

Bird-X bets on integrated deterrent systems to drive next phase of growth

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Bird-X, Inc today announced the expansion of its liquid bird deterrent portfolio with the launch of two new products—Avian Control Repellent and InvisiDye UV Marker—marking a strategic move to address growing demand for adaptable and effective bird control solutions across commercial, industrial, agricultural, and landscaping environments.

The introduction comes at a time when pest management operators are increasingly seeking targeted, scalable solutions capable of addressing complex bird-related challenges in diverse settings. With these additions, Bird-X aims to strengthen its position in the professional pest control segment by offering tools that combine immediate efficacy with longer-term behavioral conditioning.

Avian Control Repellent, an EPA-registered liquid concentrate, is designed to repel pest birds through flexible application methods, including fogging, hazing, and spraying. The product utilizes Methyl Anthranilate (MA) as its active ingredient, triggering a sensory response in birds upon contact with treated surfaces or airborne droplets. This response prompts birds to vacate the treated area without causing long-term harm, aligning with industry trends toward humane and non-lethal deterrent solutions.

Complementing this approach, InvisiDye UV Marker introduces a behavioral reinforcement mechanism by adding a visual cue to the repellent system. While not a deterrent on its own, the ultraviolet fluorescent dye works in conjunction with MA-based repellents such as Avian Control and Bird Stop. Birds exposed to the combined treatment experience both a sensory and visual signal, gradually associating treated areas with discomfort. Over time, this conditioning effect supports preemptive avoidance behavior, reducing repeat incursions.

The dual-product strategy reflects a broader shift in pest management toward integrated solutions that blend immediate control with sustained behavioral modification. By enabling operators to tailor applications based on site conditions and infestation intensity, Bird-X is positioning its offerings to meet the evolving expectations of professional users who require precision and adaptability.

According to company leadership, the expanded portfolio is designed to address a wide spectrum of use cases, from residential and commercial properties to large-scale agricultural operations. The products are labeled for use against a range of bird species, including starlings, pigeons, gulls, blackbirds, and crows, among others, further broadening their applicability.

The launch builds on Bird-X's existing lineup of liquid deterrents, including Bird Stop, 4 The Birds, and Bird Proof Gel, reinforcing the company's commitment to innovation in non-lethal pest control technologies. As regulatory scrutiny and environmental considerations continue to shape the pest management industry, solutions that balance effectiveness with safety and compliance are expected to gain traction.

With the addition of Avian Control Repellent and InvisiDye UV Marker, Bird-X is signaling a strategic focus on advanced deterrent systems that integrate chemical and behavioral science, positioning itself to capture emerging opportunities in a market increasingly defined by precision, sustainability, and performance.