

Large-format Solutions

# BIRD DIVERT™ UV COMMERCIAL



Photo: Bird Divert™ UV

**Top-of-the-line UV markers that are visible to most birds while maintaining pristine views for you.**

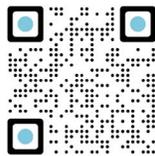
**Master Roll:**

- Width 12 inches
- Length 500 feet

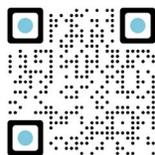
**Partial rolls available**

**Specifications**

- Visible light reflectance: 2%
- Visible light transmittance: 98%
- UV transmission: 98%
- Solar heat reflectance: 2%
- Solar heat transmission: 98%
- Solar heat absorbance: 2%



[Watch The Installation Video](#)



[Read Technical Info](#)

- **Durability & Longevity:** 10+ years. Backed by a 6-year warranty.
- Markers are **not full film** and cover minimal glass surface.
- **Tested & approved** by American Bird Conservancy.
- Subtle yet **highly effective**, proven to reduce bird-glass collisions by up to **75%**
- These UV markers **blend seamlessly with your building's design** without affecting your views.

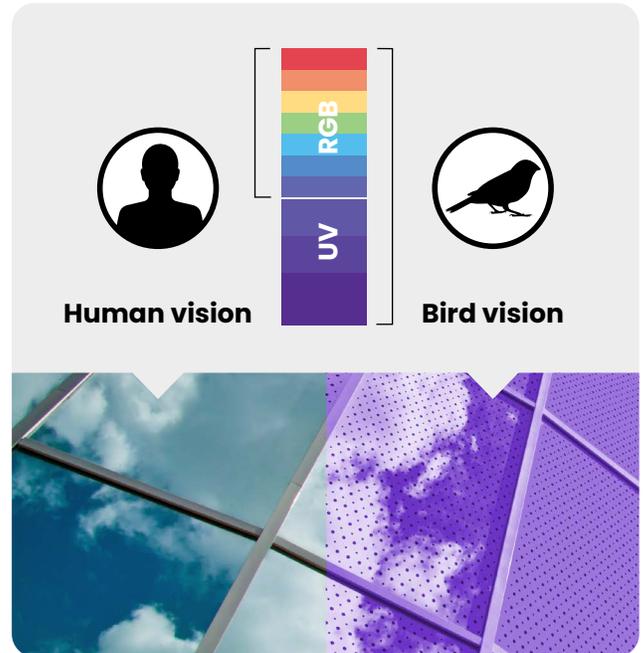
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## How Does Bird Divert™ UV Work?

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### Did you know that most birds can see UV light, while humans can't?

Bird Divert™ UV uses ultraviolet (UV) reflective technology that takes advantage of most birds' ability to see in the UV spectrum, a capability humans lack. The markers are designed to reflect UV wavelengths up to 420 nanometers, creating a pattern birds recognize as a barrier, while remaining practically undetectable to the human eye.



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## Bird Divert™ UV Pattern

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Bird Divert™ UV features a unique pattern that incorporates 0.25" absorbing dots combined with 0.375" absorbing/reflective dots. This specialized design has been proven to be optimally effective at preventing bird collisions.



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## Cleaning Instructions

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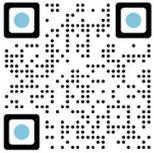
- Inform any professional cleaning service that Bird Divert™ UV markers are installed and special care is required.
- Use only microfiber or sheepskin-style pads for scrubbing.
- Do not use steel wool, abrasive pads, or any other rough cleaning tools.
- When squeegeeing large areas, remove any residual water around the dot matrix with a microfiber cloth.
- Do not use ammonia-based cleaners.

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## Storage & Installation Instructions

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- Install within two months of receiving product.
- Store in a cool, dry place, out of direct sunlight.
- Avoid installing in high heat, humidity, or direct sun; early morning is ideal.
- While Bird Divert™ UV Commercial can be self-installed, we recommend professional installation. For complete installation guidance, watch the video here.



[Watch The  
Installation Video](#)

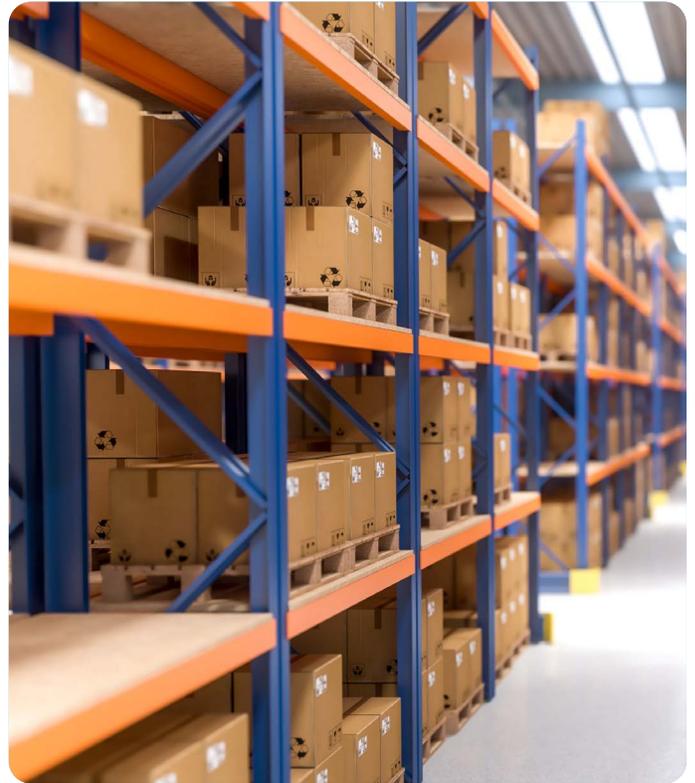


Photo: Amanda M.

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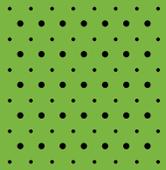
## Warranty

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**Bird Divert™ UV commercial markers are covered by a 6-year product warranty for the following issues:**

- Defects such as physical damage, visual flaws, delamination, large-area failure, and discoloration caused by UV or environmental exposure.
- Not covered: Labour for removal or replacement, incidental costs unrelated to the product, or damage caused by cleaning chemicals, abrasives, power washing, or vandalism.
- To make a claim, report defects within 30 days of receiving the product. Pre-approval is required before returning any materials. Feather Friendly® may inspect the product to confirm warranty eligibility.

**If approved, we'll provide either a replacement product or a refund of the original cost, at our discretion.**



Not a full film.  
Only the  
markers  
remain on the  
glass



Meets and  
Exceeds  
bird-safe  
guidelines



UV  
absorption  
**420**  
nanometers



Durability  
& Longevity  
**10+**  
Years

**Bird Divert™ UV is a certified, trusted solution for design-driven projects where aesthetics and bird safety matter equally. Its near-invisible look makes it ideal for visually sensitive spaces.**

UV markers work best with ample sunlight and on certain glass types, though visibility can vary by bird species. That's why we always recommend speaking with our team to assess if UV markers are the right fit for your project. We'll help you assess site-specific conditions to determine if Bird Divert™ UV is the right fit or if our visual solutions may offer better coverage and reliability.



[Contact our team](#) to help you choose the right solution for your project.

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