



# Product Data

## Product Description

Premium Quality Exterior Grade Material

## Product Features

- Pressure-sensitive non-removable adhesive
- Same colour on both sides
- Transparent, synthetic liner resists moisture absorption and static buildup

## Physical Characteristics

- **Material:** Vinyl
- **Film Colour:** Opaque
- **Adhesive Pressure:** Sensitive
- **Adhesive Colour:** Transparent synthetic adhesion on a clear liner
- **Tensile Strength:** 5 pounds/inch at 73°F (0.9 kg/cm at 23°C)
- **Chemical Resistance:** Resists mild alkalis, mild acids, and salt. Excellent resistance to water (does not include immersion)
- **Flammability:** ASTM E84 test reportashing and vandalism.

## Application Characteristics

- **Application Method:** Dry application, temperature (air and substrate) 50°–100°F (10°–38°C)
- **Temperature Range After Application:** -40° to +225°F (-40° to +107°C)

## Durability / Longevity

Feather Friendly® bird deterrent markers are applied to exterior windows using specialized spacing patterns. The unique formation effectively reduces bird strikes by alerting birds of the window's presence. Built for both durability and longevity, Feather Friendly® products use cast vinyl to ensure that your window markers are not only effective for many years, but also easy to maintain.

The Feather Friendly® Product Warranty guarantees that all Feather Friendly® products are free from physical damage, visual and adhesive defects that are detrimental to its functionality. Feather Friendly® Bird Deterrent Technology is designed for a long life with no special maintenance required. The base product is a premium outdoor-rated film that uses design specifications to provide long-term collision deterrence. Although results are location-specific, the serviceable life expectancy for Feather Friendly® Commercial products will exceed 15+ years when installed correctly.

## Product Care and Maintenance

For optimal results, you may clean your protected windows with common window cleaning solutions, such as detergent and water and a soft cloth, synthetic sponge or soft rubber squeegee. Do not apply heavy pressure during cleaning. Power washing is not recommended.

## Cast vs Calendered

**Not All Vinyl is Created Equal.** When deciding on a bird collision deterrent product, there are two components that are often not discussed, but should always be considered: durability and longevity. Most, if not all, bird collision deterrent products are converted from sheet vinyl (PVC) and involves two basic manufacturing methods: cast or calendered. Final products may feel and look similar, but the differences in durability and longevity are substantial:

- Cast vinyl is a premium product that won't discolour, shrink or delaminate; it has an expected serviceable life of 15+ years.
- Calendered vinyl is used for short-term applications and will start to degrade in three to five years.

The true value of the product being used should meet high standards as it relates to maintenance, long-term appearance and expected serviceable life.

## Using Cast Vinyl for Your Project

Coupled with a premium exterior adhesive, a cast vinyl outdoor marker, stripe or printed design film should provide maintenance-free service for 15+ years (quality exterior UV inks must be used). Product cost is not necessarily the most expensive component of a project; installation labour, access equipment and difficult to reach locations are major price considerations. In addition to durability and longevity, the following should always be considered when establishing criteria for a successful project:

- First surface exterior application only
- Marker spacing
- Colour contrast
- First 4 to 5 stories of a building or top of the mature tree canopy, whichever is greater
- All technical requirements as specified through bird collision guidelines

When deciding on a bird deterrent collision product, be sure to insist on a product that gives you the long-term performance that is required.

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