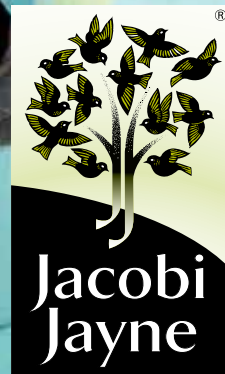




2020 WE BIRDCARE

Putting fizz into birdcare

flo™ our latest
standout birdfeeder



The birdcare power brands



We're turning up the colour

This year's birdcare collection is fizzing with fresh ideas, oozing personality and appealing to younger shoppers who don't do drab. We're worlds away from dull, lookalike birdfeeders and frankly unappetising foods.

But don't get side-tracked by our colourful new look. With a quarter century of experience under our belts, we set the standards for performance and reliability with our best-selling birdcare products.

Clair Dance
COMMERCIAL DIRECTOR



Flo™
Stand-out colour and value: we've freshened feeding. See page 6.

NEW

Easy Peasy® Birdfood
Suet reinvented for a new wave of bird lovers.
See page 22.



NEW

Old Iron™
Craftsmanship to grace every garden.
See page 21.



NEW

At your service

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

0800 652 4252



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More in store

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

Colourful start

Shoppers can't resist the colourful looks and irrepressible personality of our best-value feeder family. Get Set Go!™ brings a breath of fresh air to your birdcare department, and at a price customers will love.

At a glance

- Low-cost, colourful feeders with huge customer appeal
- Fresh, friendly styling – first-time feeder or ideal gift
- Unforgettable name that demands attention in store
- Made in recyclable plastic with stainless steel wire hanger

Good to know



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.



Seed Feeder



Niger Seed Feeder



Peanut Feeder



Suet Ball Feeder



For **Ordering Details** see our separate Price List



We've freshened bird feeding

Easy to clean and offering outstanding value for money, Flo™ stands out in your birdcare department with vibrant, colourful looks to inspire a fresh generation of bird lovers.

At a glance

- Colourful looks and outstanding value
- Wide, free-flowing seed tube
- Newly designed comfort perches unclip for easy cleaning
- Two year guarantee with free careline

Good to know



2, 4 and 6 port models available in vibrant aqua and lime colour options.



Perches unclip in an instant: everything comes apart for easy cleaning.

More in store
Coordinating freestanding display holds up to 24 feeders.



Extra wide tube



Easy-clean design



Flo™ Aqua Seed Feeders



Flo™ Lime Seed Feeders

For **Seed Trays** and other feeder accessories, see page 40.



For **Ordering Details** see our separate Price List

Jacobi Jayne®

Ring Pull™

The heart of your birdcare range

It's the versatile, easy-to-clean feeder for every garden. No other tubular feeder family hits such a range of price points, with models, colours and accessories for everyone. Here are our mainstream Ring-Pull™ feeders; see super-tough Pro models overleaf.

At a glance

- Brilliantly quick to clean with no tools needed
- Base twists off for quick cleaning; comes fully apart for deep cleaning
- Every part replaceable in seconds
- Two year guarantee for extra peace of mind

Good to know



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



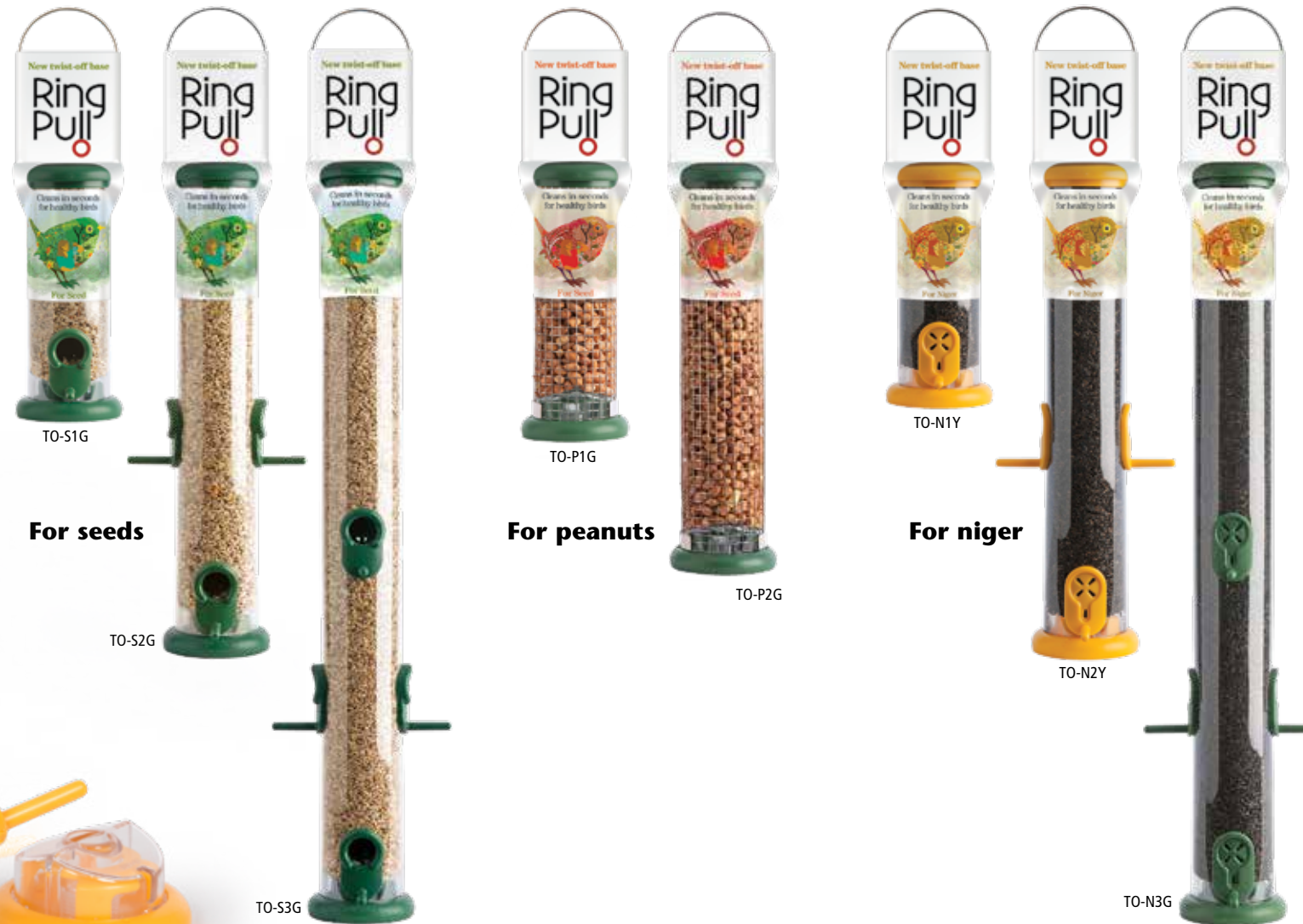
Suspend an extra feeder beneath any Ring-Pull Tray using the supplied BaseLink. Also sold separately.

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.



For seeds

For peanuts

For niger

So easy to clean



Patented easy-clean technology



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.



For **Seed Trays** and other feeder accessories, see page 40.

More in store

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

For **Ordering Details** see our separate Price List

Jacobi Jayne®



Peace of mind – year in, year out

Super-tough Ring-Pull™ PRO is crafted to outlast other feeders, with chunky metal fittings that resist chewing by squirrels and the worst of the weather. Backed by our Lifetime Guarantee.

At a glance

- Tough metal fittings resist chewing by squirrels
- Base twists off for quick cleaning; comes fully apart for deep cleaning
- Every part replaceable in seconds
- Backed by reassurance of our Lifetime Guarantee

Good to know



Two Easy-fit Perch Rings™ are included with all models. They're also available separately as a retro-fit - see page 41.



Suspend an extra feeder beneath any Seed Tray using the supplied BaseLink. Also sold separately.



For seed & peanut models choose from Green or Zinc finishes.

For **Seed Trays** and other feeder accessories, see page 40.



For seeds

For peanuts

For niger

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



Patented easy-clean technology



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.

For **Ordering Details** see our separate Price List

Go large. It's easy

Here's something to satisfy those customers with a king-size appetite for birdcare. Brilliantly designed and offering spectacular value for money, eye-catching BigEasy™ is the perfect solution for bigger gardens – and for wild bird lovers who want even 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-S2G

BE-S3G

BE-S1G

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.

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



BE-T1

At a glance

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

Good to know



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.

Lifetime Guarantee

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

For **Ordering Details** see our separate Price List

ONYX™

CLICK·2·CLEAN

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 base for easy cleaning.



More in store

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



OX-S2



OX-S1



OX-S3



OX-T15

At a glance

- CLICK·2·CLEAN™ quick-release base removes for easy cleaning
- 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
- Three capacity options; special niger seed versions also available
- Lifetime Guarantee

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.

Lifetime Guarantee

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

Onyx™ Tray

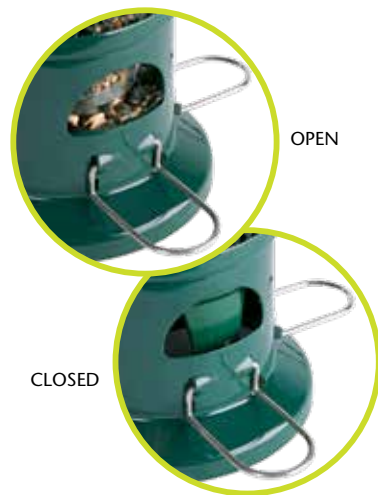
Styled to match the clean, contemporary looks of Onyx, this beautifully coordinating seed tray attaches directly to feeder base. Just twist to remove tray and base together for easy cleaning.

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

For **Ordering Details** see our separate Price List

Squirrel Buster®

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



More in store

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



The squirrel-proof brand to beat

Stops squirrels, feeds birds. With over four million sold worldwide, nothing touches the runaway success of this totally squirrel-proof feeder range. Now includes our latest Evolution model.



New

Squirrel Buster Evolution

- Patented Squirrel Buster technology in attractive no-mesh design
- For sunflower seeds and blends
- Quick and easy to fill and clean
- 1.2 litre capacity

SB-EVO



SB-M

Squirrel Buster Mini

- Perfectly sized for smaller gardens
- For sunflower seeds and blends
- 0.6 litre capacity



SB-1057



The Squirrel Buster

- Adjustable mechanism excludes larger birds like pigeons, too
- For sunflower seeds and blends
- 0.75 litre capacity



SB-C

Squirrel Buster Classic

- Generous 1.4 litre capacity
- For sunflower seeds and blends



SB-P

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 Weather Guard

- Shelters feeding birds and food from rain and snow



SB-PWG



SB-PPA

Squirrel Buster PLUS Pole Adapter

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

Lifetime Guarantee

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

For **Ordering Details** see our separate Price List

For other foods

Proven Squirrel Buster® technology gives customers even wider squirrel resistant feeding options – now including suet, too.

At a glance

- Best selling squirrel-proof feeder range
- Models for peanuts, suet and niger
- Lifetime Guarantee with UK Careline



Squirrel Buster Finch

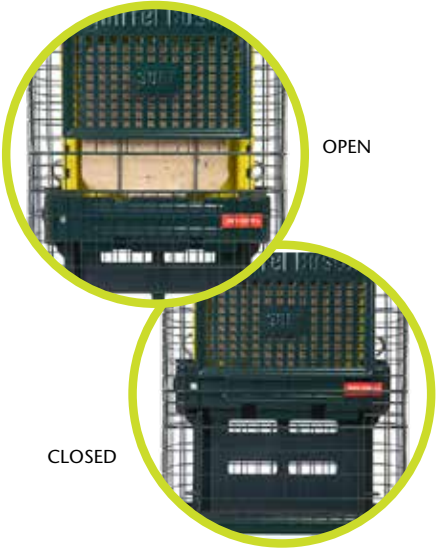
- Specially sized ports for niger seed
- Easy to fill and clean
- 1.4 litre capacity

Squirrel Buster Peanut

- Weight adjustable mechanism deters squirrels and larger birds
- Base offers generous perching space for woodpeckers
- 0.75 litre capacity

Squirrel Buster Suet Feeder

- Completely protects two standard suet cakes
- Weight adjustable mechanism bars squirrels and larger birds



Squirrel Buster®

We'll help you choose: 0800 652 42 52

Special purpose

Our innovative range of specialist feeder options enriches your own birdcare offering.

At a glance

- Attractively presented special purpose feeders
- Great value price points – ideal impulse buys
- Add variety to your core feeder range

Good to know

Snap-off base for quick, easy refills.



Goldfinch Finder™

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



Dual seed ports: perfectly sized for finches.

STD-1

Perch rings offer sure footing for feeding birds.

More in store

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



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



For windows

Give customers an unobstructed view of garden birds in close-up.

New



UpClose™ Window Feeder

- Gives crystal-clear view of birds and their feeding habits
- Rain canopy protects food and feeding birds
- Drainage holes prevent waterlogged food
- 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

We'll help you choose: 0800 652 42 52

Good old-fashioned appeal

Appeal to your customers' love of traditional styling and craftsmanship. This timeless collection is forged in wrought iron that ages gracefully in any garden setting.

New



Old Iron™ Birdbath

- Elegant decorative accent for lawns, flowerbeds or patios
- Textured surface detail gives birds a sure grip at any depth



Old Iron™ Wall Feeder

- Dish-style feeder with bird detail
- Sturdy bracket screws to wall or fence post



Old Iron™ Sunflower Feeder

- Creates an inspiring focal point in customers' gardens
- Spikes drive easily into a lawn or flowerbed



Old Iron™ Poppy Feeder

- Creates an inspiring focal point in customers' gardens
- Spikes drive easily into a lawn or flowerbed

For **Ordering Details** see our separate Price List

EASY PEASY® BIRDFOOD



More in store

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



Ready meal

Suet's always a big seller. Now we're welcoming a whole new audience with these ultra-convenient, ready-to-serve birdfood cakes. With its own pop-up hanger and planet-friendly packaging, Easy Peasy® brings suet bang up to date.

New



More the Berrier
EP-MB1

Happy Go Nutty
EP-HN1



Lovely Buggly
EP-LB1



Shelf-ready trays.



At a glance

- Brand new all-in-one feeding concept
- No feeder needed: ready to serve with recyclable pop-up hanger
- 100% compostable pot and lid
- Available as singles and multipacks

Good to know



So easy to serve – nothing else needed to start feeding.

Hanger snaps securely round a tree branch.



For **Ordering Details** see our separate Price List



The new garden essential

We created a whole new feeding category, and the story's building all the time. With Pods and Jars – all widely recyclable – and a growing range of compatible feeders, it's unique in your birdcare range.

At a glance

- The low-salt peanut butter for birds
- Easy, convenient Pods and Jars, all widely recyclable
- Complete system with range of compatible feeders

Good to know

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



Flutter Butter® Pods

170g Pods twist effortlessly into any of our Flutter Butter feeders, including Flowerbed and Window feeders overleaf.

- 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-PF



FB-PO



FB-PB

Flutter Butter® Pods - Triple packs

- Handy packs of 3 x 170g Pods
- In Original, Fruity or Buggy flavours
- Empty Pods stack together and are ideal for storing bits and bobs
- Widely recyclable



FB-PF3



FB-PO3



FB-PB3

More in store

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



Flutter Butter® Feeder

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



FBF-2

Flutter Butter® Jars

- 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
- For selected Flutter Butter feeders and ideal for placing on bird tables



FB-F



FB-O



FB-B

For **Ordering Details** see our separate Price List

The complete feeding system

Just twist a Pod into any of our growing range of Flutter Butter® Feeders. What could be easier for your customers?

At a glance

- All compatible with Flutter Butter® Pods
- Versatile feeding options: hang, post, window or wall mount
- No-mess refills take seconds

Good to know



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

Flutter Butter® Treehouse Feeders

- Natural styling in wood
- Choice of models for hanging, wall, fence or flowerbed
- Pitched roof protects from rain
- Quick, easy Pod swaps when empty



Treehouse Hanging
FB-THH



Treehouse Wall
FB-THW



Treehouse Duplex
FB-THD



Treehouse Post
FB-THP

Flutter Butter® De Luxe Feeder

- Use with Jars or Pods
- 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® Flowerbed Feeder

- Fun, colourful feeder exclusively for 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



FB-PAW

Flutter Butter® Wall Mount

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



FBW-1

Flutter Butter® Window Feeder

- Exclusively for 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



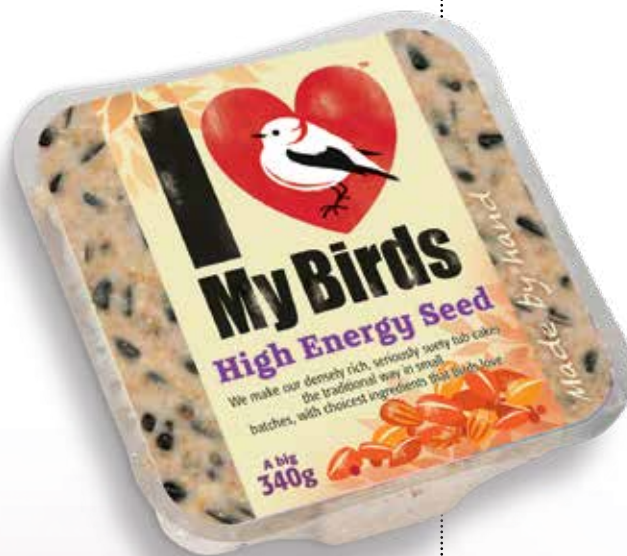
For **Ordering Details** see our separate Price List

Individually made for everyone

Truly nutritious. No fillers. Made by hand. And satisfyingly heavyweight. Just what you'd expect from Jacobi Jayne's everyday suet range.

At a glance

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



I Love My Birds™ Suet Cakes

- Choice of five popular, proven flavours
- 340g of calorie-rich nutrition per handmade cake

I Love My Birds™ Multipacks

- Available as 3 and 6 cake Multi-packs
- A variety chosen from our five popular, proven flavours



I Love 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

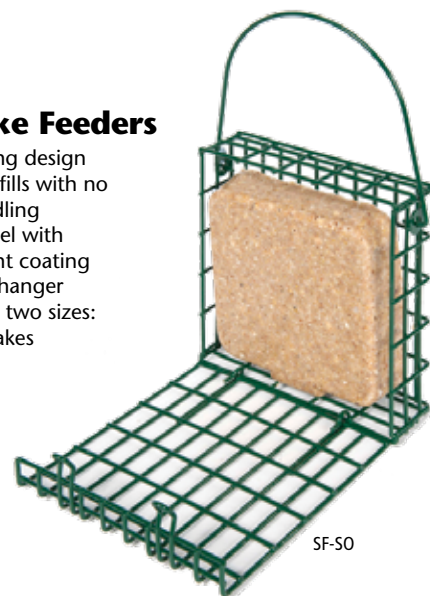
Christmas Pudding Cake

- Very high energy for winter survival
- 340g of beef suet, fruit, insects, sunflower hearts and peanut pieces
- Made by hand



Suet Cake Feeders

- Side-opening design for quick refills with no messy handling
- Durable steel with rust-resistant coating
- Integrated hanger
- Available in two sizes: 1 cake, 2 cakes



Chunky Dumplings™



Raising standards

Rich, moist Chunky Dumplings™ introduced the world to a better kind of fat ball. Customers got the message fast, turning their backs on dry, fat-starved suet balls. And now that tastes have changed, our high-fat Chunky Dumplings are an even more essential part of everyone's birdfood offering.



More in store

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

Changing tastes

Rich and plumpious with seeds you can see, Chunky Dumplings™ kick-started the market for quality suet. Today more and more customers are discovering the truth for themselves: there really is a much better kind of fat ball.



Pack of 6 x 100g
CD100-6



Pack of 6 x 85g
CD85-6

Chunky Dumplings™

- Premium suet balls with unmissable packaging
- Very high fat levels, ideal for year-round feeding
- Choice of 100g or 85g sizes



CDC-3



Chunky Dumpling CAKES

Chunky Dumpling™ Cakes

- 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

Basket Ball™ Feeder

At a glance

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



BB-1
for hanging



BB-2
for windows

More in store

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





At a glance

- New feeding concept adds instant colour to gardens
- Seasonally themed packaging variants
- Drives additional fat ball sales
- Safer than fat ball nets, won't tangle birds' feet
- With integral hook
- Available as x3, x6 and value Starter Packs



More in store

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



Fill. Hang. Snap together

Fat Ball Bunting™ puts the fun back into suet ball feeders. Load up fast with fat balls and hang like fruits on a tree, or snap several together in decorative strings and garlands for a mouth-watering year-round display.

New



Fat Ball Bunting™

Available as keenly-priced 3 Pack and 6 Pack options. Hooks included.

Fat Ball Bunting™ Starter Pack

Includes 6 Fat Ball Bunting & Hooks plus 6 Chunky Dumplings™.



Healthy new formula, same appeal. We've removed sultanas and reduced honey levels, shown to cause tooth decay. And we've switched mealworms for dried calci worms to balance calcium and phosphorus levels – crucial for bone health.

More in store

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



New healthier choice

Reformulated and repackaged, hugely popular I ♥ Hedgehogs™ is the responsible feeding choice for this much-loved garden visitor.

At a glance

- Rich, moist blend complements hedgehogs' natural diet
- New recipe based on latest scientific research
- Promotes weight gain plus healthy bones and teeth
- Feed all year round, including breeding season and pre/post hibernation
- Restyled 500g and 2kg packs

I ♥ Hedgehogs™

- Complements hedgehogs' natural diet
- Handy 500g and 2kg pouches
- Perfect for the breeding season and all year round



ILH-2

I ♥ Hedgehogs™ Dish

- Ideal for offering I ♥ Hedgehogs™ or mealworms
- Sells strongly in your wildlife section or giftware department
- Frost proof ceramic
- Dishwasher friendly
- Doubles as birdbath



ILH-D



For **Ordering Details** see our separate Price List



The big hearted brand

Created for robins and other soft-billed species, I Love Robins® single-handedly defined the high-value super premium feeding category. Now it's even more appealing with bold new packaging and a wider choice of style-matched feeders.

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



ILR-2

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



ILR-TT

I Love Robins® TreatTray Canopy

- Popular add-on for TreatTray
- Shields TreatTray 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

More in store

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



At a glance

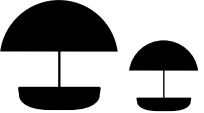
- Quality family of foods and accessories
- The leading brand in super-premium feeding
- Wonderfully warm, simple, direct packaging
- Growing range of add-on products, extras and PoS



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



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



ILR-PF

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-WF

I Love Robins® Dish

- Sells strongly in your birdcare section or giftware department
- Smooth rim lets birds perch in comfort
- Frost proof ceramic
- Dishwasher friendly
- Ideal for offering I Love Robins on the ground or a bird table
- Doubles as birdbath



ILR-D

I Love Robins® Window Feeder

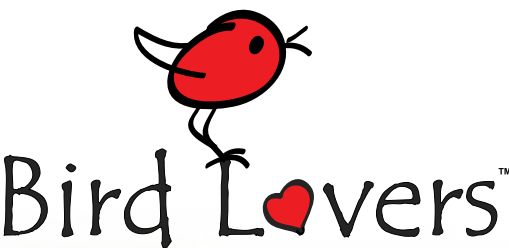
- Full-sized window feeder with generous 215mm diameter tray
- Gives totally unobstructed view of birds feeding up close
- Rain canopy height adjusts freely to discourage larger birds
- High quality suction cups adhere firmly to glass and remove easily without marking
- Clear, tough UV-stabilised polycarbonate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



ILR-FF

I Love Robins® Feeder Fixer

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



The friendly face of first-time feeding

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.

At a glance

- Great quality at an economical price
- Ideal as a gift or for younger bird lovers
- Wide choice of sizes and colours
- Range of matching accessories from Seed Trays to Rain Guards (see page 40-41)

Seed Feeders

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



Window Feeders

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



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



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 Chunk Dumplings



Niger Feeders

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



For **Ordering Details** see our separate Price List

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.

At a glance

- Market-leading Lifetime Guarantee
- Die cast top, base and ports for rugged performance
- High quality, durable finish
- Stainless steel wire that squirrels can't chew
- Snug-fit sliding cap: easy to lift but hard for squirrels

Good to know



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 41.



Wide range of matching accessories from Seed Trays to Rain Guards - see page 40-41.



Seed Feeders

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

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

Niger Feeders

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

Lifetime
Guarantee

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

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



Trays & 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.

Large 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

Super Tray

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



RPT-2

Seed Tray

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



RPT-A



When used with Ring-Pull feeders, Trays remove together with feeder base in a single twist.

Onyx™ Tray

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



OX-T1S



Super Link

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



SL-2

BaseLink

- Screws into feeder base to provide additional hanging point for further feeders
- Fits Ring-Pull, Flo, all Droll Yankees and any feeder with 1/2" pipe thread in base
- Pack of two



BL-2



Easy-fit Perch Rings™

Model 1 for Lifetime seed feeders

Model 2 for Ring-Pull 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.



PR

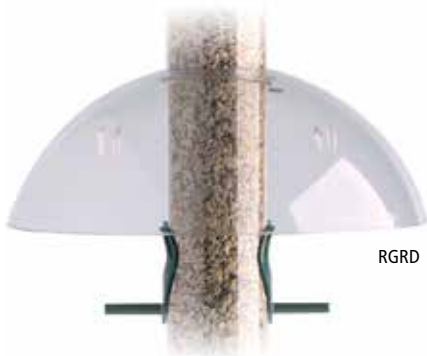


RPR

- 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, Lifetime and Bird Lovers



RGRD

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-S
(Tray not included)

Rain Away™

- Quick-fitting rain shield keeps seed dry and healthy
- Slides snugly onto the feeder tube, no tools needed
- Shelters perching birds as they feed



RA-1

For **Ordering Details** see our separate Price List

Garden Pole 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)



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

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



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
 - Fixing hardware supplied (screws and plugs)



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



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.



Seed Buster

- Generously sized tray cuts garden mess and saves customers money on spilled seed
- Two-part design fits all 1" and 7/8" garden poles
- Quick to fit and clean
- Lifetime Guarantee

3 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



Flo™ Seed Scoop

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

FLO-SS



SCO

Droll Yankees® Seed Scoop

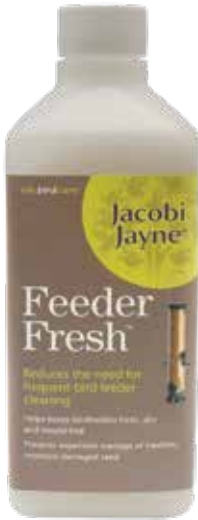
- Droll Yankees' tidy, simple way to fill a feeder
- Also suitable for dried petfood and similar

Cleaning Brush

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



BRU



FF-250

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

Anti-Squirrel Protection

Birdfeeder Guardians

Adds effective anti-squirrel protection for tubular feeders. Available in two sizes to suit many feeders including Ring-Pull, Flo, Lifetime & Bird Lovers (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



BFG-2

BFG-1

Squirrel Dome

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



SQ

Water

Birdbath Raft

Easily offer visiting birds an attractive drinking and bathing station.

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



BBR

InSpira™ Birdbath

- Stepped spiral contour lets birds perch easily
- Hygienic and easy to clean
- Diameter: 420mm
- Available with Ground Stand (total H105mm) or Column Stand (total H355mm)



INS-CS



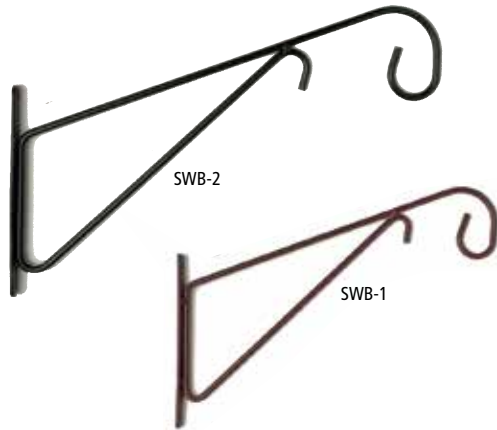
INS-GS

Hanging



Leaf Wall Bracket

- Sturdy wall hanging bracket for feeders or flower baskets
- Delicate leaf detailing
- Forged in tough steel with weather-resistant mottled green/black coated finish



Simple Wall Brackets

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



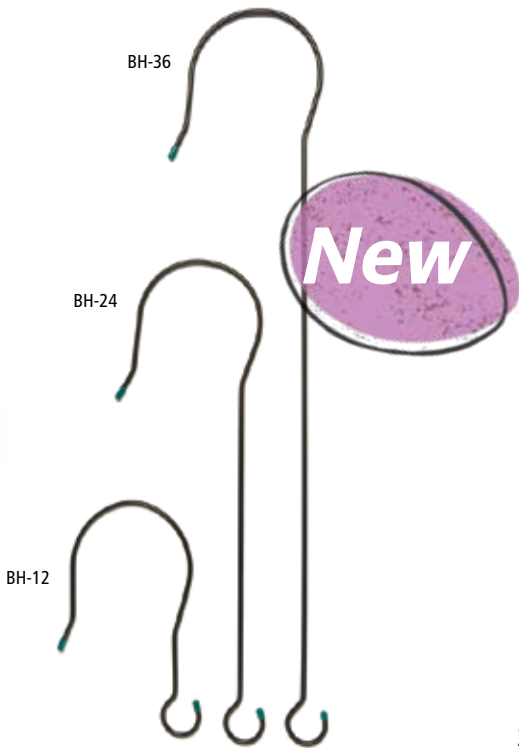
Hang Right™

- Available in four 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



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



Branch Hooks

- Suspend tubular feeders quickly and securely
- Fits round any tree branch up to 5" diameter
- Tough coated steel won't rust, weather or damage tree branch



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

We'll help you choose: 0800 652 42 52

Woodlook™

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

At a glance

- The everlasting alternative to wooden tables that split and rot
- Looks great with convincing appearance of natural wood grain
- Hygienic & easy to clean
- 25 year guarantee



Woodlook™ Window Tray

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



Woodlook™ Hanging Tray

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



Woodlook™ Ground Tray

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

The
OFFICIAL™
National
Nest Box
Week
Wooden
Nest Boxes

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 Nestbox Week stresses the importance of putting up boxes that last longer and are better for birds. Support customers' enthusiasm for National Nestbox Week with these powerfully branded Official™ boxes. They're simply unbeatable.

At a glance

- The best wooden boxes your customers can find anywhere
- As recommended by National Nestbox 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

The
OFFICIAL™
National
Nest Box
Week
Woodcrete
Nest Box

At a glance

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

The Official™ Cedar Nestbox

- 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



OFF-26

The Official™ Pine Nestbox

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

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



Nestbox Protection Plate

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



Nestbox 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 nestboxes
- Mounts on top of Garden Pole
- Ideal for flowerbeds or borders
- Protects against cats



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

The Official™ Woodcrete Nestbox

- 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



The secret's in the mix

Imagine the cossetting warmth, insulation and breathability of wood. In an everlasting weather-proof material that's easily moulded and shaped. Woodcrete™ is every bird lover's wonder material.

Developed by European experts Schwegler, it's a carefully controlled blend of over 70% real wood fibres plus clay and cement. The mix is compressed before high-temperature curing, creating a compound that's virtually indestructible and lasts for decades.

Unlike cold concrete or clammy plastic, Woodcrete breathes naturally to stop condensation build-up – keeping the box interior dry and airy all year round.

For **Ordering Details** see our separate Price List

Books & Guides

Our colourful guides to Britain’s wild flora and fauna make perfect companions for walking trips or days out: they’re also great stocking fillers. Equally at home in your birdcare section or book department, the latest edition of the BTO’s popular Nestbox Guide is bursting with valuable information and resources.



We’ll help you choose: 0800 652 42 52

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.



BTO-NBG

Nestboxes: Your Complete Guide

This richly illustrated 162-page guide by the BTO covers everything your customers need to know about building, buying and getting the best from nestboxes.

- Step-by-step instructions for constructing proven nestbox designs
- Profiles of garden bird species that regularly use nestboxes
- Practical advice on positioning, protecting and preserving nestboxes
- Creating a wildlife friendly garden
- Providing refuges for hedgehogs and other garden animals
- Foreword by TV’s Nick Baker

150 Birds You Need to Know

- Colourful fold-out pocket guide features 150 British bird species
- Essential information on habitat, abundance, plumage, song and history
- Glossy laminated finish resists rain splashes



150-BB

90 Trees & Shrubs You Need to Know

- Colourful fold-out pocket guide introduces 90 trees and shrubs found in British Isles
- Accurately illustrated with information on habitat, abundance, fruit and flowers



90-TSB



See the full range of PoS options for your own store in our Display Stands catalogue.



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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