

Bird Strike Prevention Project

Join us in protecting our bird species

"It is estimated that up to **1 billion** birds are killed by window collision annually in the U.S."

— American Bird Conservancy

Birds are an irreplaceable part of our biodiversity



For centuries birds have inspired us, but birds in flight are dying every day as a result of modern glass buildings. The glass structures we build are impressive and beautiful — but birds mistake the glass for open sky and unknowingly strike our structures at full flight speed.

Help protect our bird species by simply using window decals to alert birds of their surroundings. Placing decals creates markers that are visible to birds, allowing them to see a window as a barrier instead of a patch of open sky.



We can help

Place window decals using the 2"x4" spacing rule, this creates markers for birds to detect the empty spaces as too small to fly through. Decals are removable and last for 3 years.



You can protect birds using a printer

- Get creative and print your own decals
- Play around with bright colors, which are easier for birds to see
- Use exterior surface placement if possible as it is most effective
- Try interior surface placement for hard to reach windows
- Other interior options include net curtains or venetian blinds

SUSTAINABLE DEVELOPMENT GOALS



Why is Ricoh Involved?

We are committed to support the United Nations, to engage in sustainability and encourage protection of all life on land. Ricoh is in a unique position to help raise awareness about social issues like this. Bird strike prevention is a simple and low cost way to make a positive impact on our biodiversity.

We offer a solution through partnerships with concerned people using a printer, education to engage in sustainability, and protection of life on land.



To learn more about our project and ways to be involved, visit us at our website:

<http://www.ricoh-usa.com/preventbirdstrikes>

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