

Everyone's invited



Flo Festival™
Nothing beats
the hustle and
bustle of a busy
bird feeder
shown actual size

Jacobi Jayne®
2021-22
WEBIRDCARE™



Out of the ordinary

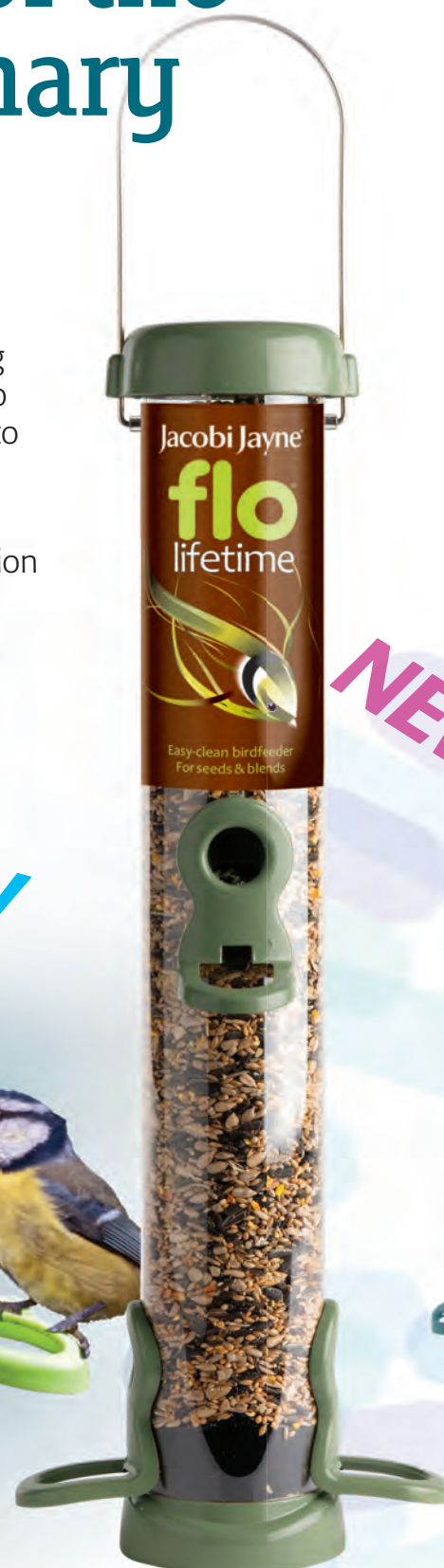
Each time we design a new feeder we set ourselves a challenge. It's got to bring something new to the party. It's got to do the job better than its rivals. And it's got to look so good shoppers can't walk past it.

Our colourful new bird feeder collection oozes quality, personality and sophistication – timeless values that customers of all ages can instantly relate to.

Clair Dance
COMMERCIAL DIRECTOR



Easy Peasy® Party Perch™
The colourful new partner for our Easy Peasy® birdfood cakes.
See page 28.



Flo Lifetime™ & Flo Festival™
More beautiful additions to our freshest feeder family.
From page 12.



NEW

At your service

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

0800 652 42 52



NEW



NEW

Little Lantern™
Traditional charm to grace smaller gardens.
See page 22.

Ring-Pull Click™
Our famous feeders take another bold step forward.
See page 8.

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Colourful start

Shoppers can't resist the friendly looks and care-free personality of our lowest-priced feeders. This year Get Set Go!™ brings even more impact to your birdcare department with a fresh palette of pastel colours from Autumn 2021.

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



GSG-S1G

Peanut feeder



GSG-P1R

Niger feeder



GSG-N1Y

Suet ball feeder



GSG-B1B

New pastel colours from Autumn 2021



More in store

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



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 Click™ 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



Seed trays remove together with the feeder base in a single twist.



Suspend an extra feeder beneath any seed tray using the supplied BaseLink. Also sold separately.

forevernew™

We promise to keep your customers feeding, whatever happens. Our 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.



Seed feeders

Peanut feeders

Niger feeders

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 44.

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®

Ring Pull Click™

LIFE TIME GUARANTEE



Click with quality

Jacobi Jayne's famous Ring-Pull™ feeders have taken another step forward. The chunky, long-lasting metal seed ports and base click off instantly for easy cleaning. Squirrels and weather damage won't ever be a worry with 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



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



Suspend an extra feeder beneath any seed tray using the supplied BaseLink. Also sold separately.



RP3-S1G

Seed feeders



RP3-S2Z



RP3-S3G



RP3-P1G

Peanut feeders



RP3-P2Z



RP3-N1G

Niger feeders



RP3-N2G



RP3-N3G

Lifetime Guarantee

Our Careline helps customers needing advice and replacement parts - and frees you from time consuming product support.

So easy to clean



Quick Clean
Base twists off for a quick and easy clean when you refill



Thorough Clean
Seed ports click off for a thorough clean



For **Seed Trays** and other feeder accessories, see page 44.

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

More in store

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



Jacobi Jayne®

flo™



Extra wide tube



Easy-clean design



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
- Comfort perches unclip for easy cleaning
- Two year guarantee with free Careline

Good to know



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



2, 4 and 6 port models available in vibrant Aqua, Lime and Yellow.



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

More in store

Coordinating freestanding display holds up to 24 feeders.



Jacobi Jayne®

flo

lifetime™



Even more of a good thing

We focus on the details that get overlooked in other feeders. Chunky metal fittings resist squirrels' teeth. The base twists off the free-flowing seed tube for fast, easy cleaning. And there's the backing of a lifelong guarantee. This is Flo™ for a lifetime.



At a glance

- Crafted in rugged metal
- Wide, free-flowing seed tube
- Twist off base and click-off comfort perches
- Lifetime Guarantee

Good to know



Base twists off for quick cleaning.



2, 4 and 6 port models available for seed or niger.



Perches unclip in an instant.

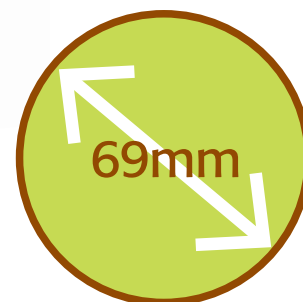
Lifetime Guarantee

Our Careline helps customers needing advice and replacement parts - and frees you from time consuming product support.



Seed feeders

Niger feeders



Extra wide tube



Easy-clean design

For **Seed Trays** and other feeder accessories, see page 44.



More in store

Coordinating freestanding display holds up to 24 feeders.



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



More birds. More of every thing

Flo Festival™ is our largest ever tubular seed feeder. It's the unmissable trend-setter, standing out in store with its ultra-wide tube, vibrant styling and click-off perches and base in chew-resistant metal.

**New
range**



Easy-clean design

**Lifetime
Guarantee**

Our Careline helps customers needing advice and replacement parts - and frees you from time consuming product support.



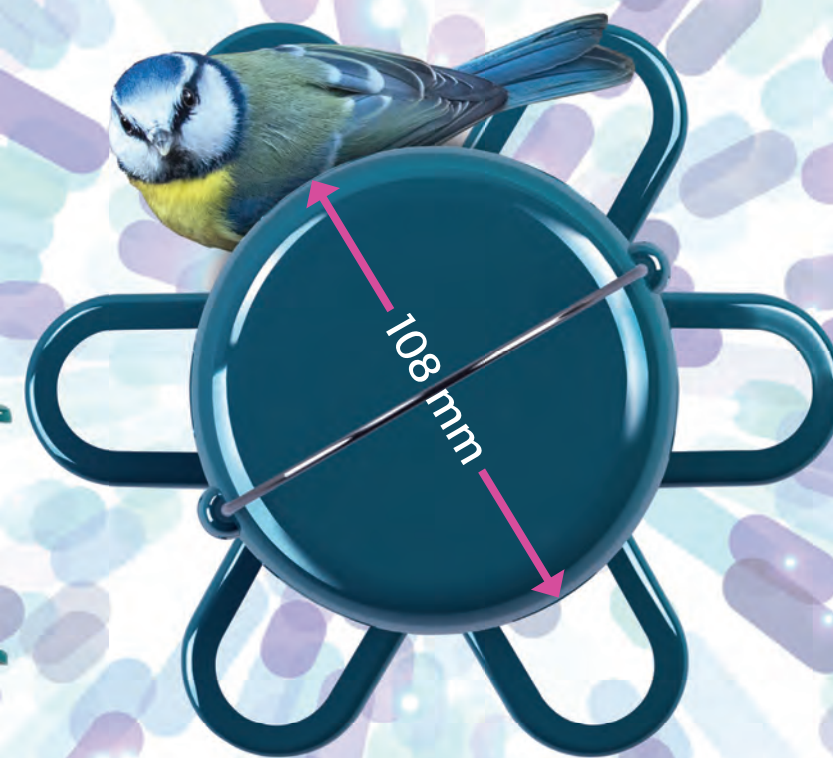
At a glance

- Super high capacity feeder
- Ideal for large gardens and parklands
- Twist off base and click-off comfort perches
- Lifetime Guarantee

Good to know



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



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



Go large. It's easy

Here's another way to satisfy customers who've got a king-size appetite for birdcare. Brilliantly designed and offering spectacular value for money, eye-catching BigEasy™ is another wonderful 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.



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.

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.

Lifetime Guarantee

Our Careline helps
customers needing advice and
replacement parts - and frees
you from time consuming
product support.

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

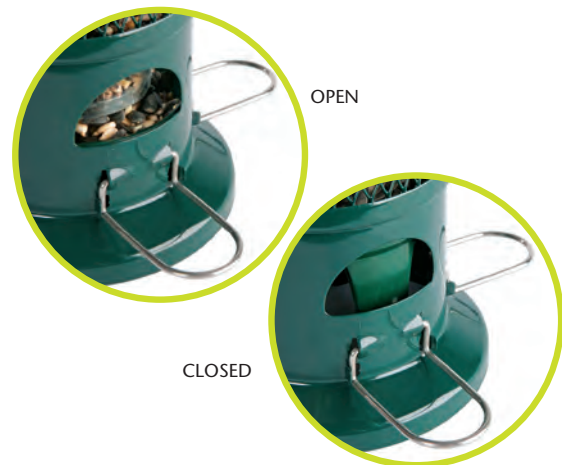


BE-T1

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 dynamic new video model – FREE with minimal stock commitment.



The squirrel-proof brand to beat

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

Lifetime Guarantee

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



Squirrel Buster® Classic

- Generous 1.4 litre capacity
- For sunflower seeds and blends



Squirrel Buster® Mini

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



The Squirrel Buster®

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



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



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® PLUS

You'll be surprised just how much your customers value making a serious investment in safeguarding bird food against thieving squirrels.

Squirrel Buster®



SB-F

Squirrel Buster® Finch

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



SB-PN

Squirrel Buster® Peanut

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



SB-S

Squirrel Buster® Suet Feeder

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



OPEN



CLOSED



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 telephone Careline.

More in store

High impact, small footprint display bins including dynamic new video model – FREE with minimal stock commitment.



Lantern Feeders

Functional, long lasting and easy to fill, our attractively styled lantern feeders favour smaller birds that cling to feed.

Little Lantern™

- All the benefits of My Favourites™ in a more compact size
- Beautifully styled to grace smaller gardens
- Appeals to small species including tits, wrens, sparrows and finches
- For seeds and blends
- 0.9 litre capacity



LL-1



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



MF-1G

For goldfinches

Let customers discover if goldfinches are visiting.

Goldfinch Finder™

- Easy way for customers to discover if goldfinches are in the neighbourhood
- 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

Perch rings offer sure footing for feeding birds.



Dual seed ports: perfectly sized for finches.

STD-1

Good to know

Snap-off base for quick, easy refills.



More in store

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



For windows

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



UC-WF

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

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.

At a glance

- Durable wrought iron that weathers gracefully
- Traditional styling inspired by the natural world



Fallen Leaf Birdbath
Diameter: approx 260mm

OI-BB



Wall Bracket
Dimensions: 190H x 220W mm

OI-WB



OI-WF

Daisy Wall Feeder
Dimensions: 220H x 150W x 250D mm

Corner Dish
Diameter: approx 220mm



OI-CD



Classic Birdbath
Bath diameter: approx 355mm
Height: approx 550mm

OI-CB



OI-BD

Buttercup Water Dish
Dish diameter: 180mm
Height: 80mm



OI-FP

Poppy Feeder
Total height: 730 mm including spike



OI-FS

Sunflower Feeder
Total height: 730 mm including spike





“With a nice sunny spot - such as a south-facing fence or wall - to site an insect box, and flowers and a source of wet mud within 600 metres, it is easy to attract solitary bees.

They are much more efficient pollinators than their more familiar social cousins, the honey and bumble bees, so having these bees around will improve fruit crops and increase self-seeding flowers.

Because they are not aggressive they can be closely observed as they go about their lives. They add more than just a buzz – they'll provide a useful service.”



Nick Baker

Naturalist, author & broadcaster.

Home for good

Bees are good friends to every gardener, pollinating plants and helping consume pests. Our attractive new Nooks & Crannies™ insect habitats provide an ideal complement to your bird feeder range.



Insect House
Decorative and functional, with a choice of spaces and materials.
Dimensions: 230H x 170W x 100D mm



Insect Log
Double-sided and with a cord for hanging over a tree branch.
Dimensions: 120 Diameter x 80 Deep mm



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



Insect Loft
Hangs against a tree, fence or wall.
Dimensions: 110H x 170W x 90D mm



Insect Cabin
Includes Bamboo tubes and drilled wood.
Fixes to a tree, fence or wall.
Dimensions: 165H x 100W x 90D mm

At a glance

- Insect habitats in natural wood
- Attract solitary bees and other insects
- Ideal gardeners' gifts

Insect Hotel
Offers plenty of choice for different insects, and makes a special garden feature.
Dimensions: 790H x 150W x 110D mm plus 710H mounting pole



EASY PEASY® BIRDFOOD



Easier than ever

Ready-to-serve Easy Peasy® birdfood cakes have taken top-quality suet in a colourful new direction. Now our brand-new clip-on Party Perch™ brings even more customer appeal, providing instant dining space for six hungry birds.



More the Berrier
EP-MB1

Happy Go Nutty
EP-HN1

Lovely Buggly
EP-LB1

New

More in store

High impact, small footprint display bins including dynamic new video model – FREE with minimal stock commitment.



Easy Peasy® Party Perch™
• Great value add-on sale
• Clips on securely to cake in seconds
• Use over and over again

At a glance

- All-in-one feeding concept
- No feeder needed: ready to serve with recyclable pop-up hanger
- Available as singles and multipacks

Good to know



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



Same outstanding quality. 85% less plastic.

Nutritious, easy-to-serve Flutter Butter® is the world's most convenient birdfood. Recyclable EcoRefills take no-fuss, no-mess feeding to the next level. With 85% less plastic than our top-selling Flutter Butter® Pods they're an even greener way to feed birds.

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
- Pods can be used again and again with new EcoRefills
- 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
- Pods can be used again and again with new EcoRefills
- Widely recyclable



FB-PF3



FB-P03



FB-PB3

New



FB-PRO6



FB-RSP

Flutter Butter® EcoRefills

Everyone's taking care to cut down on the amount of plastic they use. New EcoRefills slip effortlessly into an empty Flutter Butter Pod. They're widely recyclable - just like our Pods - and made using 85% less plastic: good for birds and great for our planet, too.

- Pods can be used again and again with new 140g EcoRefills
- Starter pack with Pod plus two refills - includes everything customers need
- 6-pack offers excellent value for returning customers

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

At a glance

- The low-salt peanut butter for birds
- In Pods, EcoRefills and jars – all readily recyclable
- Complete system with range of compatible feeders

Good to know

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



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
- 320g Jar in three appealing flavours
- For selected Flutter Butter feeders and ideal for placing on bird tables



FB-F



FB-O



FB-B

More in store

High impact, small footprint display bins including dynamic new video model – FREE with minimal stock commitment.



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?

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



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



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

At a glance

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

Good to know



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

Flutter Butter® Treehouse Feeders

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



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



I ♥ My Birds™

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 ♥ My Birds™ Suet Cakes

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



Premium Suet Feeder

- Solid, chunky metal construction
- Easy-open protective lid
- Takes Suet Cakes and Suet Balls
- Lifetime Guarantee



PSF-O

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



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



SF-50



SFD-50

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

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. Today 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

Chunky Dumpling CAKES™



CDC-1

- Chunky Dumpling™ Cakes**
- All the ingredients that have made Chunky Dumplings™ famous
 - A satisfying 340g of calorie-rich nutrition



New

PSF-0

- Premium Suet Feeder**
- Solid, chunky metal construction
 - Easy-open protective lid
 - Takes Suet Cakes and Suet Balls
 - Lifetime Guarantee

Basket Ball™ Feeder



BB-1
for hanging



BB-2
for windows

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



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

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



At a glance

- Rich, moist blend complements hedgehogs' natural diet
- 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

Safe, nutritious & dependable

I ♥ Hedgehogs™ is the responsible feeding choice for this much-loved garden visitor. Customers can get the whole story at our informative new website ilovehedgehogs.uk

I ♥ Hedgehogs™

- Handy 500g and 2kg pouches
- Perfect for the breeding season and all year round



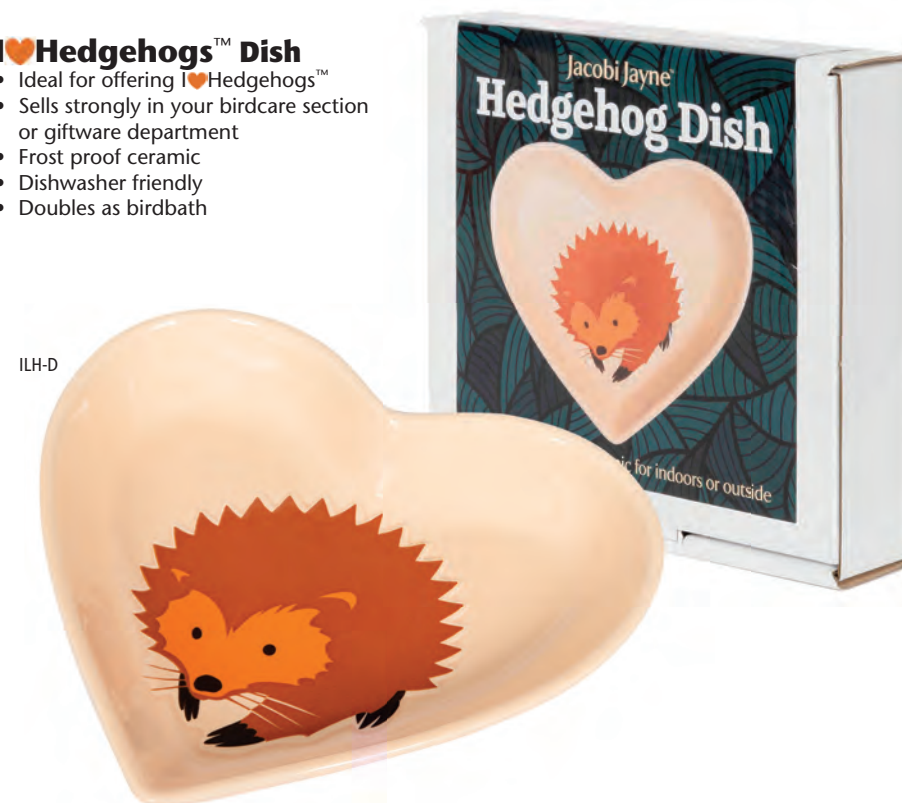
More in store

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



I ♥ Hedgehogs™ Dish

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



At a glance

- 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.



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™.





The big hearted brand

Created for robins and other soft-billed species, I Love Robins® has single-handedly defined the high-value super premium feeding category with bold packaging and a wider choice of style-matched feeders.

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



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



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
- Lifetime Guarantee



I Love Robins® Pearl Feeder

- Delightful feeding point for any garden
- Clear polycarbonate dome protects food and birds from rain and snow
- Lifetime Guarantee



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

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

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



ILR-TT



ILR-TTRC

More in store

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



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
- Doubles as birdbath



ILR-D

I Love Robins® Easy-Clean Treat Dish

- In super strong polycarbonate with drainage holes
- Site on ground, table, bench or patio
- Secure locking tray lifts out easily for cleaning



ILR-TD

New

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



Friendly first-time feeding

Bird Lovers™ matches winning looks with a price to tempt every customer.



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

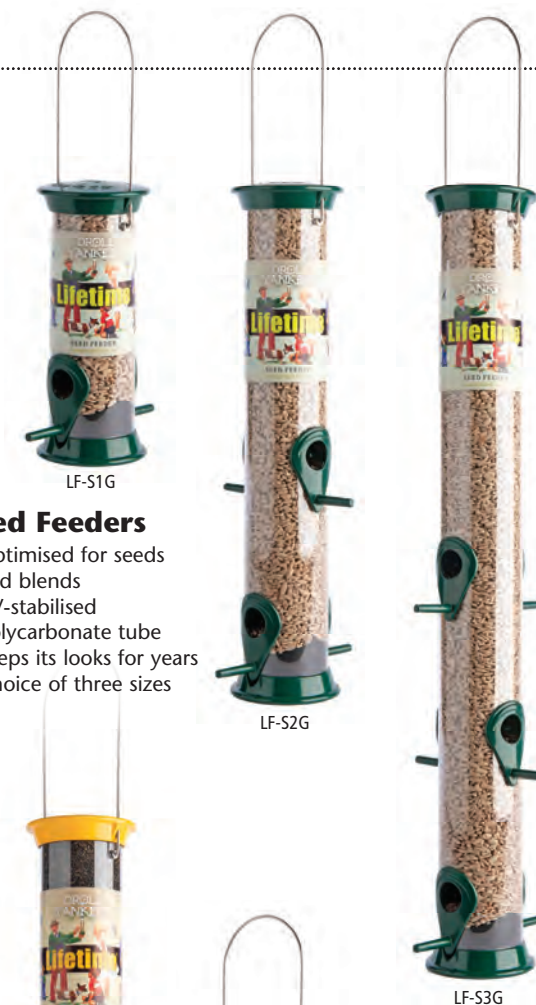


Lifetime Guarantee

Our Careline helps customers needing advice and replacement parts - and frees you from time consuming product support.

Legendary quality

From Droll Yankees®, the name that started it all.



Seed Feeders

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



Niger Feeders

- Ideal for goldfinches and their favourite food
- Specially-sized ports dispense niger seed economically

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

Good to know



Two Easy-fit Perch Rings™ are included with all seed models. They're also available separately as a retro-fit - see page 45.

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.

Seed Tray

- Easily twist to remove tray and feeder base together
- 190mm diameter
- Includes BaseLink
- Can be used with Garden Pole
- Fits all Ring-Pull & Flo feeders



RPT-A

Large Tray

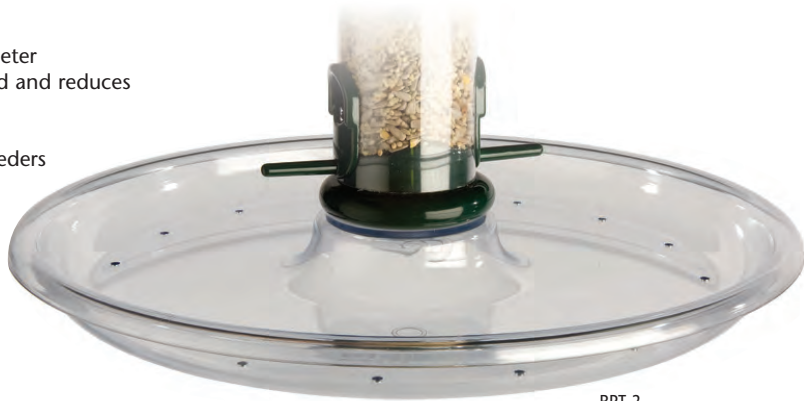
- Easily twist to remove tray and feeder base together
- 265mm diameter
- Includes BaseLink
- Can be used with Garden Pole
- Fits all Ring-Pull & Flo feeders



RPT-1

Super Tray

- Extra wide 350mm diameter
- Allows more birds to feed and reduces spilled seed
- Includes BaseLink
- Fits all Ring-Pull & Flo feeders



RPT-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

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

BaseLink screws into feeder base to provide additional hanging point for further feeders.



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

Easy-fit Perch Rings™

Model 1 for Droll Yankees 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



PR



RPR

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, 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
- Fits Ring-Pull, Lifetime and Bird Lovers



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

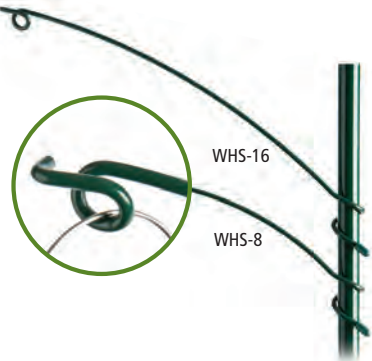
- One of the most popular accessories for any birdcare range. The tough 1" steel pole features a rustproof powder coating to shrug off years of bad weather.
- Three sections total over 1.7m long
 - Spike drives easily into ground
 - Garden Pole Adaptor fits most feeders (see below)
 - Feeder removes easily for cleaning and refills
 - Add extra sections for even more height: available in 550mm (POS) and 355mm (POS-A)



Wraparound Hooks with Safety Loop

- 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
 - Durable weatherproof coated steel

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



Garden Pole Adaptor

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



Garden Pole Side Dish

- Fixes in seconds to our Garden Pole to provide a convenient feeding tray.
- Removes easily for refilling and cleaning
 - In super strong polycarbonate with drainage holes
 - Suitable for any 1" pole



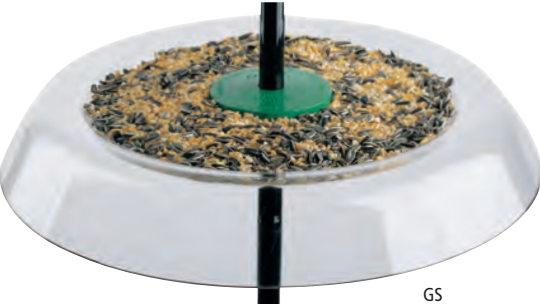
Seed Buster

- 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



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



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



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



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™ Scoop

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

FLO-SS



SCO

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

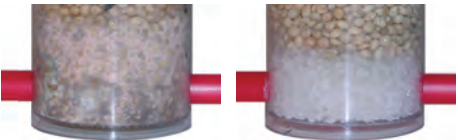
BRU



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 (feeder not included).

- Can be suspended or pole mounted
- Easy fitting: cage lifts off feeder and base for filling and cleaning
- Includes Seed Tray



BFG-3



BFG-4

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

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



Hang Right™

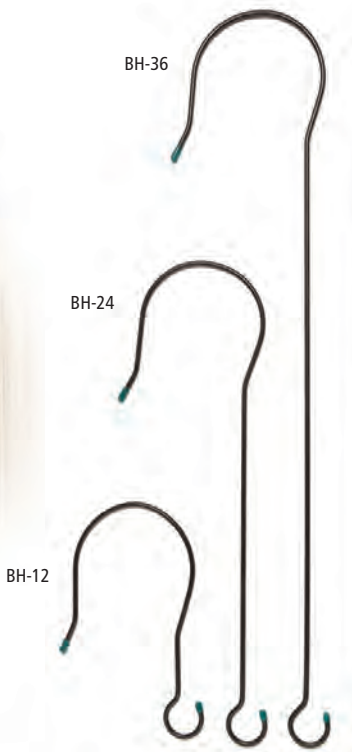
- Available in three convenient lengths
- Suspends even heavy birdfeeders safely and securely from a tree branch
- Rust-proof stainless steel and copper
- Plastic sleeve prevents damage to branches

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



Old Iron™ Wall Bracket
Part of the Old Iron™ range - see page 24.
Dimensions: 190H x 220W mm



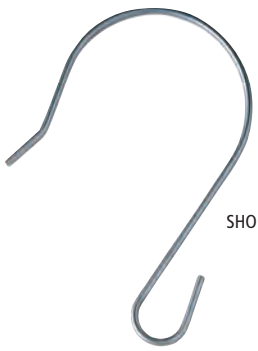
Branch Hooks

- 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



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



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

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 Nest Box Guide is bursting with valuable information and resources.

NestBoxes: Your Complete Guide

- This richly illustrated 162-page guide 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



'You Need to Know' Guides

- Colourful fold-out pocket guides to fauna and flora of Britain & Ireland.
- Accurately illustrated with essential information
 - Glossy laminated finish resists rain splashes
 - Choice of four titles



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



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

At a glance

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



Nest Box Protection Plate

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



Nest Box Guardian

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



Request this free poster for your store. Available in a choice of sizes.

The OFFICIAL™ National Nest Box Week Woodcrete Nest Box

At a glance

- 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
- 25 year guarantee against rot, weather and natural damage



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



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

Display systems

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.



Best Sellers
Offer the pick of our most popular value selections, all in one place
W 1m x D 0.57m H 2.28m

Premium Best Sellers
Take customers upscale with our beautifully presented flagship feeders
W 1m x D 0.57m H 2.28m

Header Cards

W 1m x H 0.3m



Shelf Strips



Shelf Wobblers



Island displays

Space efficient, informative and appealing, our branded display bins and islands - including new video models - bring colour and excitement to your store. All supplied FREE with minimal stock commitment.





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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