

## ECO

# Bird-Friendly Glass SSG® Bird-Friendly Glass



### PRODUCT FEATURES

#### UV-Enhanced Visibility for Birds

Patterned coating that makes the glass visible to birds by reflecting in the ultraviolet spectrum, while maintaining clarity for people.

#### Architectural Transparency & Clean Appearance

High light transmission and minimal pattern visibility to humans so views and design lines remain uninterrupted.

#### Durable External Surface Coating

A robust coating designed for long-term outdoor performance on façades and large glazed surfaces.

#### Proven Effectiveness

Independent testing with low threat factor scores (e.g., ABC tests) demonstrates efficacy in reducing collisions.

#### Integratable with Other Technologies

Can be combined with solar control, thermal insulation, noise reduction, and safety glass solutions.

### USES AND APPLICATIONS

- Building façades and curtain walls
- External railings and balcony glass
- Skylights, atriums, glass canopies
- Parks, nature reserves, transport hubs

Modern architecture increasingly embraces large glass façades to achieve openness, daylighting, and visual connection with the surroundings. However, reflections created by conventional glass can pose a serious risk to birds, who may mistake mirrored surfaces for open sky or natural landscapes. SSG® Bird-Friendly Glass is an innovative, bird-friendly glass solution developed to address this challenge while maintaining architectural aesthetics.

SSG® Bird-Friendly Glass uses a UV-enhanced patterned coating that disrupts reflections and makes the glass clearly visible to birds, while remaining largely transparent to the human eye. The coating has been independently tested by the American Bird Conservancy (ABC) and has achieved a low threat factor of below 12, demonstrating its effectiveness in reducing bird collisions. For optimal performance, the patterned coating is applied to the external glass surface (#1 position), where it is most visible to approaching birds. Designed for durability and long-term use, SSG® Bird-Friendly Glass

is available in a heat strengthened or tempered and robust configuration and can be combined with additional performance features such as thermal insulation, solar control, and acoustic noise reduction. Ideal for sustainable architecture and environmentally responsible developments, it aligns with green building standards and supports biodiversity protection—ensuring safety for wildlife without compromising modern design, transparency, or visual comfort.

