



Brands Imaging

Brands Imaging is a 3M certified and endorsed, specialty graphics company focusing on logistics and installation. Our certified crew of project managers and installers focus on graphic solutions for retail, commercial and environmental clients, nationally.

Our years of experience, attention to detail and open lines of communication make us a tremendous partner for graphic manufacturers and end users alike.

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Feather Friendly® Technologies Inc.

Feather Friendly® started fifteen years ago developing bird collision technology by assisting FLAP, City of Toronto and more recently CSA in developing guidelines and solutions to reduce bird deaths.

As recognition of the problem and awareness of the solution became known, Feather Friendly® markers became to go-to retrofit product. Universities throughout North America were compelled by their ornithology departments to save birds.

Feather Friendly® continues to promote the success of these projects through recognition programs. And pursue educational opportunities to these campuses and the public in general.

Feather Friendly® provides commercial and DIY product globally and has added multi purpose products (sun control, anti-graffiti, custom design, etc.) to provide additional benefits.

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Irvine Nature Center Becomes Bird Safe





(Baltimore, MD) – Irvine Nature Center—a leader in environmental education and conservation located in Owings Mills, MD—has installed Feather Friendly®, bird-safe markers, to the Center’s windows to conserve migratory birds from colliding with the glass.

This is a huge win for birds, because it is estimated that up to one billion birds die annually from colliding with glass in the United States. Most bird collisions locally occur during migration months (April, May, September, and October) as birds are passing through Maryland to reach their breeding or wintering grounds. In Baltimore, Lights Out Baltimore volunteers find an average of 500 birds dead or injured per year from window collisions while monitoring 25+ buildings downtown during spring and fall migration. Lights Out Baltimore funded the bird-safe marker installation at Irvine Nature Center with a generous grant in its commitment to save migratory birds from collisions.

Irvine Nature Center’s sustainable building was designed with ORNILUX, a bird protection glass on the front and back windows of the center. With the addition of Feather Friendly® markers, the remaining windows will protect migratory bird species such as Wood Thrush, Gray Catbird, Common Yellowthroat, Ruby-throated Hummingbird, and American Woodcock, which are vulnerable to glass collisions. The bird-safe markers are 1/4” dots spaced every 2” inches apart –the scientific standard for perception of an obstacle by birds.

“Irvine Nature Center joins the National Aquarium, Lake Roland Nature Center, and Community College of Baltimore County Dundalk campus in Baltimore to add window treatments to save birds. We were excited to work with Irvine on this project. It truly shows the dedication towards conservation Irvine Nature Center values, and we hope it inspires more organizations to protect our native bird species from glass collisions,” says Lindsay Jacks, Director of Lights Out Baltimore.



Paul Groleau, Vice President of Feather Friendly Technologies states, “We were very pleased to assist Irvine Nature Center in addressing their building and making it bird safe. Birds are being protected thanks to the Center’s concern for the beautiful and important natural world they share at their location. We applaud this initiative by Irvine Nature Center, which is setting an example we hope other Maryland area buildings will follow for retrofitting and new construction using bird-friendly designs and materials.”

Irvine Nature Center’s Executive Director, Brooks Paternotte says, “We are so grateful for the support from Lights Out Baltimore which allowed for us to make our facility more bird friendly. Not only will the improvements help prevent bird strikes here at Irvine, but they will also educate our members, visitors, and program participants about protecting our avian friends.”

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About Lights Out Baltimore

Lights Out Baltimore is a nonprofit project of the Baltimore Bird Club, a chapter of the Maryland Ornithological Society. Our goal is to make Baltimore safe for migratory birds by turning off decorative lighting in the city between the hours of 10 p.m. and 6 a.m. during peak migration months and to advocate for bird-safe building design that makes glass and windows visible to birds. Each migration season, volunteers walk downtown Baltimore to rescue injured birds from collisions and collect the dead. Injured birds are taken to Phoenix Wildlife Center and dead birds are taken to Smithsonian Museum of Natural History and John Hopkins University School of Medicine for research.

Irvine Nature Center Mission

We all thrive outdoors. We encourage lifelong engagement with the natural world through environmental learning and green living. At Irvine, we inspire people to explore, respect and protect nature.

Lindsay Jacks

Director

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