



The welcome difference

Creating a new birdfeeder is a painstaking process.

We start by asking 'How can we help birds and delight customers?' The answer comes from our own research, experiment and intuition – or just a chance remark from a customer.

That's only part of the story. We pay just as much attention to giving our products a uniquely clear, colourful in-store identity that shoppers instantly warm to.

Your customers are hardly short of choices when it comes to birdcare. At Jacobi Jayne we make it easy for them - and you - by always being different.

Clair Dance
COMMERCIAL DIRECTOR

New



Ring-Pull™

Proper birdfeeding.
Starting at just £8.95.
See page 4.



Big Easy™

The tough, gener- sized feeder that's easy to clean.
See page 10.



Flutter Butter™ Pods
 Our innovative feeding family keeps growing.
 See page 20.



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At your service

We'll help you pick the most effective sellers for your store:

0800 652 4252

JACOBI
JAYNE'S

Ring Pull™

The heart of your birdcare range

Wonderfully easy to clean, it's the feeder for every garden. A range of price points, with models, colours and accessories for every budget and see super-tough Pro models overleaf.



More in store

Eye-catching in-store display showcases the Ring-Pull feeder range and explains unique features.



Ring-Pull™ Seed Feeders

Ring-Pull™ Peanut 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.



nge

No other tubular feeder family hits such a wide range everyone. Here are our mainstream Ring-Pull™ feeders,

Previously The One™, now re-branded to join the market leading Ring-Pull™ easy-clean feeder family.

Good to know



Ring-Pull™ Niger Feeders

Ring-Pull™ 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



Ring-Pull Tray removes together with the feeder base in a single twist.



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

forevernew™

We promise to keep your customers feeding, whatever happens. Our forever new careline helps customers needing advice and replacement parts – and freeing you from time consuming product support.



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

ders



Patented easy-clean technology

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
- Two year warranty for extra peace of mind
- Choice of models and sizes for seeds, peanuts and niger

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

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

JACOBI
JAYNE'S



More peace of mind – year

Restyled with an ingenious twist-off base and backed by a lifetime guarantee to outlast all other feeders. Chunky metal fittings resist chewing.



RP2-S1G



RP2-S2Z



RP2-S3G



RP2-P1Z



Ring-Pull™ Pro Seed Feeders

Ring-Pull™ Pro Peanut Feeders

WHY CHOOSE RING PULL PRO?

- Tough metal fittings resist chewing.
- Brilliantly quick to clean.
- Base twists off for quick removal, separating the feeder apart for deep cleaning.
- **forever new™** - every feeder is guaranteed to last.
- Backed by reassurance.
- Choice of models and sizes for all bird species and peanuts.

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.

More in store

Eye-catching in-store display showcases the Ring-Pull feeder range and explains unique features.



Ring-Pull™ Pro

With our Lifetime Guarantee, Ring-Pull™ Pro is crafted to resist chewing by squirrels and the worst of the weather.



Lifetime Guarantee

For genuine long-term peace of mind, with easy online registration. Plus extra reassurance for customers with our **forevernew™** telephone careline.

Ring-Pull™ Pro Niger Feeders

Resist chewing by squirrels with no tools needed; easy clean; comes fully assembled. The top part replaceable in seconds. Available in 3 sizes for seeds, niger and

Good to know



Two Easy-fit Perch Rings™ are included with all models. They're also available separately as a retro-fit - see page 43.



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.

Ring-Pull™ Super Tray

A 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
- Can be used with Garden Pole
- Also fits Lifetime and Bird Lovers feeders

Ring-Pull™ 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



RPT-2

RPT-1

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

SEED				
RP2-S1G/Z	2	180	0.5	6
RP2-S2G/Z	4	360	1.0	6
RP2-S3G/Z	6	540	1.5	3
PEANUT				
RP2-P1G/Z	mesh	200	0.5	6
RP2-P2G/Z	mesh	300	0.75	6
NIGER				
RP2-N1G	2	180	0.5	6
RP2-N2G	4	360	1.0	6
RP2-N3G	6	540	1.5	3

G=Green, Z=Zinc



Patented easy-clean technology



Act on impulse

From bold, colourful looks to the nifty quick-release Celebrate British birdcare at its best with Get Set Go!™ customers won't believe.



GSG-S1G

Get Set Go! Seed Feeder



GSG-P1R

Get Set Go! Peanut Feeder

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, niger and suet balls



base. Nothing says 'cheap' – everything shouts 'innovation'.
Smart little feeders with extra attitude, at a price your

Good to know



GSG-N1Y

Set Go! Niger Feeder



GSG-B1B

Get Set Go! Suet Ball Feeder



Unique base unclips instantly for quick and easy cleaning.



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



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



Snug-fit cap slides up for speedy refills.

	Colour	Ports	Tube Length (mm)	Capacity (litres)	Per Outer
GET SET GO					
GSG-S1G	Green	2	190	0.45	12
GSG-P1R	Red	mesh	190	0.45	12
GSG-N1Y	Yellow	2	190	0.45	12
GSG-B1B	Blue	mesh	190	3 balls	12



More in store
High impact, small footprint
Display Bin - FREE with minimal stock commitment.

Go large. It's easy.

Here's something to satisfy those customers with a king-size value for money, eye-catching BigEasy™ is the perfect solution more of a good thing.

big.

Holds more birdfood.

tough.

Takes no nonsense from squirrels.

easy.

Cleans without fuss.



Big is beautiful:
2-port model shown actual size.



BE-S1G

BE-S2G



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

BIG EASY					
	Colour	Ports	Tube Length (mm)	Capacity (litres)	Per Outer
BE-S1G	Green	2	232	1.0	6
BE-S2G	Green	4	334	1.6	6
BE-S3G	Green	6	435	2.2	6



appetite for birdcare. Brilliantly designed and offering spectacular
 n for bigger gardens – and for wild bird lovers who want even

Good to know



BE-S3G

Lifetime Guarantee

For genuine long-term peace of mind, with easy online registration. Plus extra reassurance for customers with our **forevernew™** telephone careline.

So easy to clean



Quick release base twists off in an instant to let uneaten seed escape.



Easy-off seed ports twist and remove for tube cleaning.



Eye-catching seed spreader feature ensures smooth, even flow of food to ports.



Optional Seed Tray slides on in seconds without needing additional fixing.

forevernew™

We promise to keep your customers feeding, whatever happens. Our **forever new™** careline helps customers needing advice and replacement parts – and freeing you from time consuming product support.



BE-T1

BigEasy™ Tray

The perfect match for BigEasy. Fits all models in seconds to offer generous perching space for birds and catch spilled seeds.

- Tough, clear polycarbonate won't crack or discolour in sunlight
- Drainage holes prevent waterlogged seed

WHY CHOOSE ME

- Generous capacity for fewer refill trips
- Tough construction in all rust-proof materials
- Base and ports disassemble in moments
- Seed Ventilation System keeps food fresh for longer
- Fits garden poles up to 1"
- Lifetime Guarantee and **forever new™** careline
- Optional seed tray

ONYX™

CLICK·2·CLEAN

Big. Bold. Beautiful. The je

No other feeder matches the sheer presence and mu customers love, it's your key to the fast-growing high-ti

How it works

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



WHY CHOOSE ME

- CLICK·2·CLEAN™ quick-release base removes
- High capacity, extra-wide tube promotes free
- Extra-comfort perches with choice of landing
- Unopposed seed ports for unimpeded seed when cleaning
- Stunning design with high-gloss piano black
- Exclusively designed by Droll Yankees®, the design house
- Three capacity options; special niger seed ve
- Lifetime Guarantee

Lifetime Guarantee

For genuine long-term peace of mind, with easy online registration. Plus extra reassurance for customers with our **forevernew™** telephone careline.



More in store

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

Designed by **DROLL YANKEES®**
Leading the world in birdfeeder design



OX-51



ewel in your range.

st-have desirability of Onyx™. With show-stopping styling and a unique 'click' that er birdcare market.

for easy cleaning
seed flow
areas to attract more species
flow and easy brush access

finish
world's Number One birdcare

rsions also available

Good to know



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



OX-T15

	Ports	Tube Length (mm)	Capacity (litres)	Per Outer
SEED				
OX-S1	2	275	1.0	6
OX-S2	4	425	1.6	6
OX-S3	6	580	2.2	3
NIGER				
OX-N1	2	275	1.0	6
OX-N2	4	425	1.6	6
OX-N3	6	580	2.2	3

Squirrel Buster®

The undefeated world champion

It's game over for squirrels. Humane and devastatingly effective. And that's a promise to your customer.



Squirrel Buster Classic
SB-C

Squirrel Buster Peanut
SB-PN



More in store

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

**Life
Guarantee**
For genuine love
with easy
Plus extra rea
with our
telep

	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	3.0	2
PEANUT				
SB-PN	5	190	0.75	2
NIGER (not shown)				
SB-F	4	365	1.8	2



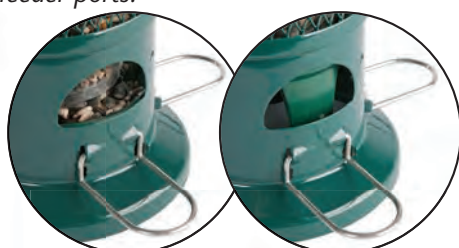
ampion

Effective, this 3.5 million selling family of high-performance feeders is yours that's absolutely guaranteed.

Good to know

How it works

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



OPEN

CLOSED

Lifetime Guarantee

Long-term peace of mind, online registration. Assurance for customers or forevernew™ phone careline.



Squirrel Buster Mini SB-M

The Squirrel Buster SB-1057

WHY CHOOSE ME

- Patented design, totally squirrel-proof: already proven with over 3.5 million customers worldwide
- 100% humane: does not harm squirrels
- Unique Tube Ventilation System helps keep seed fresh
- Lifetime Guarantee on all models

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



SB-P



SB-PPA

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



SB-PWG

New
Lower
Price



Not for your birdcare section

Cafés. Checkouts. Gift departments. They're all high-traffic hotspots – and great places to connect with customers who wouldn't normally give birdfeeding a second glance. Ready-filled and ready for action, colourful FoodTube™ opens up fresh profit opportunities that go far beyond your birdcare section.

Good to know



Ready-filled FoodTube's seed ports stay safely shut, helping keep seed fresh and avoiding accidental spillage of birdseed on your garden centre floor. Once it's home, customers can easily open the ports with a quick twist of the base – and start feeding immediately.



Attention grabber

Position the eye-grabbing display bin by the checkout, in your gift department or at café entrances. It'll instantly grab attention – and more valuable impulse sales – wherever it's placed in your store.

WHY CHOOSE ME

- Ready-filled with our premium seed blend
- Big and bold, stands tall in your store
- Fun, colourful impulse buy at a compelling price



	Ports	Tube Length (mm)	Capacity (litres)	Per Outer
FOODTUBE				
FT-1	2	400	1.2	9



My Favourites™

Offer customers more options beyond tubular feeders. This distinctive feeder is designed for our best-loved small species.

My Favourites™

- Attracts clinging species like tits, wrens, sparrows and finches
- Discourages starlings and pigeons
- Generous 1.3 litre capacity with quick release lid for easy refills
- Overhanging roof protects feeding birds from rain
- Base unclips for cleaning
- Hang or pole mount
- Tough and weatherproof



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)



PBK-2

PBK-S2

Flutter Butter™

Welcome goodness

It's the peanut butter for birds, with an unforgettable name is even more irresistible with our uniquely convenient Pods



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

More in store

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



FB-F



FB-O



FB-B

WHY CHOOSE ME

- The popular, high quality peanut butter for birds
- Choice of jars and convenient new Pods
- Wide range of compatible Flutter Butter™ feeders
- Premium coordinated packaging



Jacobi Jayne designed

and eye-catching packaging that customers can't miss. And now Flutter Butter™ (overleaf) and complementary feeders to suit every garden.

Good to know



FBF-2

Flutter Butter™ Feeder

- Smart design at an even keener price
- Use with jars or Pods (overleaf)
- Hang from supplied chain
- Quick, easy refills with a simple twist

Flutter Butter™ De Luxe Feeder

- Use with jars or Pods (overleaf)
- Choice of mounting options for maximum versatility
- Hang from supplied chain or wall/fence mount
- Quick, easy refills with a simple twist
- Tough and weatherproof



FBF-1

Flutter Butter Feeder. *Easy to hang from a handy tree branch or hook. No-mess refills, takes just seconds.*



Flutter Butter De Luxe Feeder. *Easy refills: switch when empty with a simple twist.*



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.



Flutter Butter™ Pods

Convenience food

Rich, wholesome Flutter Butter™ has opened up a whole these uniquely practical Flutter Butter™ Pods take flexible,

New



FB-PF

Flutter Butter™ Pods

New 170g plastic Pods offer fresh feeding possibilities, including our latest Flowerbed and Window feeders.

- Compatible with all Flutter Butter feeders
- Available individually or as a handy triple pack
- In Original, Fruity or Buggy flavours
- Empty Pods are ideal for storing bits and bobs, and widely recyclable



FB-PO

Even moreish

Attractively packaged 3x 170g triple pack available in choice of flavours.



FB-P03

WHY CHOOSE ME

- The popular, high quality peanut butter for birds
- Wide range of compatible feeders
- Premium coordinated packaging

Warm, colourful packaging evokes the summer landscapes of impressionist artist Van Gogh.



new way to feed garden birds. Keenly priced and brilliantly easy to handle, no-fuss feeding to the next level.

Good to know



FB-PB



FBW-1



Flutter Butter Pod swaps take just seconds – with no messy hands.

Flutter Butter™ Window Feeder

- Exclusively for Flutter Butter Pods
- Offers a close up view of feeding birds
- Attaches instantly to any window
- Made in long-lasting weatherproof polycarbonate
- Quick, easy Pod swaps when empty



Flutter Butter™ Wall Mount

- Secures Flutter Butter Pod to fence post, wall or shed
- Simple, cost-effective mounting option
- Pack of two
- Fixing screws included
- Pods sold separately

FB-PAW

Flutter Butter™ Flowerbed Feeder

- Fun, colourful feeder exclusively for Flutter Butter Pods
- Brightens garden borders and lawns, with choice of three vibrant colours
- Easy to assemble; spikes drive into ground
- Quick, easy Pod swaps when empty



FB-FFY





The big hearted brand

We created I Love Robins® for soft-billed species that prey on insects, it looks – and sells – like no other premium wild bird food.

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



ILR-1



WHY CHOOSE I LOVE ROBINS?

- Quality family of foods available in a range of sizes
- Fast becoming the leading brand in super-premium feeding
- Wonderfully warm, simple and easy to use
- Growing range of add-on extras and PoS

More in store

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



ILR-TT

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



ILR-TTRC



for our best loved bird

fer feeding on the ground. Beautifully presented in eye-catching
dife food.

E
nd accessories
g brand in

e, direct packaging
products,



ILR-X2

I Love Robins Feeder

- Plenty of space for birds to perch and feed in comfort
- Crystal clear polycarbonate tray and dome offer unrestricted view of birds
- Fill with I Love Robins, seeds or mealworms
- Dome height adjusts easily to discourage larger birds
- Hang from tree branch or hook
- Lifetime Guarantee



ILR-PF



Relative sizes of I Love Robins Feeder
& I Love Robins Pearl Feeder

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
- Lifetime Guarantee



ILR-FF

I Love Robins Feeder Fixer™

- Mounts feeder on wall/fence instead of window
- Fits TreatTray, TreatTray Canopy and 20:20 Window Feeder (page 34)
- Screw holes allow easy fixing to wall or fence post (screws not included)
- Pack of two for mounting tray plus canopy

Chunky Dumplings®

Because birds can tell the dif

More and more customers are discovering the truth for th
Our Chunky Dumplings™ are rich and plumpious with see
hugely popular Chunky Dumplings™ leave other fat balls in



Three times the fat

Chunky Dumplings contain up to three times the fat of other brands, and lab tests prove it.



We sent Chunky Dumplings for independent analysis with ten other leading fat balls. Chunky Dumplings contained on average 45% more fat - and 300% more than one famous brand.



Pack of 6 x 100g
CD100-6



Pack of 6 x 85g
CD85-6

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



CD100-18



Bring customers back for m
beautifully boxed, tempting
and 48 Valuepack.



ference

emselves: there really is a much better kind of fat ball.
ds you can see. Weigh them up against the competition:
the dust.



Pack of 3 x 340g
CDC-3

Chunky Dumpling Cakes: an enticing option for customers who appreciate the convenience of birdfood cakes. See page 26.



BB-1
for hanging

Basket Ball™ Feeder



BB-2
for windows

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



CD100-48
ore with our
ly priced 18 Handpack



More in store
High impact, small footprint
Display Bins - FREE with
minimal stock commitment.

Chunky Dumpling 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.



CDC-3

WHY CHOOSE ME

- All the ingredients that have made Chunky Dumplings™ famous
- A satisfying 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-deterrent locking catch
- Duo and triple cake models for fewer refills
- Durable steel with rust-resistant coating



SF-T

SF-D

Smart seasonal menus

Keep giving customers something fresh, whatever the weather. With seasonally-appropriate ingredients and appealing packaging, these quality cakes drive valuable sales opportunities throughout the year.

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



SF-50

Single Cake Feeder

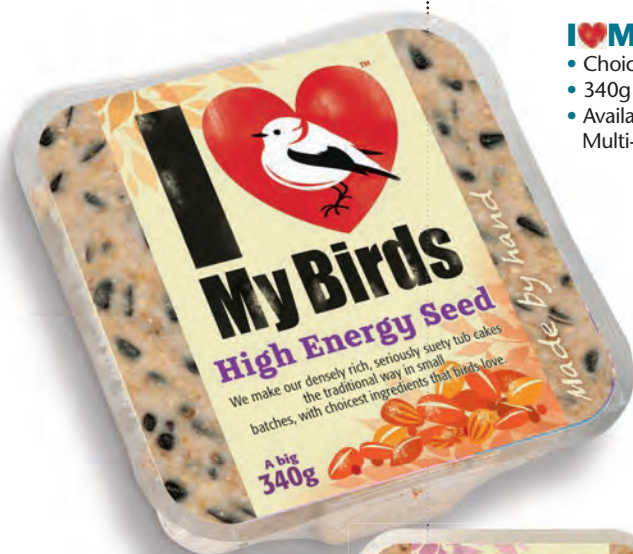
- Side-opening design for quick refills with no messy handling
- Durable steel with rust-resistant coating
- Integrated hanger

Code	Variety
SCP	Christmas Pudding
SWC	Wedding Cake
SBD	Birthday Cake
SPU	Summer Pudding
SCF	Fallen Fruits



Handmade wholesomeness

There are ordinary birdfood cakes. And there are Jacobi Jayne's. Specially blended from painstakingly selected ingredients, they're



I Love 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



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 presentation for a proven favourite
- Handmade from pure, honest ingredients
- Five varieties appealing to widest range of birds



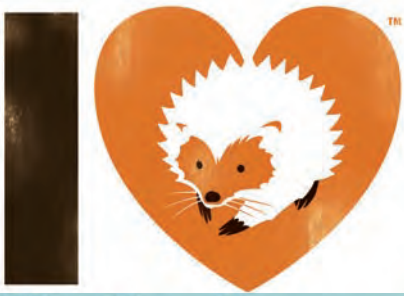
handmade, satisfyingly heavyweight top-quality cakes.
 a step up to premium feeding at an everyday price.



I♥My Birds™ TubCakes

- Each tub weighs a generous 800g
- Choice of five flavours
- Handmade from highest quality ingredients
- Integral hanger for suspension from branch or hook

Code	Variety
TUB CAKES	
TSSC	High Energy Seed
TSPS	Peanut & Seed
TSRN	Raisins & Nuts
TSFB	Fruit, Berries & Nuts
TSIC	Insect



Hedgehogs

Get fruity

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



ILH-1

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

More in store

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



WHY CHOOSE ME

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



Dried Mealworms

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

MWD-1



Suet

- Easy to pour
- Amazing use w...
- Super ideal f...
- Ideal other...
- Available and 3

JFB-S1



Strike gold

It's the perfect way to find out if there are goldfinches nearby. Goldfinch Finder™ helps your customers discover gold for themselves; this temptingly priced feeder comes ready-filled with quality niger seed.

Good to know

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



Snap-off base for quick, easy refills.



STD-1

Dual seed ports: perfectly sized for finches.

Perch rings offer sure footing for feeding birds.



More in store

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



Grains

easy to handle, easy to

highly versatile...
works with a feeder
available
high energy -
suitable for year-round
feeding
great for mixing with
other seeds and blends
available in 550g
and 1kg

Feeders for Windows

These beautifully designed window feeders give customers an unobstructed view of garden birds in close-up.

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



Designed by
**DROLL
YANKEES®**
Leading the world in birdfeeder design



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



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

Woodlook™

The clever, hygienic alternative to traditional wooden bird tables. Backed by our no-quibble guarantee, Woodlook™ encourages species that shun tubular feeders.



WL-WD

Woodlook™ Window Tray

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



WL-HD

Woodlook™ Hanging Tray

- Dimensions: 430W x 325D x 67H mm approx
- Available in Woodland Green or Weathered Wood

WHY CHOOSE ME

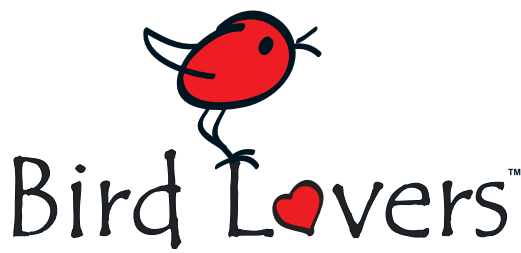
- The everlasting alternative to ordinary wooden tables that split and rot
- Looks great in any garden with convincing appearance of natural wood grain
- Hygienic and easy to clean for healthier birds
- 25 year guarantee



WL-GW

Woodlook™ Ground Tray

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



Just for the love of it!

Designed by
**DROLL
YANKEES®**
Leading the world in birdfeeder design



NBL-BS2

NBL-BS1

NBL-BS3

NBL-GS2

NBL-GS3



NBL-GS1

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

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
- Threaded base to attach accessories



NBL-BP1

NBL-BP2

NBL-GP1

NBL-GP2



feeding

Bird Lovers™ matches winning winter range offers a generous selection of feeding pockets.



Suet Ball Feeder

- Safer for birds with no fat ball nets to tangle feet
- Strong coated steel cage holds three balls
- Also available ready-filled with Chunky Dumplings



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 38)

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



NBL-YN3



NBL-YN4



Lifetime

Designed by
**DROLL
 YANKEES®**
 Leading the world in birdfeeder design



Guaranteed for life with qua

It's the name that started it all. World famous Droll in this much-loved range of traditionally styled metal feeder of a Lifetime.



LF-S1G



LF-S2G



LF-P1G



LF-S3G

Lifetime™ Seed Feeders

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

Lifetime™

- Rust-proof steel for shelled peanuts
- Aluminium ports and don't hurt
- Choice of two

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

Quality that's legendary

Yankees® quality and reliability are elegantly showcased in our Lifetime™ bird feeders. With sizes and types to suit every garden it's the



Good to know



LF-P2G



LF-N3Y



LF-N4G

Peanut Feeders

The fine mesh is the correct size for peanuts or peanut mixes. Small birds can't be chewed through and birds' feet can't reach the bottom.

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 39.



Wide range of matching accessories from Seed Trays to Rain Guards - see page 38.

Lifetime Guarantee

For genuine long-term peace of mind, with easy online registration.

Plus extra reassurance for customers with our **forevernew™** telephone careline.

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				
LF-P1G	mesh	200	0.5	6
LF-P2G	mesh	300	0.75	6
NIGER				
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 & Add-ons

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

Ring-Pull™ 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



RPT-1

Ring-Pull™ Super Tray

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



RPT-2

Onyx™ Tray

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



OX-T1S

Seed Tray

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



A-6-T

Large Seed Tray

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



OMNI



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



BL-2

Super Link

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



SL-2



of outdoor use,

Easy-fit Perch Rings™

Model 1 for Lifetime seed feeders

Model 2 for Ring-Pull & The One seed and niger feeders

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



Pigeon Spacer™

- Prevent pigeons from emptying tubular feeders
- Pigeons perched on seed tray cannot reach feeder ports
- For tubular feeders with 1/2" threaded base



PG-5
(tray not included)

Garden Pole System

Those sales opportunities don't stop once customers have chosen their feeder. Our modular system offers 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)



PO-G

Garden Pole Adapter

(Not shown)

- Allows quick, easy removal of birdfeeders from Garden Pole for refilling or cleaning
- Fits Ring-Pull, The One, all Droll Yankees and 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



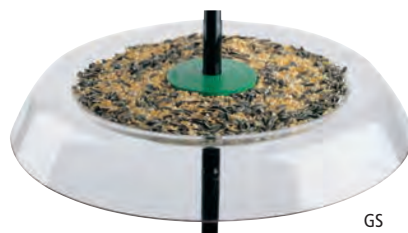
GRS

Patio Base

- Sturdy base can be sited on patio, decking, gravel or lawn
- Accepts any 1" garden pole
- Heavy-gauge steel keeps feeder and pole stable in high winds
- Weather resistant coated steel needs no maintenance



PB



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



SQ-P

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)



WP-1

New



em provides

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



SCO

Super Scoop

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



SS

Cleaning Brush

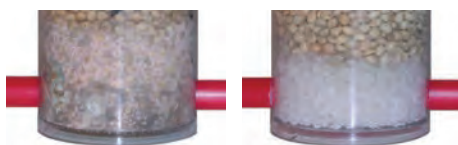
- Designed for feeders – soft natural bristles clean without scratching
- Reaches into most tube feeders
- Rust-proof stainless steel stem
- 125mm of bristles, 635mm overall



BRU

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



Without Feeder Fresh:
harmful mould

With Feeder Fresh:
dry and healthy



FF-1

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



BBR

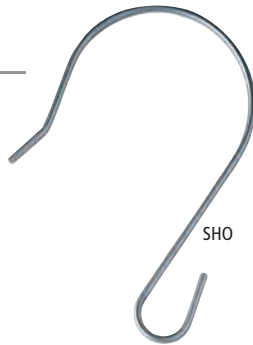




Hanging

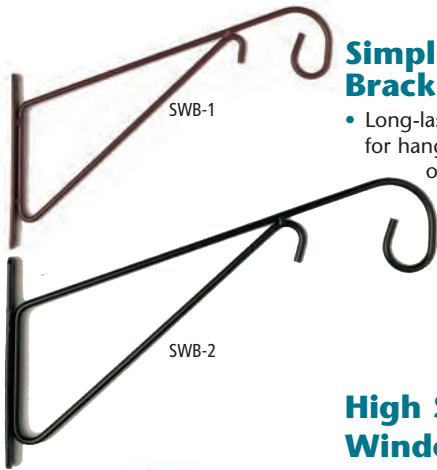
Shorty Hook

- 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



Squirrel Dome

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





Raising the standard

It's one of the most talked-about events in the wildlife calendar. From 14th February, National Nest Box Week stresses the importance of being better for birds. Support customers' enthusiasm for National Nest Boxes. They're simply unbeatable.

Wooden Nest Boxes



CPM-32

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



CPO-75

The Official™ Cedar OpenFront

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



CPL-TS

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



OFF-26

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



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



dar, attracting media interest on radio and TV. The importance of putting up boxes that last longer and are Nest Box Week with these powerfully branded Official™ boxes.

WHY CHOOSE ME

- The best wooden boxes your customers can find anywhere
- As recommended by National Nest Box Week
- Choice of cedar and pine models
- Thick timber walls offer excellent insulation
- Sturdy hand-screwed construction resists warping
- Front flips down for easy cleaning



Give customers the Official story with this free leaflet and dispenser – ideal for countertops and café tables.



Nest Box Guardian

- Tough plastic tunnel deters predators from entering box
- Allows easy access for parent birds
- Suitable for hole sizes up to 38mm



Mounting Platform

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



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

- Protects birds against winter winds and sweltering summer heat
- Needs no maintenance – just fit and forget
- Front panel slides out for inspection and cleaning
- High strength wire hanger plus tree-safe fixing nail
- Available in four colours for increased customer choice

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.



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



Create fascinating timelapse movies of growing plants



Capture the colour and movement of feeding birds



Get close to nesting birds without disturbing parents and their young

WHY CHOOSE ME

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



WC

WildlifeCam™

- Shoots 8 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



TLC

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



BC-Pro

BirdCam PRO™

- Exciting 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

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 652 42 52 and we'll help with recommended stock selections for your store.



See the full range of POS options for your own store in our display stand brochure.



WE BIRDCARE.™

Non-stop innovation. Only from Jacobi Jayne. Update your mailing details at jacobijayne.com or call free on **0800 652 42 52**.



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