel braids sewn onto a flexible, UV stabilised plastic, purpose built connectors and quality, weatherproof energisers  
– for reliable service over a long lifetime.
- > **Quick and easy to fit**, by simply gluing the track and connectors in place  
– for reduced installation time and cost.

Relative material costs mean spikes and nets will continue to be the preferred solution in less sensitive areas and applications. Unlike physical proofing measures, AVISHOCK™ requires a mains power source, should not be operated where it could cause people to fall if startled by touching it, and can profit from quarterly inspection to ensure it continues to operate at peak efficiency.

It comes complete with independent trials evidence demonstrating it complies with UK legislation, and a positive reception from Natural England, the Scottish Government, Welsh Assembly, Northern Ireland Office, RSPB, RSPCA and SSPCA as well as from HSE in safety at work terms.

Full training is required to ensure optimum design, accurate quotation and effective, safe and reliable installation, together with the support of the best bird management advisory service in the business to address particular client issues and concerns.

<b>SUMMARY</b>	
<b>Highly effective</b>	All species - All pressures
<b>Lowest profile</b>	Only 6mm high
<b>Flexible</b>	Conforms to any surface shape
<b>Highly specified</b>	UV Stabilised plastics and Stainless Steel
<b>Quick and easy to fit</b>	Simply glue in place
<b>Humane</b>	Birds are not harmed
<b>Low running costs</b>	Low power
<b>On-going revenue</b>	Maintenance recommended

## **ABOUT AVISHOCK™**

**AVISHOCK™** is a comprehensive family of parts that make up a fully integrated system. Its elements protect almost any architectural configuration from birds. Special Connectors, Lead Wires, Energiser and the Flex-Track itself can be configured to protect both regular and irregular shaped elements.

Flex-Track is glued on the leading edge of a ledge, or appropriately where determined necessary by the installer, based on bird species and bird pressure.

The Energiser supplies the Flex-Track with an intermittent pulse of high voltage, low amperage electricity. The pulse of electricity does not harm the birds; it simply conditions them not to return to that area. Heavily insulated, copper Lead Wire delivers the intermittent pulse from the Energiser to the Flex-Track.

**AVISHOCK™** only becomes 'live' when Flex-Track is connected to the Energiser and the Energiser is plugged in.

### **COMPONENTS**

#### **Avishock Flex-Track**

Protects the ledge against birds

#### **Avisil/Avifix Adhesive**

Glues Flex-Track and Connectors in place

#### **Energisers**

Supply electricity to the Flex-Track

#### **Lead Wire**

Delivers electricity from Energiser to Flex-Track and from Flex-Track to Flex-Track

#### **Wire Guides**

Secure Lead Wire in place

#### **Straight/Corner Connectors**

Join Flex-Track to Flex-Track

#### **Quick Tap Jumpers**

Connect Flex-Track to Energiser or Flex-Track to Flex-Track via Lead Wire

#### **Female Spade Connectors**

Connect Lead Wire to Quick Tap Jumpers and Straight/Corner Connectors

#### **Connector Ring Terminal**

Connects Lead Wire to Energiser

#### **Warning Signs**

Inform people that the system is in place

### **TOOLS**

#### **Digital Voltage Tester**

Tests the Flex-Track voltage

#### **Connector Crimp Tool**

Crimps the Spade/Ring Connectors to lead wire

#### **Wire Stripping Tool**

Strips Lead Wire

#### **Net/Flex-Track Shears**

Cut the Flex-Track and braid-strips

### **LOW PROFILE CONNECTORS**

For complicated jobs where Straight/Corner Connectors cannot be used

- > Connector Female Snap Tap
- > Piggyback Connectors
- > Low Profile Corner Connector
- > Male Spade Connectors

### **ADDITIONAL PRODUCTS IF REQUIRED**

#### **Foam Pads**

Allow water to flow under the track

#### **Lock Downs**

Use where you cannot glue

**PRESS RELEASE** TT product news – Autumn 2008

**New World of Bird Management Options at Pest Tech**

This year's Pest Tech sees the launch of the most significant development in UK urban bird management for more than a decade – the first and only electric deterrent system proven not to harm birds.

As such, Avishock opens up a whole new world of opportunities for protecting visually sensitive sites, architecturally important buildings, and signs and other awkward objects previously difficult or impossible to proof.

Operating in much the same way as livestock electric fencing, the new system deters all bird species at all infestation pressures with a harmless but disconcerting electric shock.

Detailed trials with pigeons and sparrows at the Central Science Laboratories (CSL) have shown Avishock to be highly effective at deterring birds without causing bodily injury, proving it meets the legal requirements that have, to date, restricted the use of electric systems in the UK. This has led to a positive reception from Natural England, the Scottish Government, Welsh Assembly, Northern Ireland Office, RSPB, RSPCA and SSPCA.

The system is based on twin, braided stainless steel conductors set in a moulded PVC track which can be glued along almost any surface and is flexible enough to accommodate undulations and curves. This is powered by a purpose-built weatherproof energiser delivering reliable pulses of high voltage, low current electricity down both conductors to shock birds whenever they land on the track and complete the circuit.

“Standing just 6 mm high, the Avishock track provides far the lowest profile bird protection available, stresses Sorex bird control product manager, Paul Haworth. “This and the fact it is available in several building-toned colours makes the system hardly noticeable at close quarters and almost invisible at any distance.

“The track is easily cut to length and its flexibility plus a range of purpose-built, click-on connectors and jumpers allow runs to be fitted quickly and simply to accommodate a wide variety of building features, “ he adds.

Relative material costs mean spikes and nets will continue to be the preferred solution for many in less sensitive areas and applications. Unlike physical proofing measures, Avishock also requires a mains power source, should not be operated where it could cause people to fall if startled, and can profit from quarterly inspection to ensure it continues to operate at peak efficiency.

“Full training is required to ensure the most accurate quotation and effective, safe and reliable installation,” Paul Haworth notes. “We provide this, together with extensive customer support, as part of what is widely regarded as the best bird management advisory service in the business.”



**FEATURED ARTICLE** PPC article – Autumn 2008

Minimum visibility bird protection effective against all species at all infestation pressures in almost any location over an extended lifetime. No, it's not a pipedream. It may have been impossible to achieve in the UK up to now, but the arrival of the first electric system proven not to harm birds – Avishock – opens up a whole world of new urban bird management options alongside traditional spikes and nets.

“Strictly speaking it's not bird proofing because it doesn't constitute a physical barrier,” explained national bird management specialist, Grahame Turner of behaviour-led pest control experts, Sorex at an industry training day ahead of the system's official launch at this year's Pest Tech.

“Equally, it's not a scaring device in the conventional sense of visual or audio deterrents. Instead, it modifies the behaviour of urban birds by touch, deterring them from loafing, roosting or nesting.

“Electric systems have been successfully employed in many parts of the world for a number of years,” Grahame Turner pointed out. “Here in the UK, however, their use has been seriously restricted for fear of contravening the 1981 Wildlife and Countryside Act or the more recent 2006 Animal Welfare Act through causing 'bodily injury' or 'unnecessary suffering' to wild birds.

“We didn't believe the legislation was an insurmountable problem, though. So we took-up the issue with DEFRA and established that if we could prove our system didn't harm wild birds it would be legally acceptable. Which is exactly what we have been able to do through extensive, independent trials with pigeons and sparrows under carefully controlled conditions at the Government's own Central Science Laboratories (CSL).”

Involving detailed behaviour monitoring and veterinary checks, the CSL testing concluded there is no evidence AviShock will cause bodily injury to pigeons, sparrows or birds with similar characteristics. This is supported by the extensive portfolio of research data and overseas experience the development team has assembled with their US manufacturing partners.

Armed with this evidence, Sorex is confident the system complies with all the relevant legislation, enabling it to be launched as the only electric system proven to meet UK legal requirements. As such, it has been received positively by Natural England, the Scottish Government, Welsh Assembly, Northern Ireland Office, RSPB, RSPCA and SSPCA as well as by pest control experts across the country.



“While proving it doesn’t harm them, the CSL trials also showed how effective Avishock can be at deterring birds,” added Grahame Turner. “Both the pigeons and sparrows were found to prefer the food source – only accessible from a perch protected by the system – over an alternative provided elsewhere in their pens. Yet, while they spent an average of 18.0 and 14.5 seconds respectively on the perch before it was turned on, this was cut to just 1.0 second when it was operational.

“Interestingly, one sparrow receiving a shock and departing rapidly from the ledge was sufficient to make the whole flock take wing. And the pigeons showed a marked reluctance to re-visit the ledge for the remaining 70 hours of the trial during which the track was left off, despite the temptation of their preferred food. This underlines the system’s value in flock deterrence through aversion as well as instinctive behaviour.”

Avishock is based on lengths of twin, braided stainless steel conductors set in an extruded PVC base which can be glued along almost any surface and is flexible enough to accommodate undulations and curves.

Just 6 mm high and available in several building-toned colours, the track is hardly noticeable at close quarters and almost invisible at any distance. It is easily cut to length and a range of purpose-built click-on connectors and jumpers allow runs to accommodate a wide variety of building features.

Operating in much the same way as livestock electric fencing, weatherproof charger units –capable of serving up to 300 metres of track – send pulses of high voltage, low current electricity down the conductors, shocking birds whenever they land on the track and complete the circuit.

“The system is particularly valuable wherever visibility is a major concern,” stressed Grahame Turner. “This makes it the product of choice for listed buildings or other high profile sites. The fact that a single length of well-sited track can often protect the same width of ledge as multiple rows of spikes or wire makes it ideal for a wide range of parapets, roof peaks, edges and beams. And it is second-to-none in protecting signs and other awkward objects previously difficult or impossible to proof.

“Its relative expense means spikes and nets will continue to be the preferred solution for many less sensitive areas and applications, though,” he added. “Unlike physical proofing measures, Avishock also requires a mains power source, should not be operated where it could cause people to fall if startled, and can profit from quarterly inspection to ensure it continues to operate at peak efficiency.”



## **VIEWS FROM THE PEST CONTROL INDUSTRY**

“A new non-physical bird management system which combines effectiveness with the assurance of no bodily injury. I can see lots of applications for it.”

**Paul Butt, Natural England**

“Thank heavens we now have a low visibility system we can be confident of recommending to customers for high value, architecturally sensitive buildings and locations.”

**Iain Turner, Barretine**

“It’s great to see new cutting-edge technology coming into our industry allowing members to solve urban bird problems for which they previously had few acceptable answers.”

**Oliver Madge, BPCA**

“Avishock is a very valuable addition to our bird proofing armoury. Particularly for buildings where spikes or nets are unacceptable on aesthetic or conservation grounds.”

**Paul Hoyes, Killgerm**

“We’re already seeing keen interest in the system from clients working on a major project with Manchester City Council despite costs significantly higher than traditional spikes.”

**Steve Mills, Pestproof Ltd**

“Architects will love Avishock. It meets their desire for effective and unobtrusive edge protection against all bird problems even better than bird wire in most situations.”

**Ian Cain, NBC Scotland**