

What began almost 30 years ago as a learning experience for the owners' children, grew into a lasting family hobby and deep appreciation for birding. Through the intervening years, the family learned valuable birding lessons and gained great personal experience. With 30 years of sales and marketing expertise under their belts paired with a true love of birding, research, prototypes, and field testing soon followed. Consulting with independent store owners, park district naturalists, birders, and business professionals across the country, a new line of bird feeders and birdhouses was developed, and **Nature's Way Bird Products** was born!

Nature's Way Bird Products currently has 15 patents and 7 trademarks pending that offer the most innovative designs and superior quality in the industry. These include:

- **Twist & Clean™** and **Even Feed™** technologies featured in our **Twist & Clean™** tube feeders;
- **Fresh Seed™** trays featured in our Bamboo and Cedar Series feeders;
- **Easy Fill & Clean™** and **Leak Free™** Nectar Series feeders.

Other innovations of Nature's Way Bird Products include:

- First to use durable solid **Cross-Ply™** bamboo in bird feeders and bird houses for years of guaranteed strength and durability
- Unique **Fresh Seed™** tray diverters in our wood feeders
- All wood products are protected by **NATURE'S SHIELD™** for superior resistance against mold, mildew, bacteria, water damage, and color fading
- 6-sided tube feeders that have 30% - 50% more ports and allow for viewing up to 50% more birds
- Bird houses that include ALL the beneficial features – clean-out doors, extra air vents, elevated mesh floors, predator guards, and fledgling skerfs
- Ease-of-cleaning features in all of our bird feeders and bird houses
- Industry-leading packaging to improve consumers' shopping experience.



Nature's Way Bird Products is the industry leader by backing their innovative products with the best warranties in the industry:

- **LIFETIME** on the Twist & Clean™ feeders
- **LIFETIME** on the Nectar Series feeders
- The strongest warranties in the industry on wood feeders and houses, with **5 YEARS** on Cedar Series products and **10 YEARS** on Bamboo Series products.

Nature's Way Bird Products' innovative, industry-leading designs address the issues of the bird feeding community and the needs of the independent specialty store owners, consumers, and, most importantly, the birds!