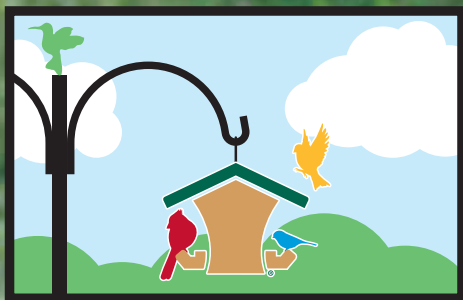


Wild Birds Unlimited®



Advanced Pole System®





Wild Birds Unlimited® Advanced Pole System®

Our patented Advanced Pole System (APS) is a revolutionary concept and the foundation for successfully attracting birds to your backyard. Comprised of interchangeable hardware pieces, the APS lets you select the setup that best suits the habitat in your own backyard and the birds you want to attract. Its modular design allows you to add or subtract hardware parts and other accessories, giving you the ability to create and customize your birdfeeding station with over 3,000 combinations — it is all up to you!

How Does It Work?

It's easy! Just insert a screwdriver into the hole at the middle of the 4-foot Base Pole and twist it into the ground using the convenient corkscrew auger connected at the bottom of the pole. Next slide the Stabilizer onto the Base Pole and push into the ground. Tests show the stabilizer holds the pole straight in up to 35 MPH wind gusts. Plus, it is lawnmower-friendly.

Get Creative!

Create your own unique setup by selecting the birdfeeder, nesting box

or birdbath options you want. The APS parts fit together easily, and no special tools are required. Birds will flock to your new APS station in no time. So, sit back and enjoy the show.

It's Flexible!

Change your birdfeeding station according to the season. Add hummingbird feeders or finch feeders in the spring. Mount a nesting box to invite birds to raise their young. Add a suet feeder or peanut feeder in the winter to give birds an additional source of energy. Got some older feeders you've been meaning to fill and put out in the yard?

The APS was designed to accommodate all feeders with many hanging accessories from which to choose. Suet feeder, peanut feeder, tube feeder, wooden feeder, one feeder, many feeders — the Advanced Pole System is the ultimate solution to all your birdfeeding needs. Don't have a yard? Use the Advanced Pole System to create a birdfeeding station on your deck. It's that flexible!

Construct your masterpiece today!



How to Create Your APS Birdfeeding Station

Step 1: Plant It



4-foot Base Pole
Start off your custom APS birdfeeding station by twisting the **4-foot Base Pole** 16 inches into the ground.

Stabilizer
Then slide the **Stabilizer** onto the 4-foot base pole to keep your APS station standing straight and looking great.

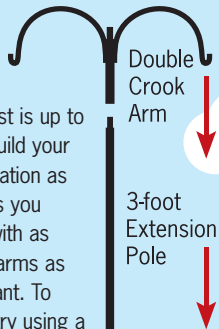
Exclusive Features of APS

Looks Great! Stays Straight! The APS Stabilizer



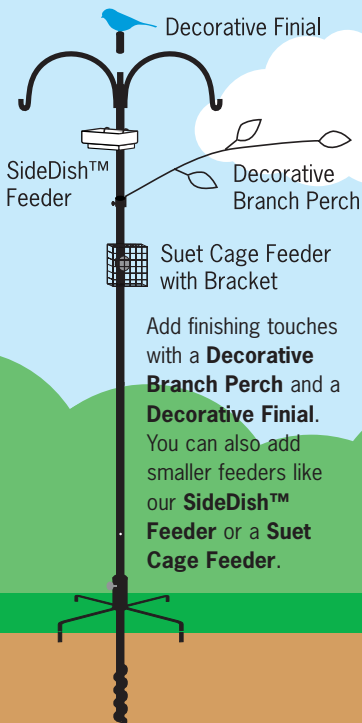
The Stabilizer is the secret to the Advanced Pole System looking great and standing straight. Just slip it onto the pole, push it into the ground, and you'll have a birdfeeder mounting/hanging system that will stand straight for years.

Step 2: Extend It



The rest is up to you. Build your APS station as high as you want with as many arms as you want. To start, try using a **3-foot Extension Pole** and a **Double Crook Arm**.

Step 3: Accessorize It



Add finishing touches with a **Decorative Branch Perch** and a **Decorative Finial**. You can also add smaller feeders like our **SideDish™ Feeder** or a **Suet Cage Feeder**.

Snap On! Snap Off! Snap Button Attachments



Building a stable birdfeeding station is now a snap with our new Snap Button Attachments. Simply attach two swaged APS extension pieces together and "SNAP," you have a birdfeeding station that looks great, stays straight, and won't twist in high winds.

Attaching is Easy! EZ-Attach Parts and Accessories



Now you can add arms, APS feeders and other APS parts and accessories in seconds, thanks to our EZ-Attach design. Just slip the EZ-Attach unit on an extension pole and pull down. It's that easy!



Advanced Pole System® The Basic Setup

The Basic APS Setup is an excellent way to get into the birdfeeding hobby. Think of it as the launching pad to creating your own bird-feeding station masterpiece. It's easy to construct and maintain. Just plant it into the ground, add the extension poles and arms, fill and hang your feeders; then sit back and enjoy the show.

APS Parts

- 48" Base Pole
- Stabilizer
- 48" Extension Pole
- Double Crook Arm (swaged)
- Chickadee Finial

Feeders Shown

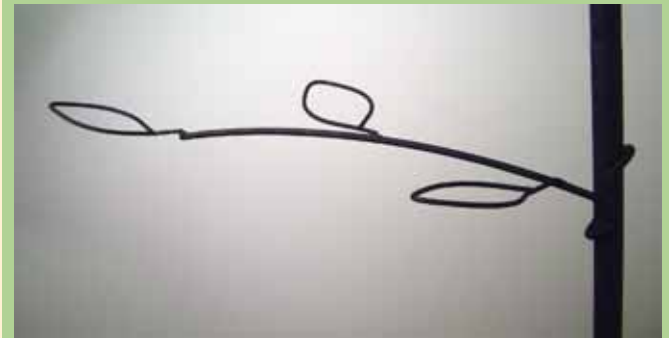
- Medium Seed Tube Feeder
- Large Yellow Finch Feeder

Foods Offered

- WBU Birdseed Blend
- Nyjer® (thistle)



Add An Accessory: The Decorative Branch Perch



The Decorative Branch Perch isn't just for looks. It's a great place to hang seasonal or lightweight feeders like a hummingbird feeder, oriole feeder or small hanging tray.

It also serves as a place for birds to perch and check out the area before coming in to feed. Goldfinches will actually use the Decorative Branch Perch as a waiting room, waiting their turn to dine at a finch or seed tube feeder.

Learn more about the Advanced Pole System at www.wbu.com/aps



Advanced Pole System® The Performance Setup

The Performance APS Setup will get your neighborhood birds flocking to your yard by holding more feeders that offer different kinds of food. A variety of food types equals a variety of birds coming to eat in your yard. Our APS Squirrel Baffle will keep squirrels off and birds' tummies full.

APS Parts

- 48" Base Pole
- Stabilizer
- 48" Extension Pole
- Double Crook Arm (swaged)
- Single Crook Arm (EZ-Attach)
- Decorative Branch Perch
- Chickadee Finial

Feeders Shown

- Medium Seed Tube Feeder
- Medium Yellow Finch Feeder
- Small Mesh Peanut Feeder

Foods Offered

- WBU Seed Blend
- Nyjer® (thistle)
- Shelled Peanuts

Add An Accessory: The SideDish™ Feeder



Sometimes the smaller feeders attract the coolest birds. The SideDish feeder, for example, can attract a variety of birds that won't normally visit a feeder. Offer mealworms in the SideDish, and you'll attract mockingbirds, robins, wrens, bluebirds, catbirds, and a variety of warblers. Throw in some fruit, and you'll attract orioles and tanagers.

The SideDish Feeder is one of our most functional feeders and is easy to attach to your birdfeeding setup.

Learn more about the Advanced Pole System at www.wbu.com/aps



Advanced Pole System® The Ultimate Setup

The Ultimate APS Setup is the grand buffet of birdfeeding. Not only is this setup squirrel-proof, it's also tidy, thanks to the Catch-a-Seed Tray which keeps seed from falling to the ground. Create this setup in your yard for maximum birdfeeding enjoyment.

APS Parts

- 48" Base Pole
- Stabilizer
- (2) 12" Extension Poles
- Combo Feeder Adapter
- (2) Single Crook Arms (swaged)
- (2) Single Crook Arms (EZ-Attach)
- Squirrel Baffle
- Tray Feeder Flange
- Feeder Flange
- Decorative Branch Perch
- Bluebird Finial
- Cardinal Finial

Feeders Shown

- Dinner Bell Feeder
- Decorative Hummingbird Feeder
- Small Mesh Finch Feeder
- EcoTough™ Ranchette Retreat Feeder
- SideDish™ Feeder
- EcoTough™ Catch-a-Seed Tray
- Peanut Pantry Feeder with Tray
- Small Mesh Peanut Feeder

Foods Offered

- WBU Seed Blend
- Nyjer® (thistle)
- Shelled Peanuts
- Peanuts in the Shell
- WBU Seed Cylinder
- WBU Hummingbird Nectar
- WBU Suet Cakes
- Mealworms

Add An Accessory: Feeder Flanges



You don't have to hang every feeder. You can mount a feeder on the top of APS setup by using a Feeder Flange. Mount a hopper feeder, seed tube or finch feeder, a hummingbird feeder, or use a tray flange to turn your ground tray feeder into a seed-catching tray.

Learn more about the Advanced Pole System at www.wbu.com/aps



Advanced Pole System® The Deck Setup

If you don't have much of a yard, but you still want to enjoy the wonders of birdfeeding, try creating an APS birdfeeding station on your deck or porch. There are plenty of combinations that will attract the birds to your station but keep the mess off your deck.

APS Parts

- APS Deck Mount
- 36" Extension Pole
- Short Extended Deck Arm
- Single Crook Arm (EZ-Attach)
- Decorative Branch Perch (EZ-Attach)
- Goldfinch Finial

Feeders Shown

- Decorative Hummingbird Feeder
- Eliminator Squirrel-proof Feeder
- EcoTough™ Tail Prop Suet Feeder

Foods Offered

- WBU Seed Blend
- WBU Suet Cakes
- WBU Hummingbird Nectar

Add An Accessory: Deck Mounts



There are all types of decks and porches made of many different types of materials. That's why we created a deck mount to accommodate about every type of deck or porch railing there is.

Whether your deck or porch railing is metal, wood, or composite, we've got a deck mount that will work. If you need help, ask us. We'll be glad to help you find the best mount for your deck or porch to construct your setup.

Learn more about the Advanced Pole System at www.wbu.com/aps



Advanced Pole System® Squirrel Proofing

Squirrels are crafty, resourceful and hungry little creatures that can climb about anything and can clean out a full seed feeder in one sitting. That is why we created the APS Squirrel Baffle. By strategically placing your APS setup in your yard and using the Squirrel Baffle, you can keep squirrels from damaging your feeders and eating all the birdfood.

It's easy to install. Just slip on the Baffle Collar, and secure it to the pole four to five feet above the ground. Then place the Squirrel Baffle over the collar. Then place the bottoms of your feeders even with or above the top of the Squirrel Baffle. You may have to use a longer Extension Pole in order to achieve the correct height.

(See "Placing Your APS Setup" for tips on where to install APS in your yard.)



Advanced Pole System® Raccoon Proofing

Raccoons love birdfood just as much as squirrels do. However, they can do real damage to your feeders as well as your deck. They've been known to carry off and disassemble feeders just so they can feast on the seed.

To keep your feeders and your deck in one piece and your seed just for the birds, we recommend installing a Raccoon Baffle on your deck setup. It's just as easy as installing the Squirrel Baffle; slip on the Baffle Collar, place the Raccoon Baffle over the collar, and voilà, your APS Deck Setup is now raccoon proof.

Raccoon Baffles can also be used on APS setups in your yard.

Learn more about the Advanced Pole System at www.wbu.com/aps



Advanced Pole System® The Bird House Setup

We didn't create the Advanced Pole System just to hang feeders. We designed APS to do all sorts of things. One of our favorite things to do is to use APS to mount nesting boxes.

Certain nesting boxes need to be placed in specific areas in order for birds to consider starting a family there. Using the Advanced Pole System makes placing a nesting box in your yard simple and easy. Just pick the right spot in your yard, plant it, extend it and mount it. If you need help, we can give you instructions on selecting the ideal area to place your nesting box.

We also suggest using a Raccoon Baffle to keep other critters away from the eggs and the baby birds safe.



Advanced Pole System® The Birdbath Setup

Once nesting season is over, use the same APS Base Pole that was used for mounting your nesting box to offer fresh water in an APS Birdbath.

Simply replace the nesting box and the Extension Pole with the APS 20" Birdbath. You now have a fresh water source to attract many different kinds of birds to your yard.

All birds need water for drinking and bathing. Offering a fresh source of water gives the birds in your area a place to keep healthy and hydrated.



Advanced Pole System® Placing Your APS Setup

There are a few things that you need to consider when placing your APS birdfeeding setup.

Window Strike Zone: Birds commonly mistake a clear glass window as an opening for them to fly into and find shelter. Many times that mistake can become fatal.

If you want to see the birds up close, place your setup no more than four feet away from your window. The closer birds are to the window, the less likely they will do any real damage if they fly into it. Otherwise, place your setup no less than ten feet away.

Squirrel Proof Zone: In order to make your APS setup unreachable for squirrels, you'll need to plant it at least 10 feet away from any other object. This distance keeps squirrels from jumping on top of, or onto the feeders from trees, houses or anything else in your yard.



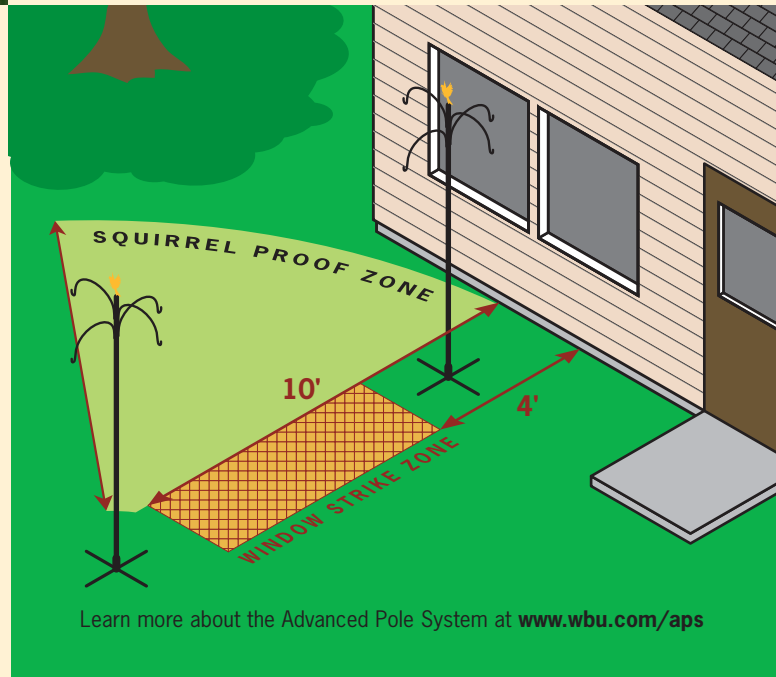
Advanced Pole System® Other Uses for APS

Think you can only hang birdfeeders on APS? Think again!

We built the APS to be modular and tough, so you can be as creative as you want with your setup.

Use your deck or yard setup to suspend hanging or vining plants. Attach flags or garden signs to the extension poles to accent your garden. Hang candles or lights from Decorative Branch Perches to liven up the nights on your deck or patio.

Be creative! That's what the Advanced Pole System is all about.



Learn more about the Advanced Pole System at www.wbu.com/aps

