

# Product Fact Sheet: WildWings Bird Feeders

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## 1. PRODUCT OVERVIEW

### Product Name

WildWings Bird Feeder Collection

### Product Line/Category

Outdoor birding equipment and wildlife accessories

### One-Sentence Description

Premium, weather-resistant bird feeders designed to attract diverse bird species while making backyard birding effortless and enjoyable.

### Detailed Description

WildWings offers three distinct bird feeder styles, each engineered to attract different bird species and suit various backyard environments. Our feeders combine durable, eco-friendly materials with thoughtful design features that make refilling easy and cleaning simple. Each feeder is built to withstand all weather conditions while providing birds with safe, accessible feeding stations.

Whether you're a seasoned birder or just beginning to explore backyard wildlife, our collection offers the perfect feeding solution. All WildWings feeders feature rust-resistant components, UV-protected finishes, and easy-clean designs that maintain their beauty season after season.

### Target Audience

- Primary customer segment: Homeowners aged 45-70 interested in backyard wildlife and nature observation
- Secondary customer segments: Garden enthusiasts, families with children learning about nature, retirees seeking outdoor hobbies
- Ideal customer profile: Suburban or rural homeowner with outdoor space, values quality products, enjoys connecting with nature, willing to invest in durable outdoor equipment

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## 2. KEY FEATURES & BENEFITS

| Feature                           | Benefit to Customer                                      | Use Case   |
|-----------------------------------|--|--|
| Weather-resistant powder coating  | Feeder maintains appearance for years, no rust or fading | Customer can leave feeder outside year-round without worry     |
| Easy-clean removable components   | Spend less time maintaining, more time enjoying birds    | Quick weekly cleaning prevents mold and keeps birds healthy    |
| Species-specific designs          | Attract your favorite birds reliably                     | Want cardinals? Use platform. Love finches? Choose tube feeder |
| Large seed capacity (up to 5 lbs) | Refill less frequently, even during peak feeding season  | Busy customers don't need to refill daily                      |
| Squirrel-resistant features       | More seed for birds, less waste from squirrels           | Reduces frustration and seed costs                             |

### Unique Selling Points (USPs)

- Lifetime Durability Guarantee:** Unlike cheaper plastic feeders that crack after one winter, WildWings feeders are built to last with metal construction and weatherproof finishes backed by our lifetime replacement guarantee.
- Patented Easy-Clean System:** Our snap-apart design allows complete disassembly in under 30 seconds without tools, making thorough cleaning simple—a feature competitors charge \$20+ more for.
- Conservation Partnership:** 5% of every purchase supports local Audubon Society chapters, so customers contribute to bird habitat preservation while enjoying their feeders.

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## 3. PRODUCT SPECIFICATIONS

### WildWings Platform/Tray Feeder - \$60

#### Technical Specifications

- Dimensions: 16" L x 12" W x 3" H
- Weight: 3.2 lbs (empty)

- Materials: Powder-coated steel mesh bottom, recycled aluminum frame
- Color options: Forest Green, Slate Gray, Bronze
- Seed capacity: 5 lbs
- Drainage: Mesh bottom prevents water accumulation
- Mounting: Hangs from included 18" chain or mounts on pole (adapter sold separately)

**Best For:** Cardinals, jays, grosbeaks, mourning doves, and other large perching birds

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## **WildWings Hopper Feeder - \$50**

### **Technical Specifications**

- Dimensions: 10" L x 10" W x 14" H
- Weight: 2.8 lbs (empty)
- Materials: UV-resistant polycarbonate seed chamber, powder-coated steel roof and base
- Color options: Forest Green, Slate Gray, Bronze
- Seed capacity: 4 lbs
- Feed ports: 4 large ports with adjustable perches
- Mounting: Hangs from included reinforced cable or pole-mounts (adapter sold separately)

**Best For:** Chickadees, nuthatches, finches, sparrows, and mixed songbird populations

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## **WildWings Tube Feeder - \$40**

### **Technical Specifications**

- Dimensions: 4" diameter x 18" H
- Weight: 1.5 lbs (empty)
- Materials: UV-resistant polycarbonate tube, powder-coated steel top and base
- Color options: Forest Green, Slate Gray, Bronze
- Seed capacity: 2 lbs
- Feed ports: 6 ports with metal-reinforced perches
- Mounting: Hangs from included wire hanger

**Best For:** Finches (goldfinches, purple finches, house finches), chickadees, and small songbirds

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## **Versions/Variants Available**

| Version              | Key Differences  | Best For  |
|----------------------|--|---|
| Platform/Tray (\$60) | Open design, largest capacity, attracts biggest variety        | Customers wanting to see many species, especially larger birds  |
| Hopper (\$50)        | Protected seed storage, moderate capacity, all-weather         | Year-round feeding with minimal waste, general backyard birding |
| Tube (\$40)          | Specialized for small birds, compact, Nyjer or sunflower seeds | Attracting colorful finches, space-limited yards                |

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## 4. PRICING & PURCHASING

### Price List

- WildWings Platform/Tray Feeder: \$60
- WildWings Hopper Feeder: \$50
- WildWings Tube Feeder: \$40

### Bulk/Volume Discounts

- Purchase 2 feeders: 10% off total order
- Purchase 3+ feeders: 15% off total order
- Birding club/group orders (5+ feeders): 20% off - contact sales

### Special Promotions (Current)

- **Spring Migration Special** (valid through April 30, 2026): Free premium bird seed starter pack (\$15 value) with any feeder purchase
- **Complete Backyard Bundle**: All three feeders + pole mounting system for \$135 (save \$25)

### Payment Options

- Credit/debit cards (Visa, Mastercard, Amex, Discover)
- PayPal
- Affirm financing available (4 interest-free payments)
- Purchase orders accepted for schools/organizations

### Where to Buy

- Website: [www.wildwingsbirdfeeders.com](http://www.wildwingsbirdfeeders.com)
- Phone orders: 1-800-WILD-BIRD (1-800-945-3247)

- Retail partners: Available at select Ace Hardware, Wild Birds Unlimited, and independent garden centers
  - Amazon store: WildWings Official
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## 5. SHIPPING & DELIVERY

### Shipping Options

- Standard shipping (5-7 business days): \$8.95 flat rate for any number of feeders
- Expedited shipping (2-3 business days): \$16.95
- Express shipping (1-2 business days): \$24.95
- Free standard shipping on orders over \$100

### Delivery Information

- Typical delivery time: Orders ship within 1 business day
  - Tracking: Automatic tracking number emailed when order ships
  - Packaging: Eco-friendly recycled cardboard, fully recyclable materials
  - Signature required: No, unless customer requests
  - International shipping: Currently available to Canada only (additional fees apply)
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## 6. WARRANTY & RETURNS

### Warranty Coverage

- Warranty period: Lifetime limited warranty
- What's covered: Manufacturing defects, structural failures, rust-through (when properly maintained)
- What's NOT covered: Damage from improper installation, animal damage beyond normal use, cosmetic wear from weather exposure
- How to file a warranty claim: Email photo of defect to [support@wildwingsbirdfeeders.com](mailto:support@wildwingsbirdfeeders.com) or call customer service; replacement parts shipped within 3 business days

### Return Policy

- Return window: 60 days from purchase date
- Condition requirements: Unused and in original packaging for full refund; gently used feeders eligible for store credit

- Refund/exchange process: Contact customer service for return authorization number, return shipping label provided
  - Return shipping: Free return shipping for defective products; customer pays return shipping for change of mind
  - Restocking fee: None
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## **7. SUPPORT & RESOURCES**

### **Customer Support**

- Support hours: Monday-Friday 8am-6pm EST, Saturday 9am-4pm EST
- Phone: 1-800-WILD-BIRD (1-800-945-3247)
- Email: [support@wildwingsbirdfeeders.com](mailto:support@wildwingsbirdfeeders.com)
- Live chat: Available on website during business hours
- Average response time: Email responses within 4 hours during business days

### **Self-Service Resources**

- User manual: Included with each feeder, also downloadable at [wildwingsbirdfeeders.com/support](http://wildwingsbirdfeeders.com/support)
- Video tutorials: Installation, cleaning, and troubleshooting videos at [wildwingsbirdfeeders.com/videos](http://wildwingsbirdfeeders.com/videos)
- FAQ page: [wildwingsbirdfeeders.com/faq](http://wildwingsbirdfeeders.com/faq)
- Bird identification guide: Free downloadable guide to identify visitors
- Knowledge base: Searchable articles on attracting specific species, seasonal feeding tips

### **Installation/Setup**

- Setup difficulty: Easy - most customers set up in under 10 minutes
  - Time required: 5-10 minutes
  - Tools needed: None (optional: ladder for hanging at height)
  - Professional installation available: No, designed for simple DIY setup
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## **8. FREQUENTLY ASKED QUESTIONS (FAQ)**

### **General Questions**

**Q: Which feeder should I buy if I'm new to bird feeding?**

A: We recommend starting with the Hopper Feeder (\$50). It attracts the widest variety of common backyard birds, protects seed from weather, and is easy to maintain. Once you see which birds visit most, you can add a specialized feeder.

**Q: What type of bird seed should I use in each feeder?**

A: Platform/Tray: Black oil sunflower seeds or mixed seed. Hopper: Black oil sunflower seeds or safflower seeds. Tube: Nyjer (thistle) seed for finches or sunflower chips for chickadees.

**Q: Can these feeders be left outside all winter?**

A: Yes! All WildWings feeders are designed for year-round outdoor use. The powder coating and UV-resistant materials handle snow, ice, and freezing temperatures without cracking or deteriorating.

## **Usage Questions**

**Q: How often should I clean my bird feeder?**

A: We recommend cleaning every 1-2 weeks, or more frequently in humid weather. Our Easy-Clean system makes this a 5-minute task. Clean feeders prevent mold and disease that can harm birds.

**Q: Will squirrels get into these feeders?**

A: Our metal construction prevents squirrels from chewing through the feeders. However, squirrels are persistent! For best results, position feeders at least 10 feet from trees/structures or add a baffle below hanging feeders.

**Q: How do I hang or mount my feeder?**

A: Each feeder includes hanging hardware. You can hang from a tree branch, shepherd's hook, or deck hook. Pole mounting adapters are available separately for \$12 and fit standard 1-inch diameter poles.

## **Purchasing Questions**

**Q: Do you offer discounts for buying multiple feeders?**

A: Yes! Save 10% when you buy 2 feeders, 15% on 3+, and 20% for birding club/group orders of 5 or more.

**Q: Is the bird seed starter pack included with my feeder?**

A: During our Spring Migration Special (through April 30, 2026), yes! Otherwise, seed is sold separately. We offer premium seed blends starting at \$18 for a 10-lb bag.

## **Support Questions**

**Q: What should I do if birds aren't visiting my feeder?**

A: Give them time—it can take 2-4 weeks for birds to discover a new feeder. Make sure it's

positioned in a visible spot with nearby cover (trees/shrubs). Try different seed types. Contact our support team for personalized advice!

**Q: My feeder's perch is loose. Can I get a replacement?**

A: Yes! Contact customer service and we'll send a replacement perch at no charge under our lifetime warranty. Most replacement parts ship within 3 business days.

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## 9. CUSTOMER FEEDBACK & TESTIMONIALS

### Customer Ratings

- Average rating: 4.7 out of 5 stars
- Total reviews: 1,847
- Recommendation rate: 92% would recommend to a friend

### Featured Testimonials

"I've gone through four cheap feeders in three years. This WildWings hopper has been outside for two winters now and looks brand new. Worth every penny!"

— Margaret T., Burlington, VT

"The platform feeder attracts so many cardinals and blue jays. My grandkids love watching from the kitchen window. Easy to clean, too—I just spray it with the hose."

— Robert L., Columbus, OH

"Customer service is amazing. When one of the perches broke (my fault, I dropped it), they sent a replacement for free within days. The feeder itself is fantastic—goldfinches love it!"

— Jennifer K., Portland, OR

### Common Praise Points

- Durability and weather resistance - "Still looks new after years of use"
- Easy cleaning design - "Takes just minutes, no tools needed"
- Attracts many bird species - "We've seen 15 different species at our feeders"
- Excellent customer service - "They really stand behind their products"

### Areas for Improvement

- Some customers wish the tube feeder held more seed (current 2 lb capacity requires more frequent refilling during peak season)
- A few customers requested additional color options beyond the three currently available



- WildWings is addressing these concerns: Developing an XL tube feeder (3.5 lb capacity) for release in Fall 2026, and surveying customers about preferred new colors

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# 10. COMPETITIVE COMPARISON

## How We Compare

| Feature/Aspect      | WildWings                    | Brand X Economy           | Brand Y Premium       |
|---------------------|------------------------------|---------------------------|-----------------------|
| Material quality    | Powder-coated steel/aluminum | Plastic                   | Stainless steel       |
| Warranty            | Lifetime                     | 1 year                    | 5 years               |
| Easy-clean design   | Patented snap-apart (30 sec) | Standard (tools required) | Tool-free but complex |
| Price (Hopper)      | \$50                         | \$25                      | \$89                  |
| Conservation giving | 5% to Audubon                | None                      | 2% to wildlife fund   |
| Made in             | USA                          | China                     | USA                   |

## Our Competitive Advantages

1. **Best value for quality:** WildWings offers premium materials and lifetime warranty at a mid-range price point, typically \$30-40 less than comparable quality competitors
2. **Easiest maintenance:** Our patented Easy-Clean system is genuinely faster and simpler than any competitor—verified by independent testing and customer reviews
3. **Mission-driven company:** Unlike big-box brands, we're birding enthusiasts who donate 5% to conservation and provide educational resources to help customers succeed

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# 11. COMPLIANCE & CERTIFICATIONS

## Safety Certifications

- Non-toxic powder coating certified safe for wildlife contact
- BPA-free polycarbonate materials (tube and hopper viewing windows)
- Meets ASTM standards for outdoor consumer products

## **Environmental/Sustainability**

- Recycled aluminum used in platform feeder frames (40% post-consumer content)
- Powder coating is low-VOC and environmentally responsible
- Packaging is 100% recyclable cardboard with soy-based inks
- Carbon-neutral shipping through offset program

## **Regulatory Compliance**

- Complies with Consumer Product Safety Commission (CPSC) regulations
  - Meets ASTM F963 standards for outdoor products
  - California Prop 65 compliant
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# **12. COMPANY INFORMATION**

## **About WildWings Bird Feeders**

Founded in 2015 by lifelong birders and outdoor enthusiasts, WildWings creates premium bird feeders that combine exceptional durability with thoughtful design. We believe everyone deserves to experience the joy of backyard birding without the frustration of poorly made equipment. Our mission is to connect people with nature while supporting bird conservation efforts across North America.

## **Company Values**

- Quality craftsmanship that respects customers' investment and the environment
- Conservation commitment through donations and educational outreach
- Customer success through responsive support and genuine care

## **Contact Information**

- Website: [www.wildwingsbirdfeeders.com](http://www.wildwingsbirdfeeders.com)
  - Main phone: 1-800-WILD-BIRD (1-800-945-3247)
  - Email: [hello@wildwingsbirdfeeders.com](mailto:hello@wildwingsbirdfeeders.com)
  - Address: 2847 Meadowbrook Lane, Boulder, CO 80301
  - Social media: @WildWingsFeeders on Instagram, Facebook, and Pinterest
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# **13. INTERNAL USE ONLY**

## Sales Talking Points

- Lead with the lifetime warranty—this differentiates us immediately from cheaper competitors
- Address "why not buy the \$20 feeder at the big box store?" with durability math: cheap feeder replaced 3x in 3 years = \$60 + frustration vs. one WildWings = \$40-60 + lifetime of use
- Cross-sell opportunity: Customers who buy one feeder often add a second within 3 months—suggest the multi-feeder discount at purchase
- Upsell pole mounting kit (\$12) and premium seed blends

## Common Objections & Responses

- **"That's expensive for a bird feeder":** "I understand the sticker shock. Here's the thing—cheaper feeders crack, rust, and need replacing. Our customers tell us this is the last feeder they'll ever buy. Plus, our lifetime warranty means if anything goes wrong, we replace it free."
- **"I can't decide which one to get":** "Great question! What birds have you seen in your yard? [Listen] Perfect, the [recommend specific feeder] is ideal for those species. You can always add another later and save with our multi-feeder discount."

## Production/Inventory Notes

- SKUs: Platform (WW-PLT-001), Hopper (WW-HOP-001), Tube (WW-TUB-001)
- Lead time for production: 3-4 weeks for new inventory batches
- Minimum order quantities from manufacturer: 200 units per model
- Current stock levels (as of Jan 2026): Platform (450), Hopper (680), Tube (520)
- Reorder threshold: 150 units

## Marketing Campaign Hooks

- Current campaign: "Spring Migration Special" - emphasizing timing (birds returning) and free seed offer
- Messaging angles: Durability, ease of cleaning, connecting with nature, conservation impact
- Seasonal tie-ins: Spring (migration), Fall (winter prep), Holiday (gift-giving), Winter (helping birds survive)

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## DOCUMENT INFORMATION

**Last Updated:** January 15, 2026

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**Owner:** Product Marketing Team  
**Next Review Date:** April 1, 2026

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## HOW TO USE THIS FACT SHEET

**For Sales:** Use sections 1-4, 6, 8, and 10 for customer conversations and proposals. Focus on lifetime warranty and Easy-Clean features.

**For Marketing:** Use sections 1-2, 9, 10, and 12 for campaign content and social media. Highlight conservation partnership and customer testimonials.

**For Production:** Use sections 3, 11, and 13 for specifications, inventory planning, and compliance documentation.

**For Customer Service:** Use sections 5-9 for answering customer inquiries, troubleshooting, and processing returns/warranties.

**For AI Training:** Upload this entire document to AI tools to generate department-specific materials like sales emails, marketing copy, support responses, and analytical reports.