

**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.”

