

The birdcare power brands 2015

You saw it here first.

Things move fast at Jacobi Jayne with a non-stop stream of exciting products that look great in every garden, last longer and do the job brilliantly.

You'll find something genuinely new every season, setting the pace in British birdcare.



The One™

Everything a feeder should be – and priced for everyone. See page 6.



Flutter Butter™

It's a whole new way to feed garden birds. See page 16.



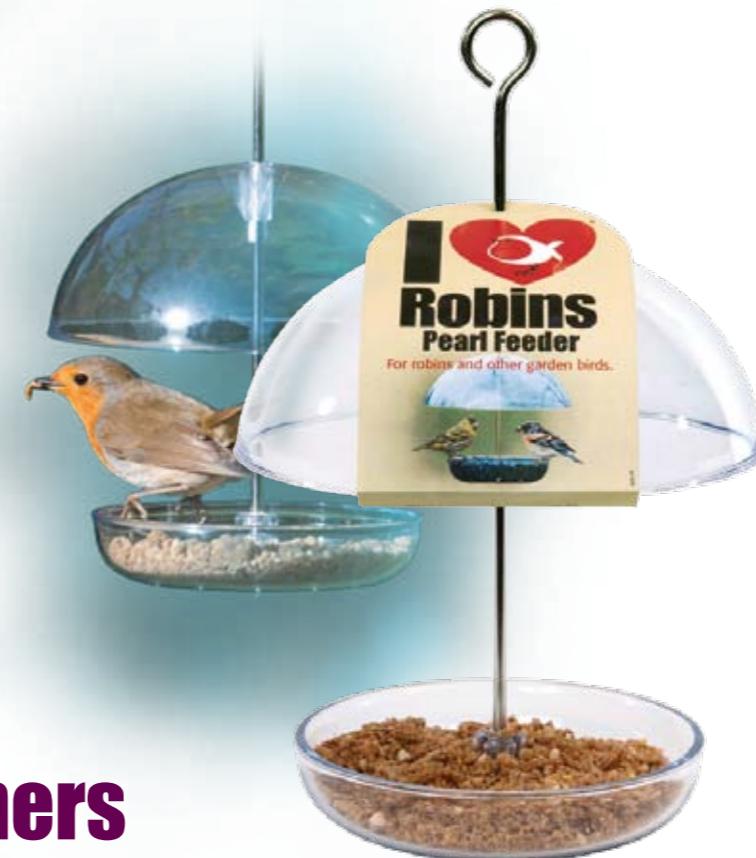
Get Set Go™

Smart, colourful feeders with extra attitude. See page 4.



I Love My Birds™

Exciting new brand, still made by hand. See page 24.



I Love Robins® Pearl Feeder

Beautiful additions to this personality-packed range. See page 18.

Pick the winners

We'll help you choose the sure-fire selections for your store. Call us today for friendly advice:

0800 6 52 42 52

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New



| GET SET GO | Colour | Ports | Tube Length (mm) | Capacity (litres) | Per Outer |
|------------|--------|-------|------------------|-------------------|-----------|
| GSG-P1R | Red | mesh | 190 | 0.45 | 12 |
| GSG-S1G | Green | 2 | 190 | 0.45 | 12 |
| GSG-N1Y | Yellow | 2 | 190 | 0.45 | 12 |

Low-cost feeders with attitude

From bold, colourful looks to the nifty quick-release base. Nothing says 'cheap' – everything shouts 'innovation'. Celebrate British birdcare at its best with Get Set Go™. Smart little feeders with extra attitude, at a price your customers won't believe.



Get Set Go™ Seed Feeder



Get Set Go™ Peanut Feeder



Get Set Go™ Niger Feeder



Unique base unclips instantly for quick and easy cleaning.



No tools – all parts separate for a more thorough clean.



Jacobi Jayne designed



Hoop perches offer lots of space for birds to feed comfortably, face-on or sideways.



Snug-fit cap slides up for speedy refills.



More in store

High impact, small footprint
Display Bin - FREE with minimal stock commitment

WHY CHOOSE ME

- Low-cost, colourful feeders with huge customer appeal
- Fresh, friendly styling – first-time feeder or ideal gift
- Unforgettable name that demands attention in store
- Exclusively designed in the UK by Jacobi Jayne
- Made in recyclable plastic with stainless steel wire hanger
- Models for peanuts, seeds and niger



New

Brilliant. Brand new. For everyone.

It's everything a feeder should be – priced for everyone. The One™ lets garden birds land and feed with ease. It's brilliantly easy to clean. And every single part can be replaced in an instant with no tools needed. Welcome to the brand new One™.



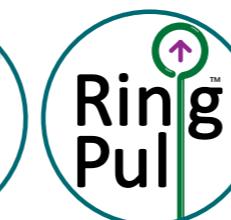
The One™ Seed Feeders

So easy to clean



Quick Clean
Base twists off,
allowing uneaten
seeds and husks
to escape

Deep Clean
Pull the pin and all parts separate
for a thorough clean



**Patented
easy-clean
technology**



**The One™
Peanut Feeders**



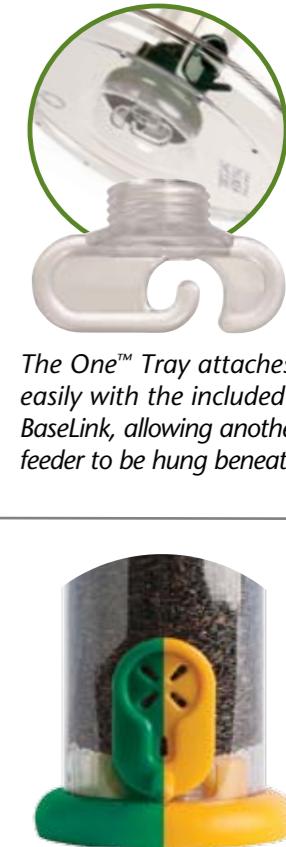
**The One™
Niger Feeders**

WHY CHOOSE ME

- Brilliantly quick to clean with no tools needed
- Base twists off for quick cleaning; comes fully apart for deep cleaning
- Forever New™ - every part replaceable in seconds
- Ring-Pull™ easy-clean technology inside
- Fact-packed Owners Guide
- Two year warranty for extra peace of mind
- Choice of models and sizes for seeds, peanuts and niger



Designed for The One™,
this optional tray removes
together with the feeder
base in a single twist.



The One™ Tray attaches
easily with the included
BaseLink, allowing another
feeder to be hung beneath.



The One™ Tray

- Easily twist to remove tray and feeder base together
- 265mm diameter
- Includes BaseLink - see above
- Can be used with Garden Pole
- Also fits Ring-Pull, Lifetime and Bird Lovers feeders

For niger models with
finch-friendly seed port,
choose from Green or
Yellow finishes.

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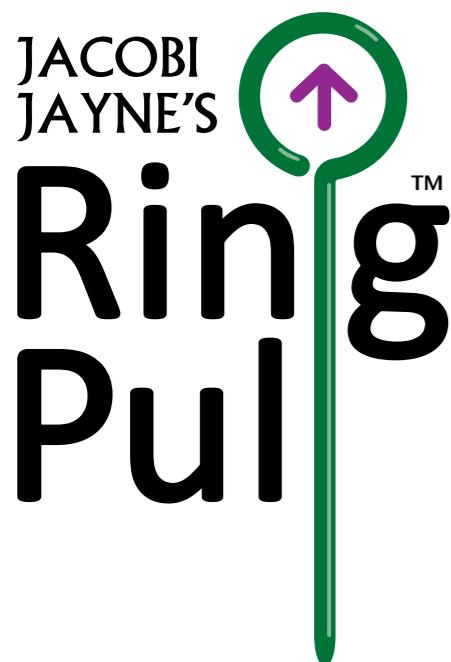
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| | Ports | Tube Length (mm) | Capacity (litres) Per Outer | |
|---------------|-------|------------------|--------------------------------|---|
| SEED | | | | |
| TO-S1G | 2 | 180 | 0.5 | 6 |
| TO-S2G | 4 | 360 | 1.0 | 6 |
| TO-S3G | 6 | 540 | 1.5 | 3 |
| PEANUT | | | | |
| TO-P1G | mesh | 200 | 0.5 | 6 |
| TO-P2G | mesh | 300 | 0.75 | 6 |
| NIGER | | | | |
| TO-N1G/Y | 2 | 180 | 0.5 | 6 |
| TO-N2G/Y | 4 | 360 | 1.0 | 6 |
| TO-N3G/Y | 6 | 540 | 1.5 | 3 |

G=Green, Y=Yellow



The game-changing innovation in bird feeding



Our flagship family of quality metal feeders, Ring-Pull™ offers a brilliantly simple cleaning solution that's easy to demonstrate and instantly understood by customers. With a choice of colours, models and style-matched accessories, it's the heart of every birdcare range.

WHY CHOOSE ME

- The stand-out name in premium quality metal feeders
- Unique patented design: just pull the pin and feeder comes apart effortlessly for thorough cleaning
- Attractively sculpted premium design looks great in store
- Backed by reassurance of Lifetime Guarantee

How it works

No tools needed! Simply pull the centre pin for effortless removal of lower ports and base for cleaning. Pull the pin further to remove upper ports when needed.



More in store

High impact, small footprint
Display Bin - FREE with
minimal stock commitment



Two Easy-fit Perch Rings™ are included with all models. They're also available separately as a retro-fit - see page 37.



Suspend an extra feeder beneath any Ring-Pull Tray using the supplied BaseLink. Also sold separately.



For seed models choose from Green or Zinc finishes.



For niger models with finch-friendly seed port, choose from Green or Yellow finishes.

Ring-Pull™ Super Tray

An increasingly frequent request from customers, this extra-large tray catches even more dropped seed. It's great for offering table scraps, too.

- 350mm diameter
- Includes BaseLink - see above
- Can be used with Garden Pole
- Also fits The One, Lifetime and Bird Lovers feeders



Ring-Pull™ Base Tray

- 265mm diameter
- Includes BaseLink - see above
- Can be used with Garden Pole
- Also fits The One, Lifetime and Bird Lovers feeders

Ports
Tube Length (mm)
Capacity (litres)
Per Outer

| SEED | | | | |
|----------|---|-----|-----|---|
| RP-S1G/Z | 2 | 180 | 0.5 | 6 |
| RP-S2G/Z | 4 | 360 | 1.0 | 6 |
| RP-S3G/Z | 6 | 540 | 1.5 | 3 |

NIGER SEED

| NIGER SEED | | | | |
|------------|---|-----|-----|---|
| RP-N1G/Y | 2 | 180 | 0.5 | 6 |
| RP-N2G/Y | 4 | 360 | 1.0 | 6 |
| RP-N3G/Y | 6 | 540 | 1.5 | 3 |

G=Green, Z=Zinc, Y=Yellow



The One™
Our plastic feeder with Ring-Pull™ technology inside. See page 6.

ONYX™

CLICK•2•CLEAN



Big, bold and beautiful: the jewel in your range

No other feeder matches the sheer presence and must-have desirability of Onyx™. With show-stopping styling and a unique 'click' that customers love, it's your key to the fast-growing high-tier birdcare market.

How it works

It's brilliantly simple: just turn and click to remove instantly for easy cleaning.



More in store

High impact, small footprint
Display Bin - FREE with
minimal stock commitment



WHY CHOOSE ME

- CLICK•2•CLEAN™ quick-release base removes for easy cleaning
- High capacity, extra-wide tube promotes free seed flow
- Extra-comfort perches with choice of landing areas to attract more species
- Unopposed seed ports for unimpeded seed flow and easy brush access when cleaning
- Stunning design with high-gloss piano black finish
- Exclusively designed by Droll Yankees®, the world's Number One birdcare design house
- Three capacity options; special niger seed versions also available
- Lifetime Guarantee



Also available with smaller port size for niger seed: specially designed for goldfinches.



Suspend an extra feeder beneath any Onyx Tray using the supplied BaseLink. Also available separately.

Onyx™ Tray

Styled to match the clean, contemporary looks of Onyx™, this beautifully coordinating seed tray attaches directly to feeder base. Just twist to remove tray and base together for easy cleaning.

- Tough, weatherproof polycarbonate tray needs no maintenance
- Distinctive Smoke tint



| SEED | Ports | Tube Length (mm) | Capacity (litres) | Per Outer |
|-------|-------|------------------|-------------------|-----------|
| ONYX | 2 | 275 | 1.0 | 6 |
| ONYX | 4 | 425 | 1.6 | 6 |
| ONYX | 6 | 580 | 2.2 | 3 |
| NIGER | 2 | 275 | 1.0 | 6 |
| NIGER | 4 | 425 | 1.6 | 6 |
| NIGER | 6 | 580 | 2.2 | 3 |

Squirrel Buster®

Satisfaction guaranteed



It's game over for squirrels. Humane and devastatingly effective, this 2 million selling family of high-performance feeders is 100% effective. And that's absolutely guaranteed. An unstoppable worldwide success, Squirrel Buster® will keep your customers more than satisfied.



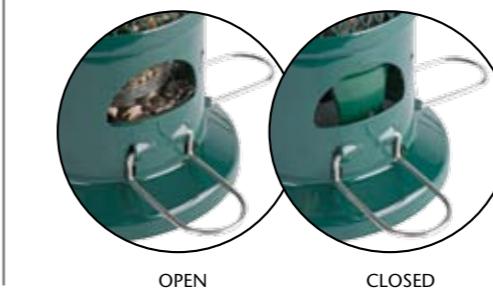
More in store

High impact, small footprint
Display Bins including hanging point for demonstration model
- FREE with minimal stock commitment

| | Ports | Tube Length (mm) | Capacity (litres) | Per Outer |
|--------------------------|-------|------------------|-------------------|-----------|
| SEED | | | | |
| SB-M | 4 | 190 | 0.6 | 4 |
| SB-1057 | 4 | 190 | 0.75 | 4 |
| SB-C | 4 | 365 | 1.8 | 2 |
| SB-P | 6 | 440 | 3.8 | 2 |
| PEANUT | | | | |
| SB-PN | 4 | 190 | 0.75 | 2 |
| NIGER (not shown) | | | | |
| SB-F | 4 | 365 | 1.8 | 2 |

How it works

Birds can feed easily but squirrels can't. Their weight pushes down the metal shroud, instantly blocking access to feeder ports.



WHY CHOOSE ME

- Patented design, totally squirrel-proof: already proven with over 2 million customers worldwide
- 100% humane: does not harm squirrels
- Unique Tube Ventilation System helps keep seed fresh
- Guaranteed for 2 years; Lifetime Guarantee for PLUS model

Squirrel Buster PLUS

- Biggest-ever Squirrel Buster with generous 3 litre capacity for fewer refills
- Innovative no-mesh design
- Can be pole mounted with optional adaptor
- Adjustable easy-grip textured perches let birds feed in comfort
- Includes detachable perch ring for birds that prefer to feed face-on



Squirrel Buster PLUS Pole Adapter

- Fits any 1" Garden Pole
- Allows easy removal of feeder from pole for refills or cleaning



Squirrel Buster PLUS Weather Guard

- Shelters feeding birds and food from rain and snow





SEED SAVER™ 200

Seed Saver 200
SS-2004

| SEED | Ports | Tube Length (mm) | Capacity (litres) | Per Outer |
|---------|-------|------------------|-------------------|-----------|
| SS-2004 | 6 | 365 | 1.6 | 4 |

Self demonstrating

Customers can see how a squirrel's weight will instantly block access to food

The squirrel-proof sensation that demonstrates itself

There's no mistaking the Seed Saver™ 200 from Squirrel Solutions™. This impressive feeder demands attention in store, inviting customers to try the unique mechanism for themselves. They'll be convinced at the first touch: it's the big, bold way to beat squirrels that's 100% effective.



Integrated yellow stand becomes a handy free funnel, cutting risk of spilled seed during feeder refills.

How it works
The squirrel's weight pushes down the metal shroud, shutting off feeding ports with the tough yet decorative leaf details.



OPEN



CLOSED

WHY CHOOSE ME

- 100% squirrel-proof
- Self-displaying – integrated yellow stand doubles as free seed funnel
- Easy to demonstrate – customers can try the unique mechanism for themselves
- Patented squirrel-proof mechanism, as featured in best-selling Squirrel Buster® with over 2 million sold worldwide
- Tough steel cage, perches and roof shrug off squirrel attacks and the worst of the weather
- Generous 1.6 litre capacity
- Ideal for seeds and blends

Attention grabber

No box needed; stands out from the crowd at retail and demonstrates brilliantly





Ready unsalted

A huge hit with customers, no-salt Flutter Butter™ has instantly created a brand-new premium feeding category. This revolutionary way to feed garden birds pairs our brilliantly versatile Flutter Butter™ Feeder with beautifully presented refill jars in a choice of flavours.



Flutter Butter™

- Rich, nutritious and irresistible to a wide range of species
- Delivers a powerful year-round protein boost
- Naturally low in salt – ordinary peanut butter harms birds
- 330g jar in three appealing flavours



FBB-1

WHY CHOOSE ME

- Exciting new way for your customers to feed garden birds
- Complete system with specially designed feeder plus refill jars in three flavours
- Premium co-ordinated packaging looks good enough to eat

Flutter Butter™ Feeder

- Brilliant focal point for any garden
- Hang from supplied chain or wall/fence mount
- Quick, easy jar swaps with a simple twist
- Tough, practical styling in weather-proof polycarbonate



Can also be wall mounted:
clever hinged bracket flips
feeder up for instant refills.



Supplied with Easy-fit
Perch Ring™ to give birds
a choice of comfortable
feeding positions.



More in store

High impact, small footprint
Display Bins - FREE with minimal
stock commitment





Robins

- I Love Robins®**
- Rich, aromatic blend specially devised for Britain's favourite bird
 - Handy 500g and 2kg foil-fresh pouches
 - Also great for blackbirds and song thrushes

More in store

High impact, small footprint
Display Bins - FREE with minimal stock commitment



WHY CHOOSE ME

- Fast becoming the leading brand in super-premium feeding
- Wonderfully warm, simple, direct packaging
- Fast-growing range of add-on products, extras and PoS

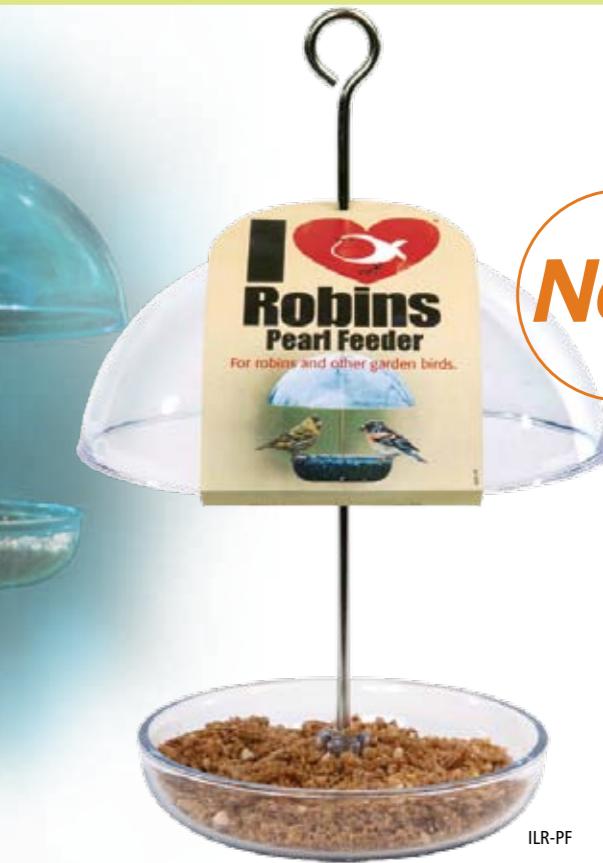


- I Love Robins TreatTray™ Canopy**
- Popular add-on for TreatTray
 - Shields TreatTray and its contents from rain and snow
 - Clings to any window and removes easily
 - Reduce canopy height above TreatTray to discourage larger birds
 - Made in tough polycarbonate
 - Can also be wall/fence mounted with optional Feeder Fixer



I Love Robins TreatTray™

- A great way to see birds really close up
- Ideal secondary feeding point for any garden
- Clings to any window and removes easily
- Fill tray with I Love Robins, seeds or mealworms
- Sturdy polycarbonate tray will not crack or discolour
- Can also be wall/fence mounted with optional Feeder Fixer



- I Love Robins Pearl Feeder™**
- Delightful feeding point for any garden
 - Clear polycarbonate dome protects food and birds from rain and snow
 - Fill tray with I Love Robins, seeds or mealworms
 - Height adjusts easily to discourage larger birds
 - Hang from tree branch or hook



- I Love Robins Feeder Fixer™**
- Mounts feeder on wall/fence instead of window
 - Fits TreatTray, TreatTray Canopy and 20:20 Window Feeder (page 28)
 - Screw holes allow easy fixing to wall or fence post
 - Pack of two for mounting tray plus canopy

New

New



Chunky™ Dumplings

Rich and plumpitous with seeds you can see™

Don't wildlife lovers deserve a much better kind of fat ball? Weigh up Chunky Dumplings™ against other dry, dusty suet balls and there's no contest. Boasting attractive packaging that looks good enough to eat, Chunky Dumplings™ will change your customers' thinking about fat balls for good.



Pack of 6 x100g

CD100-6

Pack of 6 x 85g

CD85-6

Pack of 3 x
340g

CDC-3

New

Chunky Dumpling™ Cakes: an enticing new option for customers who appreciate the convenience of birdfood cakes. See page 22.



WHY CHOOSE ME

- Fat balls redefined: delivering unprecedented customer satisfaction
- Industry-leading quality and purity
- Dazzling packaging can't be missed in store
- A perfect partner for our handy BasketBall™ feeder

More in store

High impact, small footprint
Display Bin - FREE with minimal stock commitment



Bring customers back for more with our beautifully boxed, temptingly priced 18 Handipack and 48 Valuepack.

CD100-18

CD100-48

WHY CHOOSE ME

- The safe, simple, no-nets way to offer fat balls
- Birds feed without the risk of tangling
- Holds up to three 100g Chunky Dumplings™
- Hanging and window versions
- Snaps open and shut for instant refills

More in store

High impact, small footprint
Display Bin - FREE with minimal stock commitment



Chunky DumplingTM CAKES

More of what they love

Building on the success of our original Chunky Dumplings™, these top-quality cakes are a welcome addition to your premium suet offering.



WHY CHOOSE ME

- All the ingredients that have made Chunky Dumplings™ famous
- A satisfyingly solid 340g of calorie-rich nutrition per cake
- Individually packaged for easy storage and handling



More in store

High impact, small footprint
Display Bin - FREE with
minimal stock commitment

Multi Cake Feeders

- Hanging handle and squirrel-deterrant locking catch
- Duo and triple cake models for fewer refills
- Durable steel with rust-resistant coating



SF-T SF-D

A cake for all seasons

These seasonally-themed cakes are enticingly packaged for sure-fire sales opportunities throughout the year. Ring the changes and keep giving customers something fresh, whatever the weather.

Suet for Seasons™

- Christmas Pudding optimised for cold weather survival
- Wedding Cake promotes stronger egg shell formation
- Birthday Cake with smaller pieces for fledglings
- Summer Pudding with fruit and insects for juveniles
- Fallen Fruits with apples, pears and plums



WHY CHOOSE ME

- Attractively packaged to drive impulse sales all year round
- Each 340g cake handmade from pure, honest ingredients
- Five varieties of seasonally-optimised nutrition



Single Cake Feeder

- Side-opening design for quick refills with no messy handling
- Durable steel with rust-resistant coating
- Integrated hanger

| Code | Variety |
|----------------------|-------------------|
| BIRFOOD CAKES | |
| SCP | Christmas Pudding |
| SWC | Wedding Cake |
| SBD | Birthday Cake |
| SPU | Summer Pudding |
| SCF | Fallen Fruits |



My Birds



I ❤️ My Birds™ Suet Cakes

- Choice of five popular, proven flavours
- 340g of calorie-rich nutrition per handmade cake
- Available as single cakes plus 3- and 6-cake Multi-packs



New



| Code | Variety |
|-------------------|-----------------------|
| SUET CAKES | |
| SSC | High Energy Seed |
| SPS | Peanut & Seed |
| SRN | Raisins & Nuts |
| SFB | Fruit, Berries & Nuts |
| SIC | Insect |
| 3SC | Multi-pack of 3 |
| 6SC | Multi-pack of 6 |

- ### WHY CHOOSE ME
- Attractive new presentation for a proven favourite
 - Handmade from pure, honest ingredients
 - Five varieties appealing to widest range of birds



Dried Mealworms

- Highly nutritious protein supplement
- Easy to handle, easy to use
- For feeders and tables

MWD-1



Suet Grains

- Easy to handle, easy to pour
- Amazingly versatile... use with a feeder or table
- Super-high energy - ideal for year-round feeding
- Ideal for mixing with other seeds and blends
- Available in 550g and 3kg

JFB-S1



Hedgehogs

Get fruity

Blended for Britain's much-loved garden visitor, I ❤️ Hedgehogs™ is a richly tempting addition to your wildlife food range.



I ❤️ Hedgehogs™

- Rich, moist blend simulates hedgehogs' natural diet
- Handy 500g and 2kg foil-fresh pouches
- Perfect for the breeding season and all year round



WHY CHOOSE ME

- Super-premium food specially formulated for hedgehogs
- Appealing packaging that customers love



More in store

High impact, small footprint
Display Bin - FREE with minimal stock commitment

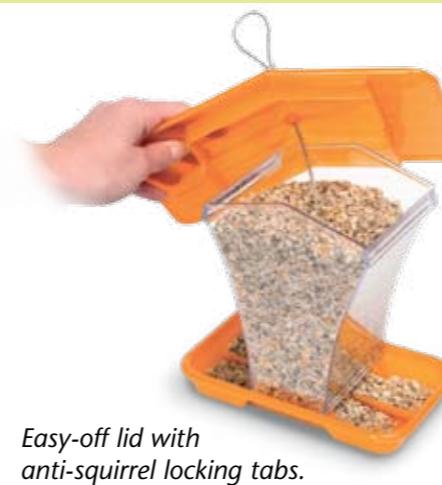
Clingers Only™ and Granary™

Broaden your customers' choice beyond tubular feeders. These colourful alternatives are perennial sellers, offering wider options to brighten up any garden.



Granary™

- High-capacity transparent hopper holds 1.4 litres
- Overhanging pitched roof keeps seed and tray dry
- Roof lifts off for easy refills, then locks securely in place
- Drainage holes in tray prevent waterlogged seed
- Integrated stainless steel hanging loop
- Choice of vibrant colours: Satsuma or Grape



Easy-off lid with anti-squirrel locking tabs.



Clingers Only™

- Perfect for small birds like tits and finches that cling while they feed
- Starlings and pigeons will mostly feed elsewhere
- Sturdy construction in UV-resistant plastic - won't crack or discolour in sunlight
- Twist-off top for filling, clip-off base for cleaning

WHY CHOOSE ME

- Proven best-sellers, attractively priced
- Fresh, colourful styling makes compelling impulse buy
- Ideal for the widest range of seeds and blends

Goldfinch Finder™

It's the perfect way to find out if there are goldfinches nearby.

Help your customers strike gold with this temptingly priced feeder that comes ready filled with quality niger seed.



WHY CHOOSE ME

- Easy way for customers to discover if goldfinches are visiting their garden
- Ready to go: comes filled with quality niger seed
- Great price point makes an ideal impulse buy or gift
- No throwaway – can be refilled time after time



More in store

High impact, small footprint
Display Bin - FREE with minimal stock commitment



Windows and Walls

Bring wildlife up close with these attractively packaged, appealingly priced feeder ideas. They're handy additional feeding points for every size of garden, brightening your customer's day with a welcome flash of close-up colour when birds drop by.



New

20:20 Window Feeder™

- Full-sized window feeder with generous 215mm diameter tray
- Gives totally unobstructed view of birds feeding up close
- Rain canopy height adjusts freely to discourage larger birds
- High quality suction cups adhere firmly to glass and remove easily without marking
- Clear, tough UV-stabilised polycarbonate
- Can also be wall/fence mounted with optional Feeder Fixer
- Fill with seeds, mealworms or fruit – and perfect for I ❤ Robins

TT-WF



ILR-TT



I ❤ Robins TreatTray™

- A great way to see birds really close up
- Ideal secondary feeding point for any garden
- Clings to any window and removes easily
- Fill tray with I ❤ Robins, seeds, seeds or mealworms
- Sturdy polycarbonate tray will not crack or discolour
- Can also be wall/fence mounted with optional Feeder Fixer



I ❤ Robins TreatTray™ Canopy

- Popular add-on for TreatTray
- Shields TreatTray and its contents from rain and snow
- Clings to any window and removes easily
- Reduce canopy height above TreatTray to discourage larger birds
- Made in tough polycarbonate
- Can also be wall/fence mounted with optional Feeder Fixer

ILR-TTRC

New

The Observer™ Window Feeder

- Legendary Droll Yankees® quality at an amazingly low price
- Top quality suction cups hold firmly to glass
- No obscuring plastic to hide view of feeding birds
- Lifetime Guarantee



Designed by
DROLL
YANKEES®
Leading the world in birdfeeder design

OWF

What birds see...

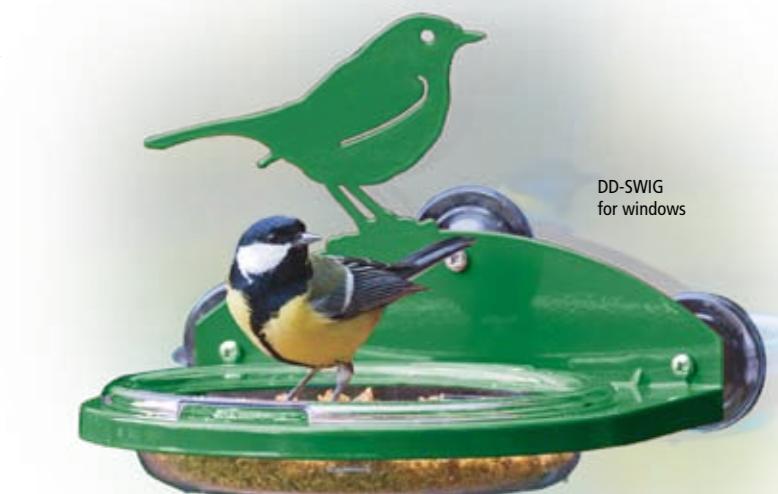


WA-1

WA-2

Window Alert™

- Cut the risk of bird strikes with these decorative decals which cling by natural static attraction to any glass surface. Window Alert reflects the ultraviolet light we can't see, creating a brightly glowing warning that's clearly visible to birds.
- No adhesive or special fixing required
 - Easily removed - does not mark glass
 - Each pack contains 4 decals
 - Choose from: Original Leaf or Butterfly



DD-SWIG
for windows



DD-SWAG
for walls



DD-SWA
for walls



DD-SWI
for windows



*Eye-catching packaging for
these uniquely colourful feeders*

Woodlook™

The clever, hygienic alternative to traditional wooden bird tables. Backed by the reassurance of our no-quibble guarantee, Woodlook™ will encourage customers to cater for species that shun tubular feeders.



Woodlook™ Window Tray

- Four suckers attach securely to window
- Dimensions: 325W x 200D x 150H mm approx
- Available in Woodland Green or Light Oak



Woodlook™ Hanging Tray

- Suspends from Hang Rights™ included
- Dimensions: 430W x 325D x 67H mm approx
- Available in Woodland Green or Light Oak

WHY CHOOSE ME

- The everlasting alternative to ordinary wooden tables that split and rot
- Looks great in any garden with convincing appearance of natural wood grain
- Hygienic and easy to clean for healthier birds
- 25 year guarantee



Woodlook™ Ground Tray

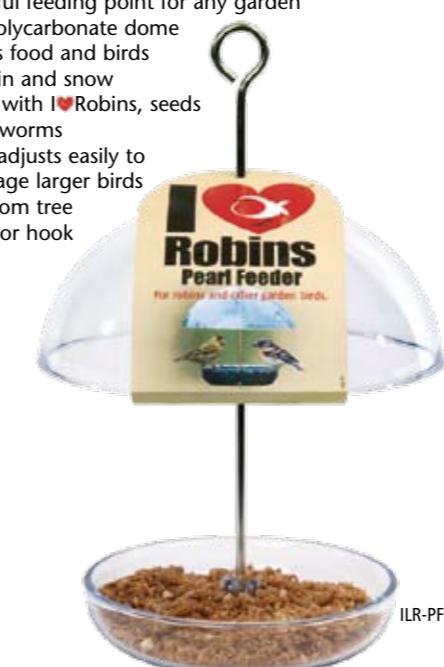
- Freestanding on grass, patio or decking
- Dimensions: 430W x 325D x 145H mm approx
- Available in Woodland Green or Light Oak

Tray and Dish Feeders

Trays and dishes broaden any birdcare range. Our much loved X-1 Robin Feeder is joined by contemporary designs like PlatformOne™ and the jewel-like I♥Robins® Pearl Feeder™ that makes an exquisite addition to any garden.

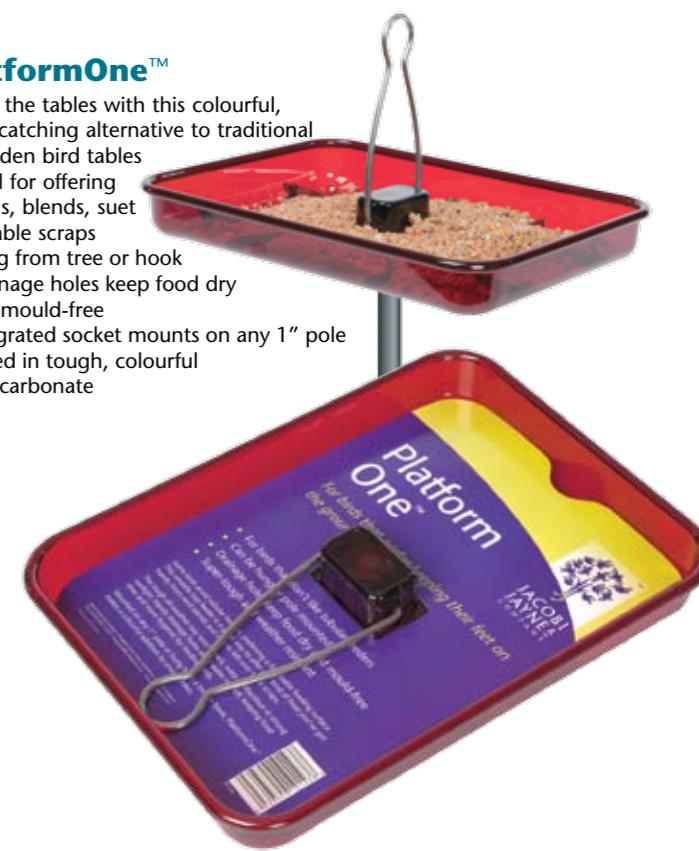
I♥Robins Pearl Feeder™

- Delightful feeding point for any garden
- Clear polycarbonate dome protects food and birds from rain and snow
- Fill tray with I♥Robins, seeds or mealworms
- Height adjusts easily to discourage larger birds
- Hang from tree branch or hook



PlatformOne™

- Turn the tables with this colourful, eye-catching alternative to traditional wooden bird tables
- Ideal for offering seeds, blends, suet or table scraps
- Hang from tree or hook
- Drainage holes keep food dry and mould-free
- Integrated socket mounts on any 1" pole
- Styled in tough, colourful polycarbonate



X-1 Robin Feeder

- Best-seller, available in two dome colour options: green and clear
- Ideal for mealworms and table scraps as well as seeds
- Adjustable dome can be lowered to keep out larger species and keep food dry
- Brass rod – dependable durability
- Lifetime Guarantee



Peanut Basket

- Tough, economical feeder for peanuts
- Choice of Green (PBK) or Bright Stainless Steel (PBK-S)
- Also available ready-filled (PBK-2 and PBK-S2)





Designed by
DROLL YANKEES®
Leading the world in birdfeeder design

Seed Feeders

- Optimised for seeds and blends
- Threaded base to attach accessories
- Choice of three sizes



Colour Ports Tube Length (mm) Capacity (litres) Per Outer

| SEED | | | | | |
|---------|-------|---|-----|-----|---|
| NBL-BS1 | Aqua | 2 | 180 | 0.5 | 6 |
| NBL-BS2 | Aqua | 4 | 360 | 1.0 | 6 |
| NBL-BS3 | Aqua | 6 | 540 | 1.5 | 3 |
| NBL-BWS | Aqua | 2 | 180 | 0.5 | 3 |
| NBL-GS1 | Green | 2 | 180 | 0.5 | 6 |
| NBL-GS2 | Green | 4 | 360 | 1.0 | 6 |
| NBL-GS3 | Green | 6 | 540 | 1.5 | 3 |
| NBL-GWS | Green | 2 | 180 | 0.5 | 3 |

PEANUT

| | | | | | |
|---------|-------|------|-----|------|---|
| NBL-BP1 | Aqua | mesh | 200 | 0.5 | 6 |
| NBL-BP2 | Aqua | mesh | 300 | 0.75 | 6 |
| NBL-BWP | Aqua | mesh | 200 | 0.5 | 3 |
| NBL-GP1 | Green | mesh | 200 | 0.5 | 6 |
| NBL-GP2 | Green | mesh | 300 | 0.75 | 6 |
| NBL-GWP | Green | mesh | 200 | 0.5 | 3 |

SUET BALLS

| | | | | | |
|--------------------------------|-------|------|-----|---|---|
| NBL-GSB | Green | mesh | 190 | - | 6 |
| SUET BALLS Ready-filled | | | | | |
| NBL-GSB3 | Green | mesh | 190 | - | 6 |

Quality and value they'll love

Perfect for young wildlife fans or an original gift idea – Bird Lovers™ matches winning looks with a price to tempt every customer. This great starter range offers a generous choice of sizes, types and colours for any garden and all pockets. What's not to love?



NBL-YN1

Colour Ports Tube Length (mm) Capacity (litres) Per Outer

| NIGER | | | | | |
|---------|--------|----|-----|-----|---|
| NBL-YN1 | Yellow | 4 | 180 | 0.5 | 6 |
| NBL-YN2 | Yellow | 6 | 360 | 1.0 | 6 |
| NBL-YN3 | Yellow | 8 | 540 | 1.5 | 3 |
| NBL-YN4 | Yellow | 20 | 910 | 2.5 | 3 |
| NBL-YWN | Yellow | 2 | 180 | 0.5 | 3 |

WHY CHOOSE ME

- Great quality at an economical price
- Ideal as a gift or for younger bird lovers
- Wide choice of sizes and colours with models for seeds, peanuts, niger and suet
- Range of matching accessories from Seed Trays to Rain Guards (see page 36)

Window Feeders

- Models for seeds, peanuts and niger
- Heavy duty suction cups, easy to apply and remove

Niger Seed Feeders

- Specially sized ports, ideal for goldfinches and their favourite food
- Four sizes including spectacular 20 port model
- Threaded base to attach accessories



NBL-BWS NBL-BWP NBL-GWS NBL-GWP NBL-YWN





Guaranteed for life with quality that's legendary

It's the name that started it all. World famous Droll Yankees® quality and reliability are elegantly showcased in this much-loved range of traditionally styled metal feeders. With sizes and types to suit every garden it's the feeder of a Lifetime.



Lifetime™ Seed Feeders

- Optimised for seeds and blends
- UV-stabilised polycarbonate tube keeps its looks for years
- Choice of three sizes

Lifetime™ Peanut Feeders

- Rust-proof steel mesh is correct size for shelled peanuts or peanut mixes
- Aluminium perches can't be chewed and don't hurt birds' feet
- Choice of two sizes



Lifetime™ Niger Feeders

- Ideal for goldfinches and their favourite food
- Specially-sized ports dispense niger seed economically
- Four sizes including spectacular 20 port model



For niger models choose from Green or Yellow finishes.



Two Easy-fit Perch Rings™ are included with all seed models. They're also available separately as a retro-fit - see page 37.



Wide range of matching accessories from Seed Trays to Rain Guards - see page 36.

WHY CHOOSE ME

- Classic styling, loved the world over
- Market-leading Lifetime Guarantee
- High quality, durable finish that won't chip or fade
- Die cast top, base and ports for rugged performance
- Stainless steel wire that squirrels can't chew
- Snug-fit sliding cap: easy to lift but hard for squirrels
- Contoured base keeps seed in easy reach

Ports
Tube Length (mm)
Capacity (litres)
Per Outer

| SEED | | | | |
|--------|-------|------------------|-------------------|-----------|
| | Ports | Tube Length (mm) | Capacity (litres) | Per Outer |
| LF-S1G | 2 | 180 | 0.5 | 6 |
| LF-S2G | 4 | 360 | 1.0 | 6 |
| LF-S3G | 6 | 540 | 1.5 | 3 |

| PEANUT | | | | |
|--------|-------|------------------|-------------------|-----------|
| | Ports | Tube Length (mm) | Capacity (litres) | Per Outer |
| LF-P1G | mesh | 200 | 0.5 | 6 |
| LF-P2G | mesh | 300 | 0.75 | 6 |

| NIGER | | | | |
|----------|-------|------------------|-------------------|-----------|
| | Ports | Tube Length (mm) | Capacity (litres) | Per Outer |
| LF-N1G/Y | 4 | 180 | 0.5 | 6 |
| LF-N2G/Y | 6 | 360 | 1.0 | 6 |
| LF-N3G/Y | 8 | 540 | 1.5 | 3 |
| LF-N4G/Y | 20 | 910 | 2.5 | 1 |

G=Green, Y=Yellow

Feeder Trays and Add-ons

Add the finishing touch to every feeder sale. Our style-matching accessories are designed for years of outdoor use, using tough UV-stabilised polycarbonate that won't crack or discolour in sun or rain.



Seed Tray

- For Lifetime and Bird Lovers feeders
- Popular 190mm diameter



Large Seed Tray

- For Lifetime and Bird Lovers feeders
- 265mm diameter provides ample perching space



Ring-Pull™ Base Tray

- Style matched for Ring-Pull feeders
- 265mm diameter provides ample perching space
- Includes BaseLink



Ring-Pull™ Super Tray

- Extra wide 350mm diameter
- Allows more birds to feed and reduces spilled seed
- Includes BaseLink



Onyx™ Tray

- Style matched for Onyx
- Easily twist to remove tray and feeder base together
- 265mm diameter
- Distinctive Smoke tint



The One™ Tray

- Easily twist to remove tray and feeder base together
- 265mm diameter
- Includes BaseLink
- Can be used with Garden Pole
- Also fits Lifetime and Bird Lovers feeders



BaseLink

- Screws into feeder base to provide additional hanging point for further feeders
- Specially designed for Ring-Pull, The One and Onyx
- Pack of two



Super Link

- Screws into feeder base to provide additional hanging point for further feeders
- Suitable for most tubular feeders
- Pack of two



Easy-fit Perch Rings™

Model 1 for Lifetime™ Seed Feeders.

Model 2 for The One™ Seed and Niger Feeders and Ring-Pull™.

It's all about choice. Some species enjoy stationing themselves on the feeder's perch bar while others prefer to feed head-on, keeping a wary eye out for predators. Let your customers find out for themselves what works best in their



garden with our unique Easy-fit Perch Rings that let birds feed in even greater comfort and safety. The polycarbonate ring pushes onto the feeder perch in an instant - and they're just as easily removed.

- Available in packs of 2, 4 and 6
- Provides secure, comfortable perching space for feeding birds
- Predators can be seen more readily
- Instant fit, easy to remove - see which feeding birds prefer
- Unique patented design

Rain Guard

- 10" dome mounts on 2.5" feeder tubes to protect them from weather
- Includes spring clamp to hold in place
- Fits Ring-Pull, The One, Lifetime and Bird Lovers



Versa Perch™

This brilliant accessory from Droll Yankees® offers amazing perching options for tubular feeders. Attaches to Ring-Pull, The One, Lifetime and virtually any tubular feeder with a $\frac{1}{2}$ " screw thread.

- Versatile: can be flipped or rotated for even more feeding positions
- Includes BaseLink to suspend second feeder beneath
- No tools required





Garden Pole Mounting System

Those sales opportunities don't stop once customers have chosen their feeder. Our modular system provides endless options for mounting, siting and protecting feeders.

Garden Pole

One of the most popular accessories for any birdcare range. The tough 1" steel pole features a rustproof powder coating to shrug off years of bad weather.

- Three sections total over 1.7m long
- Spike drives easily into ground
- Garden Pole Adaptor fits most feeders (see below)
- Feeder removes easily for cleaning and refills
- Add extra sections for even more height: available in 550mm (POS) and 355mm (POS-A)



Garden Pole Adapter

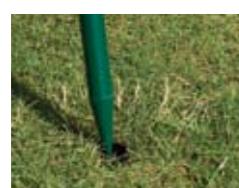
(Not shown)

- Allows quick, easy removal of birdfeeders from Garden Pole for refilling or cleaning
- Fits The One, Ring-Pull, all Droll Yankees or any feeder with 1/2" pipe thread in base
- Suitable for any 1" pole



Ground Socket

- Provides extra-stable mounting for Garden Pole or any 1" pole
- Tapered end drives directly into lawn or flowerbed
- Pole removes easily from socket for grass cutting or garden maintenance



GS Giant Tray & Squirrel Guard

- 470mm diameter
- Attaches easily to Garden Pole with a clamp
- Easily cleaned, makes a hygienic bird table
- Highly effective squirrel guard when placed 1.25m or more from ground and 2.5m from trees or buildings



Pole-Mounted Squirrel Dome

- Curved dome prevents squirrels from reaching feeder
- Tough, zero-maintenance clear polycarbonate
- 380mm diameter



WallPoint™

Treat your customers to a really close-up view of feeding birds. WallPoint makes it easy to position feeders right in front of a window. The tough steel mounting bar fixes to any handy wall, window frame or fence post. The supplied Wraparound Hooks attach in seconds, with no need for fiddly mounting hardware. Add more Wraparound Hooks as required - then just hang up feeders and enjoy the view.

- 14" wall-mounting bar in durable coated steel
- Accepts up to 4 Wraparound Hooks (1 x 8" and 1 x 16" hook included)
- Angle of each hook can be adjusted individually
- Also compatible with Deep-Dish Wraparound
- Fixing hardware supplied (screws and plugs)

Wraparound Hooks

They're the smartest, simplest way to add more feeding points to our Garden Pole (or any 1" pole).

- Fits in seconds - just as easy to remove
- No clamps, screws or fixings needed
- Instantly set hook to any height
- Available with standard hook or new safety loop
- Durable weatherproof coated steel



Secure safety loop prevents feeder being dislodged from hook by wind or squirrels.



Deep-Dish™ Wraparound

- Instantly add a secondary feeding station to pole-mounted feeders
- Coated steel arm attaches to any 1" garden pole
- No screws or fixings needed; easy to adjust height or remove

Three-way Feeder Station

This must-have accessory pack broadens customer options for locating birdfeeders where they're both visible and safe from predators.

All-in-one package includes our Garden Pole plus two Wraparound Hooks, providing a total of three feeder mounting points.

- Maximum convenience – all the essentials to build your feeding station
 - Attractive, colourful packaging for high in-store impact
 - Great value: gives customer saving on individual items



Squirrel Slinky™

Help your customers take pole position in the battle against raiding squirrels. The high-tensile steel spring stretches as squirrels try to climb, lowering the Slinky to thwart their attempts. It's humane, effective and great fun to watch.

- Fits in seconds to our Garden Pole or any 1" pole
- No tools or screws needed
- Easy to remove





Must-have Extras

Make birdcare a year-round pleasure with these smart ideas to encourage a healthy feeding and bathing regime in customers' gardens.

Filling & Cleaning

Seed Scoop

- Droll Yankees' tidy, simple way to fill a feeder
- Also suitable for dried petfood and similar



Super Scoop

- For easy no-spill refills
- Dip into sack, then carry to feeder
- Simple one-handed operation



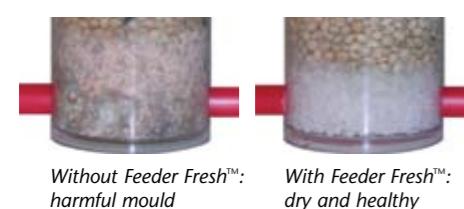
Cleaning Brush

- Designed for feeders - soft natural bristles clean without scratching
- Reaches into most tube feeders
- Rust-proof stainless steel stem
- 125mm of bristles, 635mm overall



Feeder Fresh™

- Ensures cleaner feeders and healthier birds
- Non-toxic granules absorb water to keep surrounding bird seed dry and mould-free
- Reduces need for frequent feeder maintenance and cleaning
- Biologically inert formulation will not harm birds or natural water supplies



Water

Birdbath Raft

Easily offer visiting birds an attractive drinking and bathing station.

- Transforms any garden pot, barrel or pond into the perfect bird bath
- Provides sure foothold and perfect depth of water
- Durable, easy to clean and excellent value
- Diameter: 360mm



Hanging

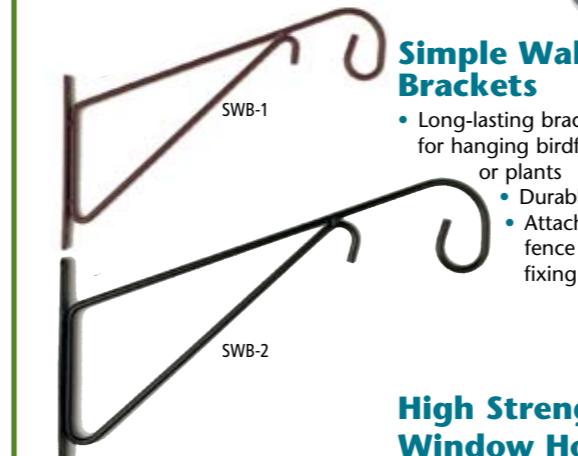
Shorty Hook

- Ideal for hanging feeders and plants
- Tough rust-proof aluminium
- Can be used singly or together
- Won't damage tree branch
- 300mm long



Simple Wall Brackets

- Long-lasting bracket for hanging birdfeeders or plants
- Durable coated steel
- Attaches to wall or fence with supplied fixing screws



High Strength Window Hook

- Sturdy feeder hook attaches to outside of window using two strong suckers
- Gives up to 135mm clearance between hanging point and window
- Tough long-lasting polycarbonate



Hang Right™

- Available in five convenient lengths
- Suspends even heavy birdfeeders safely and securely from a tree branch
- Rust-proof stainless steel and copper
- Plastic sleeve prevents damage to branches



Anti-Squirrel Protection

Birdfeeder Guardians

- Adds effective anti-squirrel protection for tubular feeders.
- Available in two sizes to suit many feeders (feeder not included).
- Can be suspended or pole mounted
- Easy fitting: cage lifts off feeder and base for filling and cleaning
- Curving base in green painted steel helps shed rain and dropped seed



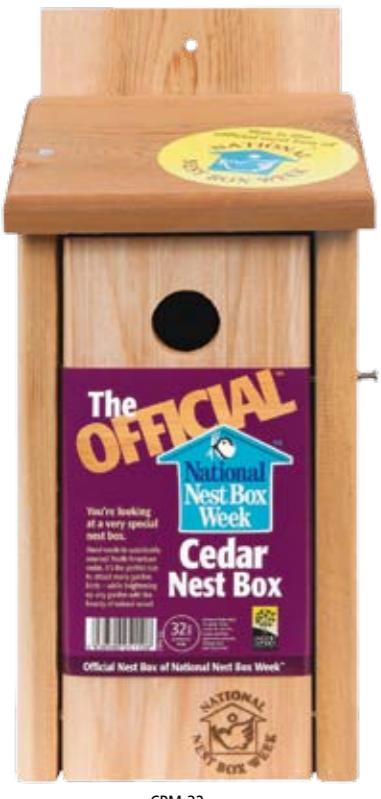
SQ Squirrel Dome

- Slippery surface forces squirrels and cats to jump away
- Ideal for all hanging feeders





Wooden Nest Boxes



The Official™ Cedar Nest Box

- Sustainably sourced premium North American cedar
- Needs no paint, varnish or preservative – keeps its looks for years
- Available with 32mm entrance hole or smaller 26mm hole for blue tits
- Ideal for mounting on tree or wall

The Official™ Pine Nest Box

- Sustainably sourced European pine
- Available with 32mm entrance hole or smaller 26mm hole for blue tits
- Ideal for mounting on tree or wall

New



The Official™ Cedar Sparrow House

- Comfortable accommodation for three pairs nesting side by side
- Front door hinges forward for inspection and cleaning
- Mount on walls or fences

The Official™ Cedar OpenFront

- Specially designed for robins
- Hinged inspection door with rust-proof catch
- Ideal for siting in hedges and undergrowth



Nest Box Protection Plate

- Guards entrance against attack by magpies, squirrels and other predators
- Durable copper
- Two sizes available to fit 32mm and 26mm entrance holes



Nest Box Guardian

- Tough plastic tunnel deters predators from entering box
- Allows easy access for parent birds
- Ideal for flowerbeds or borders
- Protects against cats



Mounting Platform

- Screws to base of wooden nest boxes
- Mounts on top of Garden Pole
- Ideal for flowerbeds or borders
- Protects against cats

Raising the standard

It's one of the most talked-about events in the wildlife calendar, attracting media interest on radio and TV. From 14th February, National Nest Box Week stresses the importance of putting up boxes that last longer and are better for birds. Support customers' enthusiasm for National Nest Box Week with these powerfully branded Official™ boxes. They're simply unbeatable.



The Official™ National Nest Box Week

Woodcrete Nest Box

Made in a super-tough blend of wood fibre, clay and cement, giving excellent insulation and defeating predators.

The Official™ Woodcrete Nest Box

Made in a super-tough blend of wood fibre, clay and cement, giving excellent insulation and defeating predators.

WHY CHOOSE ME

- The world's all-time Number One quality nest box – over 8 million sold
- Industry-leading occupation rates
- Consistently recommended by wildlife professionals
- Virtually indestructible: performs flawlessly for decades
- Unbeatable 25 year guarantee against rot, weather and natural damage



BirdCam™ Wildlife Cameras

Add a fresh perspective to your customers' view of the natural world. These ruggedly weatherproof digital cameras automatically shoot crisply-detailed still photos and video clips. It's birdcare reinvented for the YouTube generation.

WHY CHOOSE ME

- Lets customers capture fascinating close-ups of garden visitors
- Operates completely automatically
- Informative, colourful premium packaging
- Wide range of applications, from wildlife to garden projects to DIY
- Easy to set up and use – full instructions provided

Capture the colour and movement of feeding birds



Get close to nesting birds without disturbing parents and their young



Create fascinating timelapse movies of growing plants



Watch building projects in fast forward



See BirdCam in action at www.youtube.com/wingscapes



BirdCam™

- Shoots 5 megapixel still photos and video clips
- Infrared sensor triggers camera when bird is in view
- Easily transfer images to PC or watch on TV
- Camera automatically turns on at dawn and off at dusk
- Laser aim for easy, accurate set-up



TimelapseCam™

- Takes sequence of photos at adjustable time intervals
- Easily create stunning HD timelapse videos
- Ideal for documenting plant growth, landscaping, DIY or building projects
- Unattended operation for weeks at a time



BirdCam PRO™

- Exciting new BirdCam model for professionals
- Shoots high-resolution 8 megapixel still photos and video clips
- Preview images on 2" colour screen
- Flash for night-time photos
- Rugged and weatherproof for year-round operation



Optional Mounting Arm

Gets really close to the action on tubular feeders. Weatherproof mounting arm fixes easily to any Garden Pole up to 1.5" diameter.

Display Systems

Space efficient, informative and appealing – our display systems can be supplied ready-stocked with everything you need to start generating more sales. Call us free on 0800 6 52 42 52 and we'll help with recommended stock selections for your store.



WHY CHOOSE ME

- Bold, colourful displays to suit any size of store
- Choice of themed displays to highlight our best-selling ranges
- Industry standard footprint
- Custom PoS solutions available on request



Full Height Single Display
W 1.25m x D 0.57m x H 2.5m



Ring-Pull™ Display
W 1.25m x D 0.57m x H 2.5m



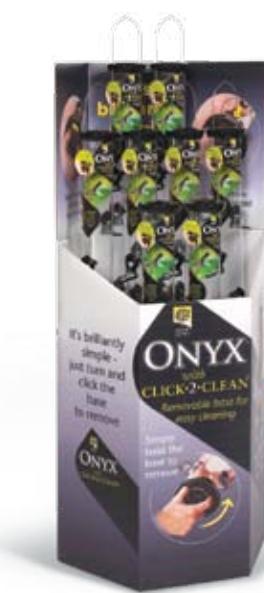
Droll Yankees® Display
W 1.25m x D 0.57m x H 2.5m



Bird Lovers & Accessories
W 1.25m x D 0.57m x H 2.5m



GPP-2 Garden Pole Presenter
Our Presenter showcases the competition-beating quality and distinctive design of Jacobi Jayne feeders. Includes pole, base and hooks; stock not included.



WE BIRD CARE.[™]

Non-stop innovation. Only from Jacobi Jayne. Update your mailing details at jacobijayne.com or call free on **0800 6 52 42 52**.



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