



About Wild Goose Chase, Inc.

Wild Goose Chase is a Chicago based consulting and avian wildlife management practice dedicated to providing effective, cost efficient solutions based on the science of bird biology and animal behavior. With over 22 years of experience and research, WGC is one of the first and only companies to develop a truly integrated approach for wild bird management with a philosophy predicated on a sound understanding of wildlife heritage and the responsibility it requires.

WGC specializes in managing both humans' conflicts with birds and birds' conflicts with humans. With experienced staff containing a wide range of expertise, WGC has the ability to assist any client with any bird issue, from large business world headquarters and sensitive bird-loving botanical gardens, to individual residences and airports.

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Feather Friendly® Technologies Inc.

Feather Friendly® started over 15 years ago developing bird collision technology by assisting FLAP Canada, City of Toronto and more recently CSA in establishing guidelines and solutions to reduce bird deaths. With the increased use of glass in architecture, guidelines and building codes are being established to make glass bird safe. Many building owners and occupants are doing their part to save birds by using Feather Friendly® products to make glass visible to birds.

Bird conservation measures, education and public awareness play an important role in Feather Friendly® messaging. Project recognition, active social media coverage and collaboration with industry partners are key activities in advancing the proper use of glass to reduce bird collisions.

Feather Friendly® provides commercial and DIY products globally and has added multi purpose products (sun control, anti-graffiti, custom design, etc.) to provide additional benefits.

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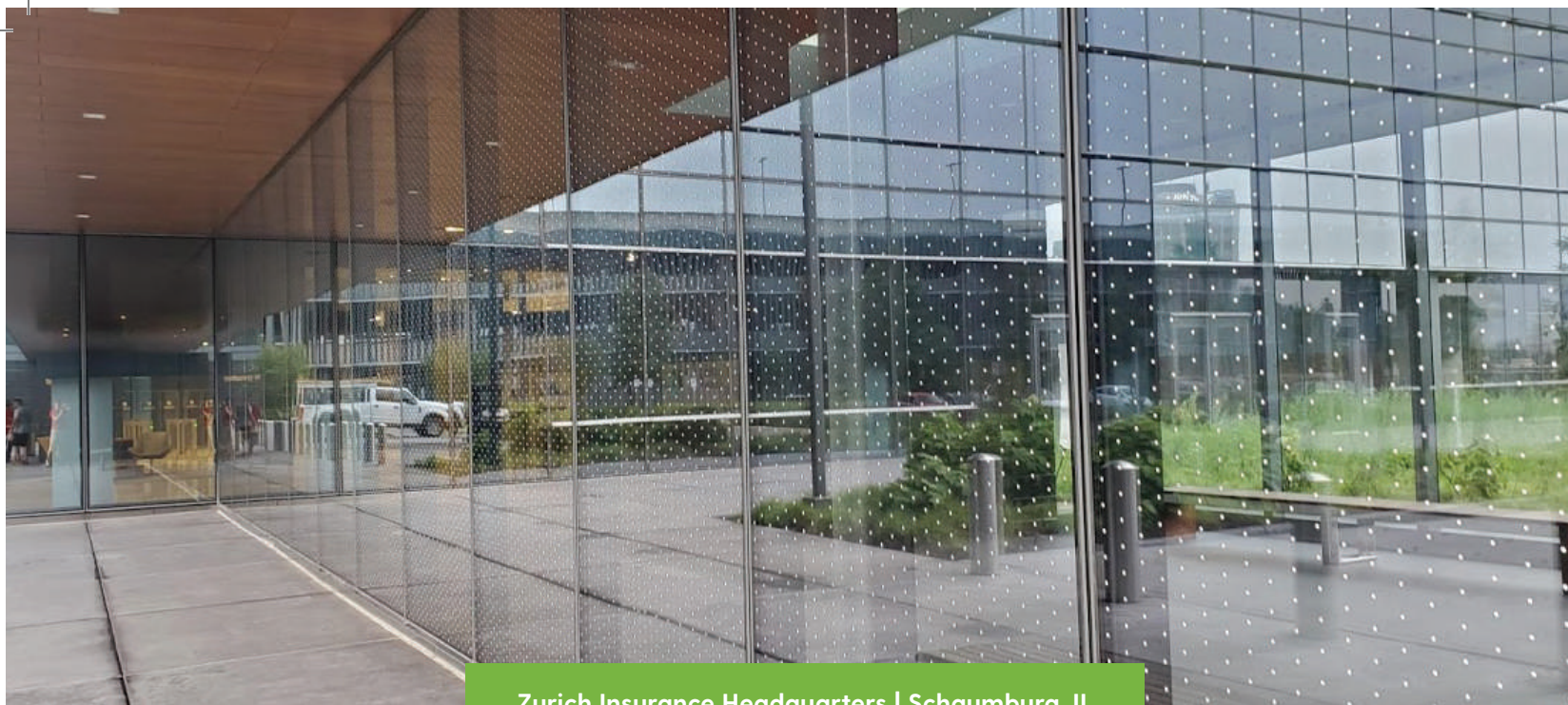
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Safeguarding Birds in Schaumburg at the Zurich North America Headquarters





Zurich Insurance Headquarters | Schaumburg, IL

After witnessing numerous cases of bird fatalities and injuries resulting from window collisions on their glass walkway, the Zurich North America campus decided to take action. With a company ideal dedicated to conservation, natural beauty, and providing a safe and welcoming environment for both birds and visitors, it was important to Zurich to solve this problem and protect birds.

After a dedicated Migratory Bird Safety Meeting with Wild Goose Chase personnel, a full collision risk assessment, and weeks of bird collision surveys, Zurich North America was determined to create a bird-safe environment.

Utilizing Feather Friendly® Bird Deterrent Technology, Zurich's initiative aims to make windows more visible to birds and minimize the risk of collision, particularly during migration periods.



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With Schaumburg being located in a migratory corridor for birds and part of one of the highest collision impacted areas in the country, the likelihood of fatal bird collisions is that much greater.

This, coupled with Schaumburg's natural landscape of prairies, wetlands, parks, and waterways, makes the campus that much more attractive to birds. With those risk factors increasing the chance of window collisions, it only strengthened Zurich's drive to take a pre-emptive approach to reducing bird collisions and enhancing conservation. With an attractive and discreet design, Feather Friendly® Bird Deterrent Technology was the perfect option to solve the issue while aligning with the company image.



The Feather Friendly® installation at the Zurich American Insurance offices in Schaumburg is an excellent example of how buildings - even those with extensive amounts of glass - can assess the areas of critical concern for bird safety to provide the most beneficial retrofit.

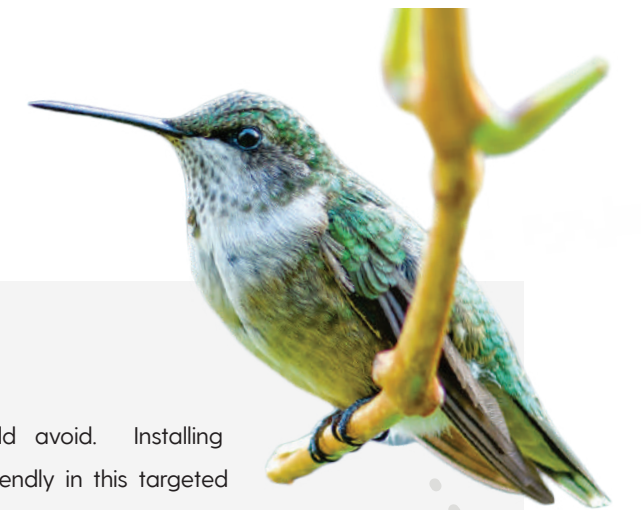
Attractive Feather Friendly® dot patterns integrate well with the design of a walkway that sits between areas of vegetation on the building campus.

The window applications provide visual markers on the glass that help birds recognize a surface

they should avoid. Installing Feather Friendly in this targeted location should lead to a significant reduction in harm to birds.

Zurich American Insurance has gone beyond their building's LEED platinum certification to add bird-friendly elements to their offices. Birds are being protected thanks to the company's concern for the beautiful and important natural world they share at their headquarters location. We applaud this initiative by Zurich American Insurance which is setting an example we hope other Chicago area buildings will follow for retrofitting and new construction using bird-friendly designs and materials.

Annette Prince
Director Chicago Bird Collision Monitors



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