



# Bird Safety Window Film: What is It and Why Do You Need It?

U.S. Film Crew Article (Page 1 of 3)

## Nearly a billion birds die in the United States after colliding with closed windows; research shows that about 54% of these collisions are fatal.

Collisions between birds and windows can happen during the day and the night. In daylight, birds see the reflections of vegetation and the sky on window glass, and this makes them believe the windows lead to an open area.

At night, nocturnal birds are drawn to lights in buildings, and this may lead to them colliding with closed windows. It isn't, however, completely understood why they're drawn to light.

Aside from colliding with windows, some birds are highly territorial and try to attack their reflections of themselves on window glass, believing them to be another bird. This could not only lead to birds injuring themselves, but it can also be a disturbance to the building's occupants.

### What is bird safety window film?

Bird collisions with windows are terrible events that can be traumatic for children and they can also cause property damage. But these unfortunate events can be prevented with a simple solution—bird safety window film.

This window film has patterns, like lines and dots, on it that help birds recognize windows as obstacles and avoid them.

### Why do you need it?

If you're a homeowner or business owner looking for ways to prevent bird collisions, here are some insights into why you should consider installing window film for bird safety.

#### 1. It prevents damage to your windows

Collisions with large birds could shatter window glass; not only will this cause dangerous shards of glass to be flung throughout your interiors, but it can also lead to building owners paying hefty sums of money on repairs.



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U.S. Film Crew Article (Page 2 of 3)

The average cost of replacing window glass can be as high as \$500, depending on the type of glass and its size. Replacing this glass can also be time-consuming.

With window film for bird safety, you can make your home or workplace's windows distinguishable from the outside, preventing large birds from crashing into them and causing expensive damage.

## 2. It promotes wildlife conservation

Many office buildings and homes are built near wildlife reserves and in the way of migratory routes that millions of birds follow every day.

The death of birds after colliding with windows can have a drastic impact on the local bird population and the ecosystem itself. These incidences can lead to the decline of rare bird species and disturbances in the natural order.

By installing window film for bird safety, you can help keep the local bird population safe and do your part in wildlife conservation. If you're a business owner, this may also help your workplace maintain a green image.

## 3. It lets you comply with regulatory requirements

Many places in the United States, such as San Francisco, require new buildings to have a bird safety plan to prevent collisions between birds and windows.

Fortunately, installing window film for bird safety can help new buildings meet some of these requirements.

It should be noted, however, that there are even specific standards for window film for bird safety. The patterns in the film need to have the right spacing and size on the window film for it to be visible to birds.

For instance, if the spacing between patterns is too small, they'll be difficult to see and if the spacing is too big, smaller birds may still try to fly through the windows.

Making sure the window film that you pick complies with regulatory requirements can be difficult, which is why you should consider getting help from a professional window film installer.



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U.S. Film Crew Article (Page 3 of 3)

#### 4. It saves money on new construction

Installing patterned glass on your home or office's windows can be very expensive, especially if your space has many windows.

Window film for bird safety, in contrast, only needs to be installed on your home or workplace's existing windows. It's a relatively quick process if you get the help of a professional and it can save you a lot of money.

#### Install bird safety window film today

Window film for bird safety is an easy and cost-effective way to prevent bird collisions with windows and potentially save the lives of millions of birds.

If you want your home or business to do its part in conserving the local bird population, speak with a professional window film installer about bird safety window film today!



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