

Make every visit worth more



Jacobi Jayne®
2023-24
Best in birdcare



Birdcare is everything we do

This is something your customers will see in the distinctive quality and presentation of our products. And it goes deeper, with extras like our LifetimeCare™ and replacement parts service. It's all part of our pledge to look after your customers – keeping them delighted, loyal and eager to revisit your store.

Clair Dance

Clair Dance
Commercial Director

LifetimeCare™

We offer friendly advice, support and low-cost replacement parts for the lifetime of our products – freeing you from time-consuming customer support.

Careline 0800 083 1132

parts.jacobijayne.com

WhatsApp 'Businesses'

help@jacobijayne.com



Ring-Pull Click™
Performance-focused
in must-have metal.
See page 30.



flo™
The new
direction in
high capacity,
free-flowing
easy-clean
feeding.
See page 14.

Welcome to our world

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BigEasy™
Size and strength,
boldly presented
for customers who
want more.
See page 20.

Here to help

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

0800 652 42 52



Old Iron™
Timeless styling that's
always in demand.
See page 36.

See the Difference Birdfood Cakes



Set the new standard

It's time to unlock fresh opportunities from a key sales category that's often overlooked.

With double the fat of ten leading brands*, these boldly presented suet cakes shout exceptional quality to your customers.

New
range

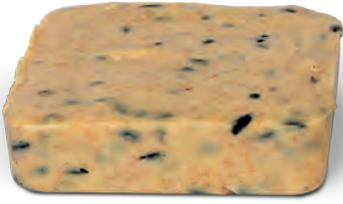


See the Difference™ Variety Pack of 6

- Super-convenient value box
- Six cakes in mixed flavours:
2 each of seeds, peanut, insect
- Informative, attention grabbing packaging



Raising standards



Rich and moist with twice the fat*, **See the Difference™** Birdfood Cakes look and feel distinctly different from hard, dry, dusty cakes. Loads more energy makes feeding trips more rewarding.

*Measured in independent lab tests. See jacobijayne.com/fat-tests for full results.



DIF-S2
DIF-IN2
DIF-P2

See the Difference™ 2-Pack

- Customers can see the goodness in every cake
- Generously sized 2 x 340g net weight
- Choice of three flavours: seeds, peanut, insect



We'll help you choose: **0800 652 42 52**



Flutter Butter

The UK's no.1 seller

Let the world's most convenient birdfood elevate your sales through every season.

Consistently loved by customers and beautifully presented to perform in store, it's the key to long-term repeat sales.

New



Flutter Butter® Starter Pack

Colourful, friendly and easy to buy, there's everything in here to introduce customers to the world of convenient feeding with Flutter Butter. Includes best-selling Flutter Butter Feeder plus 3 EcoRefills.

FBR-SPK

FB-PR3



More in store

Versatile video display stand showcases the entire Flutter Butter range. Plus new dedicated display bin for Starter Pack.



Flutter Butter® EcoRefills, 140g

Fresh every time, EcoRefills slip effortlessly into a Flutter Butter Feeder, and are widely recyclable.

New



FB-PR6

The wonder food for birds

Rich, nutritious and naturally low in salt, Flutter Butter® is irresistible to a wide range of garden species, with a choice of three appealing flavours.



FB-PF3

FB-PO3

FB-PB3



3 flavours
Original
Buggy
Fruity

Flutter Butter® Pods, 170g

Pods twist effortlessly into any of our Flutter Butter feeders, including Flowerbed and Window feeders overleaf. Easily refillable with EcoRefills.



FB-PO

FB-PF

FB-PB



FB-O

FB-F

FB-B

Flutter Butter® Jars, 320g

More than twice the capacity of an EcoRefill, in recyclable glass. For use with selected Flutter Butter feeders and ideal for placing on birdtables.





Flutter Butter®

Feeders

Explore more

Every customer's garden is full of opportunities for add-on Flutter Butter® sales.

Our appealing range of feeders invites birds to explore different feeding points.



FBF-2

Flutter Butter® Feeder

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



FB-THH

Flutter Butter® Treehouse Feeder

- Natural styling in wood
- Pitched roof protects from rain
- Use with EcoRefills, Pods or Jars



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

Good to know



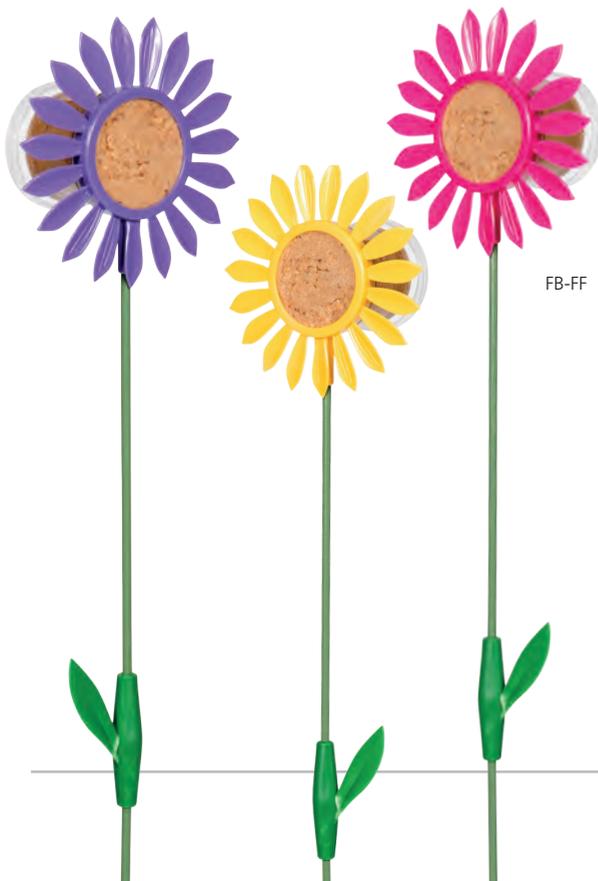
Refilling takes just seconds – with no messy hands.



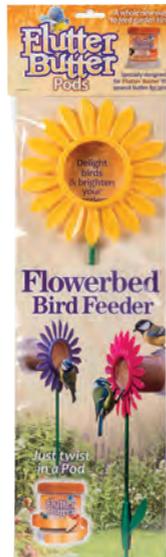
Flutter Butter® Wall Feeder

- Use with EcoRefills and Pods
- Secures Flutter Butter Pod to fence post, wall or shed
- Simple, cost-effective mounting option
- Fixing screws included

FB-WF



FB-FF



Flutter Butter® Flowerbed Feeder

- Fun, colourful feeder for Pods and EcoRefills
- Brightens garden borders and lawns, with choice of three vibrant colours
- Easy to assemble
- Spike drives into ground
- Quick, easy Pod swaps when empty

We'll help you choose: **0800 652 42 52**

Jacobi Jayne® Chunky Dumplings™

More fat. More sales

Customers eat with their eyes. They'll snap up these rich, weighty and beautifully presented suet balls.

Rich and plump with seeds you can see, they're a mile away from dry, fat-starved balls that leave birds hungry.



Chunky Dumplings™

- Very high fat levels, ideal for year-round feeding
- Unmissable packaging
- Choice of 100g or 85g sizes

CD100-6



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



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, crumbling suet balls. Today our high-fat Chunky Dumplings™ are an even more essential part of everyone's birdfood offering.



Chalk v cheese

Jacobi Jayne® Buggy Dumplings™

Bursting with insect goodness

This brand new flavour broadens the appeal of our top-selling premium suet balls.

There's 5% pure insect oil and 6% dried insects in Buggy Dumplings™, offering birds a super rich source of nutrients.

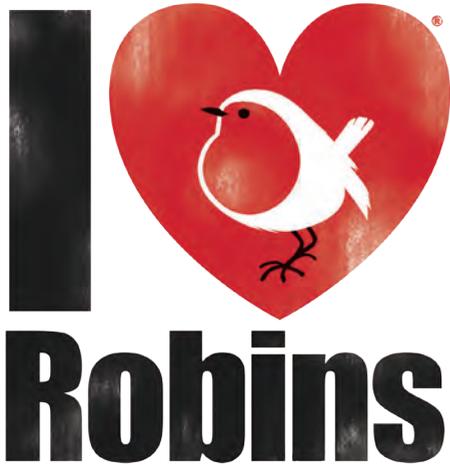


Buggy Dumplings™

- New addition to well-recognised brand
- Colourful complementary packaging
- 6 x 100g



Jacobi Jayne®



The big hearted brand

Strengthen your customers' focus on Britain's best loved bird.

The instant appeal of this high-value super premium food is enhanced further with our coordinating feeders and colourful displays.



ILR-1



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



ILR-PF



More in store
Versatile display stand showcases the entire I Love Robins® range.



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

I Love Robins® Pearl Feeder

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



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

The softbill superfood

Rich, aromatic blend including fruit, shrimp, insects, peanut granules and honey in stay-fresh pouch. Ready to serve in any of our brand-matched feeders.

I ♥ 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 ♥ Robins® TreatTray™

- A great way to see birds really close up
- Ideal secondary feeding point for any garden
- Clings to window and removes easily

ILR-TT

I ♥ Robins® TreatTray™ Canopy

- Popular add-on for TreatTray
- Shields TreatTray from rain and snow
- Clings to window and removes easily
- Reduce canopy height above TreatTray to discourage larger birds
- Made in tough polycarbonate



ILR-TTRC

I ♥ 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



ILR-WF



ILR-TD

I ♥ 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

Jacobi Jayne®

flo™



For **Seed Trays** and other feeder accessories, see page 42.

Birdfeeding freshened

High capacity, free-flowing seed tubes and a choice of vibrant colours guarantee attention in any birdcare department.

Made in widely recyclable plastic and stainless steel, with accessible price points to inspire a fresh generation of bird lovers.

For seeds



FLO-S2G



FLO-S3C



FLO-S1B

For seed models choose from:

- Aqua
- Lime
- Classic Green

Good to know



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

**2 YEAR
GUARANTEE**
Plus LifetimeCare™

For niger



FLO-N2Y



FLO-N3C



FLO-N1Y

For niger models
choose from:

- Yellow
- Classic Green



More in store
Small footprint
island display - FREE
with minimal stock
commitment.

Jacobi Jayne®

flo



lifetime™

Taking the next step

For discerning customers, nothing matches the reassuring quality and presence of solid metal.

Chunky fittings resist squirrels' teeth and a lifetime of harsh weather - all backed by our 5 year guarantee and LifetimeCare™.

For seeds



More in store
Small footprint
island display - FREE
with minimal stock
commitment.



FLL-S2G



FLL-S3BK



FLL-S1G



Good to know



Hygiene in mind. Base twists off and perches unclip for quick, easy cleaning.

**5 YEAR
GUARANTEE**
Plus LifetimeCare™

For niger



FLL-N1BK



FLL-N2G



FLL-N3BK

New
colour choice
**Piano
Black**



Jacobi Jayne®
flo
lifetime™

Easy-clean birdfeeder
for seeds & blends



For **Seed Trays** and other feeder accessories, see page 42.



Jacobi Jayne®

flo

festival™



More birds. More of everything

Our largest ever tubular feeders stand out in store with unmistakably vibrant styling.

Super high capacity up to 5.2 litres is ideal for large gardens and parklands. Smart features include a twist off base and click-off comfort perches in chew-resistant metal.



FLF-S2B



FLF-S3B



FLF-S4B



FLF-S1B

Good to know



Hygiene in mind. Base twists off and perches unclip for quick, easy cleaning.

5 YEAR GUARANTEE
Plus LifetimeCare™



Holds more.
Shown actual size



For **Seed Trays** and other feeder accessories, see page 42.



Big. Tough. Easy

Big selling rugged feeders, designed in Canada for the harshest winter weather - bringing together size and exceptional strength.

Bold styling includes a signature yellow seed spreader. All-metal ports, base and cap release in an instant for cleaning.



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



BE-S2G



BE-S3G

Good to know



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.



BE-S1G



**5 YEAR
GUARANTEE**
Plus LifetimeCare™



More in store
Small footprint
island display - FREE
with minimal stock
commitment.

Squirrel Buster®

Always unbeatable

The must-have, top selling, 100% guaranteed problem solver.

Eight models suit every garden. Each one's backed with a 5 year guarantee and LifetimeCare™.



SB-1057

The Squirrel Buster®

- Adjustable mechanism also excludes large birds like pigeons
- For sunflower seeds and blends
- 0.75 litre capacity



SB-M

Squirrel Buster® Mini

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



SB-C

Squirrel Buster® Classic

- For sunflower seeds and blends
- Generous 1.4 litre capacity

How it works



Only birds can feed. The squirrel's weight instantly shuts off the food supply.

**5 YEAR
GUARANTEE**
Plus LifetimeCare™



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



SB-EVO

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-PWG

Squirrel Buster® PLUS Weather Guard

- Shelters feeding birds and food from rain and snow



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®

For every food

Best-selling Squirrel Buster® gives customers more squirrel resistant feeding options, including peanuts, niger seed and suet cakes.



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

Not to be missed

Customers can't overlook these stand-out Display Bins. FREE with minimal stock commitment.

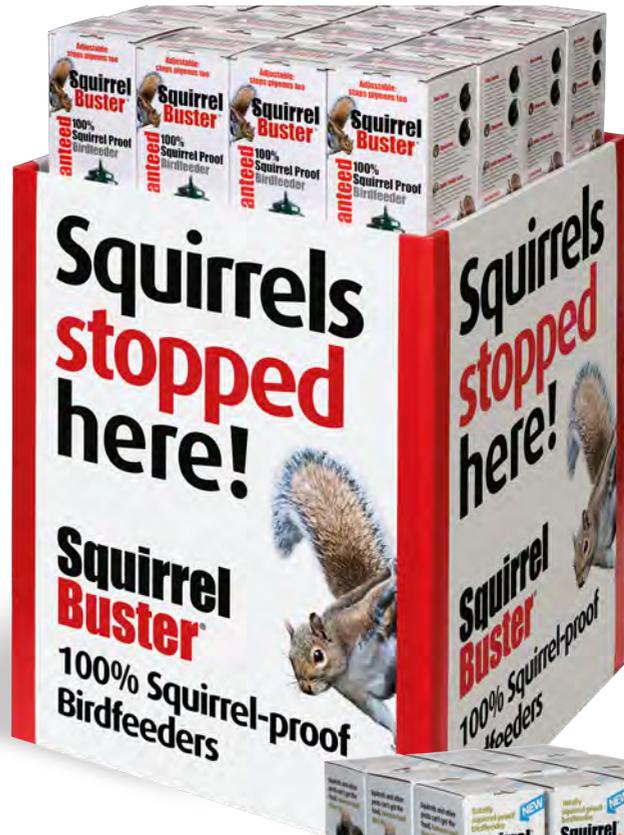


Island display bin
Choose from:
Feed birds. Not squirrels.
or *Squirrels stopped here!*
Holds all Squirrel Buster® models.

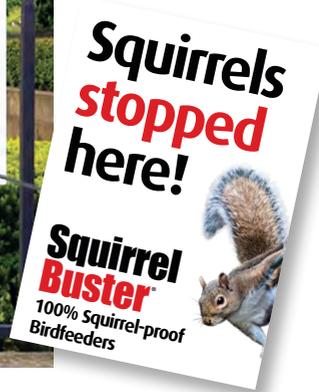
Just for the Mini
Includes demonstration model. Holds 20 feeders.



Video display
Let your customers see Squirrel Buster® in action.
Holds a variety of models, up to 40 feeders.



High-impact messaging
Be loud and clear with our new in-store posters and outdoor vinyl banners. Ask for full details.



Jacobi Jayne®

Make everyone's day

Everybody can relate to these beautifully presented feeders at essential price points.

Like all our feeders they're designed for quick, easy cleaning with parts separating in seconds. Fully recyclable materials.

New
range

BirdLovers™

For seed

For peanuts



BL2-S1G



BL2-S2G



BL2-P2G



BL2-P1G



For **Seed Trays** and other feeder accessories, see page 42.



Good to know



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

**2 YEAR
GUARANTEE**
Plus LifetimeCare™



For niger

For suet balls



BL2-N1G



BL2-N2G



BL2-B2G



BL2-B1G



Jacobi Jayne®

Ring Pull™

Known and trusted

Customers ask for them by name - the feeders that started the easy-clean revolution at a real world price.

Just pull the pin. Everything comes apart in a moment for instant hygiene.

For seed

For peanuts



TO-S1G



TO-S2G



TO-S3G



TO-P2G



TO-P1G



TO-N1Y



For **Seed Trays** and other feeder accessories, see page 42.



Good to know



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.

**2 YEAR
GUARANTEE**
Plus LifetimeCare™

For niger



For niger models with finch-friendly seed ports, choose from:

- Yellow
- Green



More in store
Small footprint island display - FREE with minimal stock commitment.

Jacobi Jayne®



The one and only

Top selling, premium metal feeders packed with British innovation. They're a must-have for your store.

Durable fittings resist squirrel and weather damage, while cleaning's made exceptionally easy. 5 year guarantee and LifetimeCare™.

For seeds

For peanuts



RP3-S1G



RP3-S2Z



RP3-S3G



RP3-P1G



RP3-P2Z



RP3-N1G



For **Seed Trays** and our wide range of matching accessories, see page 42.



Good to know



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



Thorough Clean
Seed ports click off for a thorough clean.

5 YEAR GUARANTEE
Plus LifetimeCare™



For niger



RP3-N2G



RP3-N3G

Peanut PLUS™



RP3-PPG

New model

Deter squirrels, starlings and parakeets with this tough, easy to clean stainless steel feeder that holds suet pellets and peanuts.

For seed & peanut models choose from:

- Green
- Zinc



More in store
Small footprint island display - FREE with minimal stock commitment.

Jacobi Jayne®



Colourful start

Friendly looks and a carefree personality with instant appeal anywhere in your store.

With our lowest priced feeders details still matter - like the click-off base for easy cleaning and spacious hoop perches. Fully recyclable materials.



New
pastel
colours



Good to know



Unique base unclips instantly for quick and easy cleaning.



Hoop perches offer lots of space for birds to feed comfortably.



Snug-fit cap slides up for speedy refills.



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



For suet balls
GSG-B1B



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

Lantern feeders

Attractively presented hopper-style feeders favouring 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



More in store
Small footprint island display - FREE with minimal stock commitment.



MF-1G

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 goldfinches

Let customers have fun discovering goldfinches.

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



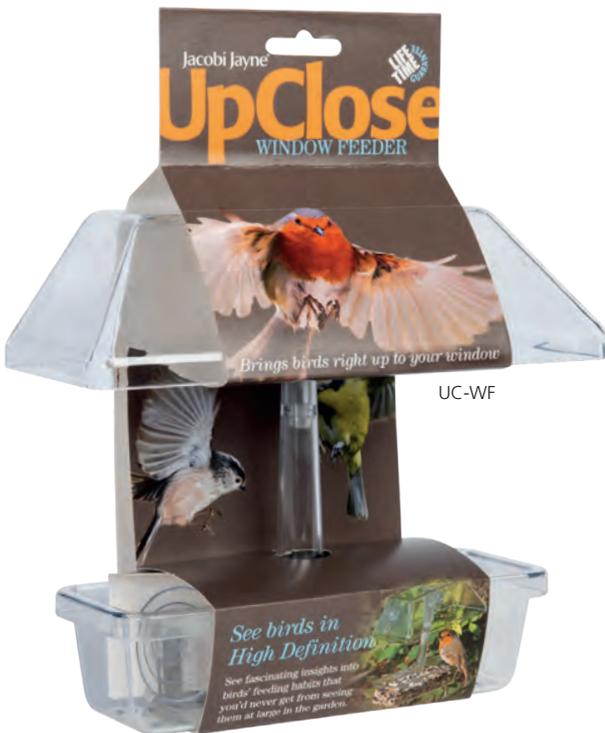
STD-1

Snap-off base for quick, easy refills.



For windows

Bringing birds even closer to home.



UC-WF

UpClose™ Window Feeder

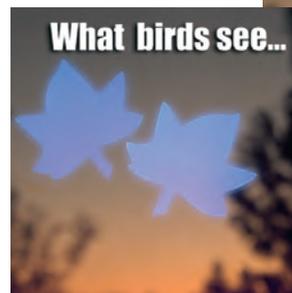
- Gives crystal-clear view of birds and their feeding habits
- Rain canopy protects food and feeding birds
- Drainage holes prevent waterlogged food



WindowAlert™

Cut the risk of bird strikes with these decorative decals which cling by natural static attraction to any glass surface. WindowAlert 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: Leaf or Butterfly



WA-1



WA-2



Jacobi Jayne®



Timeless appeal

Traditional styling and craftsmanship, forged in wrought iron that ages gracefully. Handsomely packaged for extra stand-out in store.



Daisy Wall Feeder

Dimensions: 220H x 150W x 250D mm



Buttercup Water Dish

Dish diameter: 180mm

Height: 80mm



Wall Bracket

Dimensions: 190H x 220W mm



Poppy Feeder

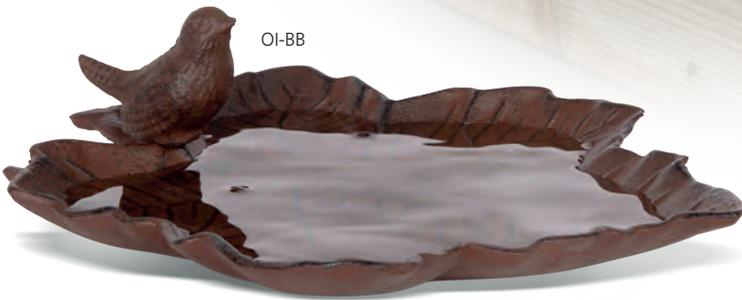
Total height: 730mm including spike



OI-CD

Corner Dish

Diameter: approx 220mm



OI-BB

Fallen Leaf Birdbath

Diameter: approx 260mm



OI-CB

Classic Birdbath

Bath diameter: approx 355mm

Height: approx 550mm



Sunflower Feeder

Total height: 730mm
including spike

OI-FS



Fat ball feeders

Colourful feeders with universal appeal.



PSF-O



PSF-G



Premium Suet Feeder

- Solid, chunky metal construction
- Easy-open protective lid
- Takes two cakes or six balls



FBB-6

Fat Ball Bunting™

- Load with fat balls and hang like fruits on a tree, or snap several together in decorative strings
- Adds instant colour to gardens
- Pack of 6 with hooks included

BB-1



BB-2



BasketBall™ Feeder

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

Jacobi Jayne®



Hedgehogs

Inviting and complementary

Instantly recognised in stores everywhere, this rich, moist blend has been formulated to be the safe, nutritious complement to hedgehogs' natural diet.

I Love Hedgehogs™

- Handy 500g and 2kg pouches
- Suitable any time of year

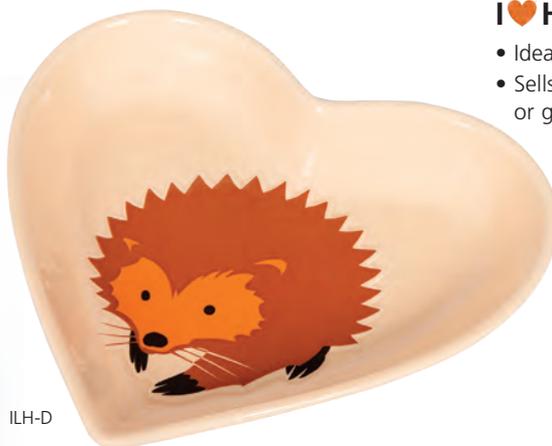


ILH-1

ILH-2

I Love Hedgehogs™ Dish

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



ILH-D



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

Keep customers informed
Promote the safe feeding of
hedgehogs with the simple expert
tips in this FREE leaflet.



Jacobi Jayne®



Make a little extra space

Bees are good friends to every gardener. Our attractive insect habitats are an ideal complement to your core birdfeeding range - with shapes, sizes and price points to suit everyone.



NC-HS

Insect House

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

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

NC-HT



NC-BL

Insect Block

Hang, place on a sheltered surface or settle within stones or logs.
Dimensions: 140H x 140W x 100D mm



With a nice sunny spot it's easy to attract solitary bees, especially if you have flowers and a source of wet mud nearby.

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, providing a useful service.



Nick Baker

Naturalist, author
& broadcaster.



NC-LF

Insect Loft

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

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



NC-CB



NC-LHS

Large Insect House

Includes a wide variety of cavity sizes.
Dimensions: 300H x 250W x 90D mm

New

Trays and add-ons

Add the finishing touch to every feeder sale with high quality accessories designed for years of outdoor use.



RPT-A

Seed Tray

- 190mm diameter
- Includes BaseLink
- Can be used with Garden Pole
- Fits all Bird Lovers, flo & Ring-Pull feeders



RPT-1

Large Tray

- 265mm diameter
- Includes BaseLink
- Can be used with Garden Pole
- Fits all Bird Lovers, flo & Ring-Pull feeders



When used with Ring-Pull™, flo lifetime™ & flo festival™ feeders, trays remove together with feeder base in a single twist.



RPT-2

Super Tray

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



SL-2

Super Link, pack of 2

- Screws into feeder base to provide additional hanging point for further feeders
- Fits Bird Lovers, flo, Ring-Pull and many other feeders



BL-2

BaseLink™, pack of 2

- Screws into feeder base to provide additional hanging point for further feeders
- Fits Bird Lovers, flo, Ring-Pull and many other feeders



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



RPR

Ring-Pull™ Perch Rings

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.

- For plastic Ring-Pull feeders (and original Ring-Pull PRO)
- 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



PG-S



Pigeon Spacer™

- Prevent pigeons from emptying tubular feeders
- Pigeons perched on seed tray cannot reach feeder ports
- Fits Bird Lovers, flo, Ring-Pull and many other feeders



RA-1



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 Bird Lovers and Ring-Pull feeders



Garden pole system

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 an extra 550mm section (PO-G) for even more height

PO-G



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.

BA



Garden Pole Adaptor

- Allows quick, easy removal of birdfeeders from Garden Pole for refilling and cleaning
- Fits Bird Lovers, flo, Ring-Pull and many other feeders
- Suitable for any 1" pole

GP-SD



Garden Pole Side Dish

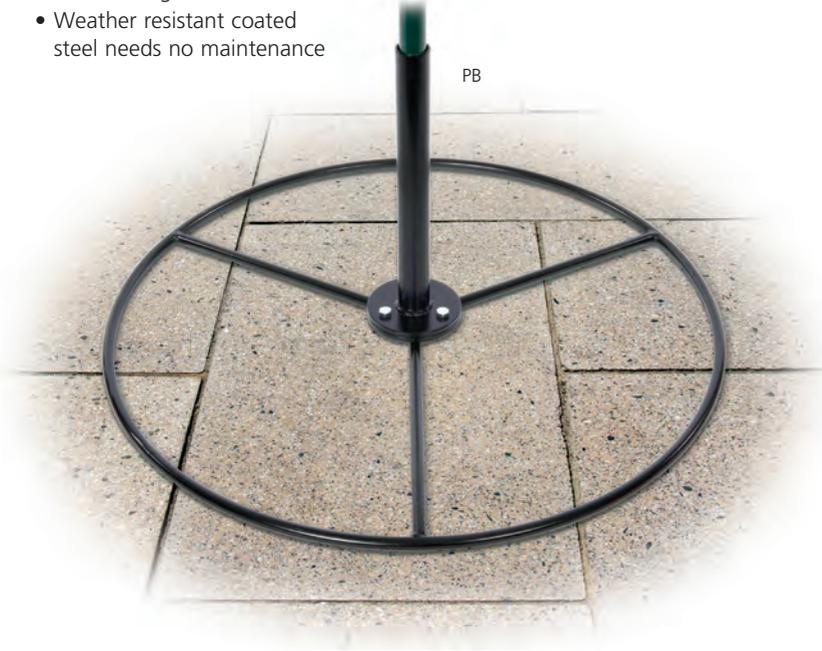
Fixes in seconds to our Garden Pole to provide a convenient feeding tray.

- Removes easily for refilling and cleaning
- In super strong polycarbonate with drainage holes
- Suitable for any 1" pole

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



GRS



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

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

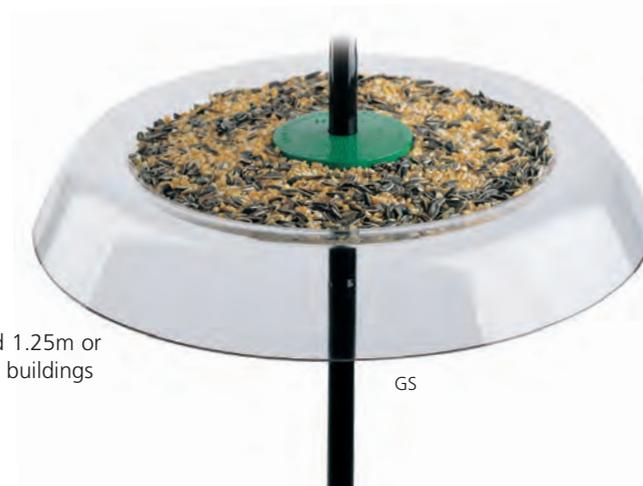
SB-SB



Giant Tray & Squirrel Guard

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

GS



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 and cleaning



flo™ Scoop

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



Seed Scoop

- A 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



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



BFG-3

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-4



Water baths



INS-CS

InSpira™ Birdbath

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



INS-GS

AnyPlace™ Birdbath

- Beautifully styled for every garden
- Gently sloped sides let birds gain a secure foothold to drink and bathe
- Hygienic and easy to clean
- 350mm diameter

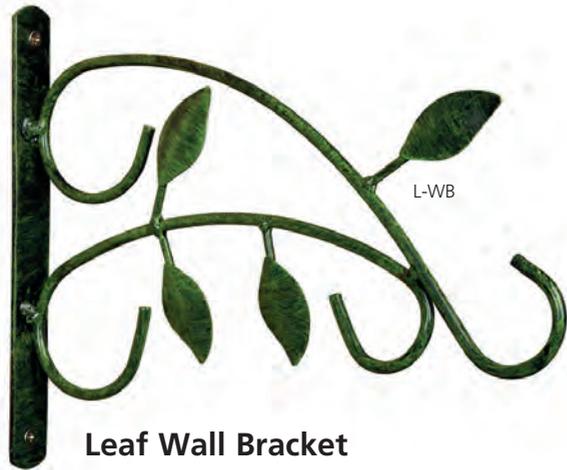


JJ-ABB



Hooks and hangers

Attractive yet highly practical options for siting feeders wherever it suits customers best.



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



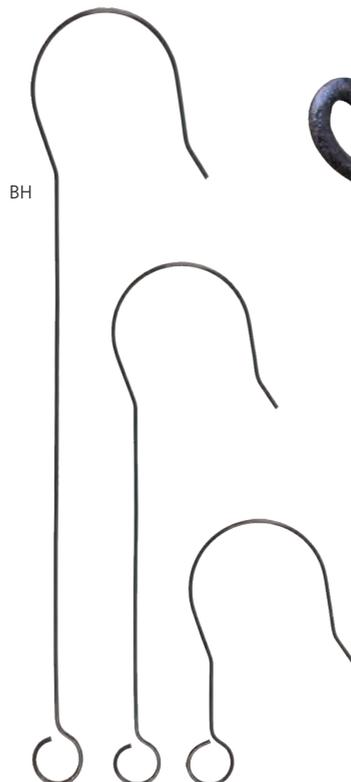
Hang Right™

- 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



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



Old Iron™ Wall Bracket

Part of the Old Iron range - see page 36.

Dimensions: 190H x 220W mm



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

Guides

Our colourful guides to Britain's wild flora and fauna make perfect companions for walking trips or days out: they're also great gifts. Equally at home in your birdcare section, the BTO's popular Nestbox Guide is full of valuable information and resources.



'You Need to Know' Guides

Colourful fold-out pocket guides to fauna and flora of Britain & Ireland.

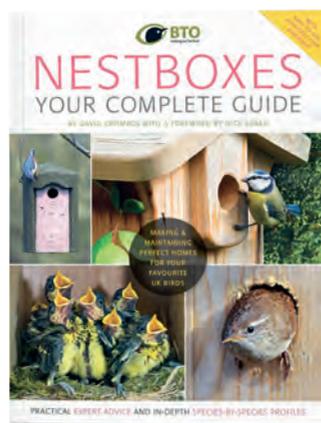
- Accurately illustrated with essential information
- Glossy laminated finish resists rain splashes
- Choice of six titles



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



BTO-NBG

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Shelf Wobblers



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Jacobi Jayne & Company
Wealden Forest Park Canterbury Kent CT6 7LQ UK
Tel +44 (0)1227 714314 Fax +44 (0)1227 719235
enquiries@jacobijayne.com

