

Super BirdXPeller PRO: Manufacturing Facility

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Char-Broil is the largest manufacturer of gas grills in the world. But that didn't make the company immune to small nuisances that can cause big property damage and lasting employee disability: PIGEONS.

Char-Broil's headquarters in Columbus, Georgia—about 1.5 hours southwest of Atlanta and on the Alabama border—was a favorite hangout of pigeons. "They were nesting throughout our 1.2 million square feet of warehouse and factory space for years," says Don Kellett, Facilities Manager of Char-Broil since 1996.

The pigeons made a colossal mess. Their droppings spotted the company's property, causing a negative reaction from employees. Char-Broil manufactures grills for Sears, Home Depot, K-Mart, Wal-Mart and other retailers worldwide. "In the South, pigeons are a year-round nuisance. They breed fast in warm regions," says Kellett, who originally came from cool Canada.

"Every two weeks, we were scraping off droppings and pressure-washing the bridges that ran between buildings," he says. "We asked our commercial exterminator to deal with the problem," he says, "and we spent a fortune in poison bait." The pest-control company also tried sticky glue treatments to discourage nesting, but the pigeons prevailed. In retrospect, Kellett says, "the pest-control company had no magic. They knew only how to use bait." It did not solve Char-Broil's problem. And the pigeons were multiplying.

"The pigeons even raided the bird feeders we had hung to attract song birds and other desirable species," Kellett states. Besides the obvious gross appearance of bird waste, something more important was bothering Kellett. "The driving issues for me," he acknowledges, "were health and safety. I'd heard the horror stories about pigeons being major carriers of disease." Worker welfare was on his mind.

Experiment to Eliminate Health Hazards

Like many other facilities' managers, Kellett had seen ads in trade journals for bird-repelling products. But it seemed too good to be true, he thought, when he read about Super BirdXPeller PRO, a sonic device that bothers birds enough to make them depart for good.

"I thought to myself, 'It's probably just a gimmick,' but I purchased one unit anyway," Kellett says. He had little to lose by experimenting, he felt, and much to gain if the device worked.

Results were immediate, he says, from the moment Super BirdXPeller PRO was installed. "It has a very convincing sound. It scared the pigeons away—and a few employees, too," he jests.

Super BirdXPeller PRO, an electronic device made by Bird-X, Inc. in Chicago, replicates birds' distress calls. The unit is a programmable species-specific sonic repeller that operates on standard 110-volt electricity or via battery. Its directional speakers broadcast precise reproductions of birds' distress cries as recorded by a major U.S. university and create a perceived 'danger zone' that frightens infesting birds away—in their own language. The programmable bird sounds include a choice of any or all of eight varieties, depending on the type of infestation. The choices include predator sounds to help scare all the birds. With variable volume and time sequence controls, the BirdXPeller unit fools nuisance birds into fleeing the area.

"I bought three more Super BirdXPellers the following month," Kellett continues. "The four units cover more than one million square feet," he notes. That was almost a year ago. "I'm so pleased with the product," he confirms. "It has made a believer out of me."

Easy, Safe, Harmless to Birds

It was easy to install the 110-volt Super BirdXPeller. "We mounted it through the wall of our metal building," Kellett says. Programming was easy, too. "Setup is as simple as A,B,C," he relates. He set the program on hawk cries, at differing

intervals. "It gets rid of all birds," he says. With four units, Kellett sets each one on a different timed sequence for maximum impact.

Kellett willingly shares his experience with other facilities' managers. "Over the years, people see the ads, but they tend to be skeptical like I was. They can't believe it will work. My advice is, 'Try it.' I'm happy with BirdXPeller; it has done the job."