

Bring your garden to life and...

**ALAN
TITCHMARSH**



TM

...Spoil the birds

Wild Bird Products



Alan Titchmarsh

Exclusively designed by Enthusiasts

Welcome...

"A beautiful garden is not complete without attracting and spoiling Britain's most magnificent birds and helping them survive with food and drink all year round."

I'm so excited to showcase my Alan Titchmarsh Wild Bird Signature Collection, comprising innovative flip top feeders and high quality food to keep the birds satisfied."

Enjoy... 



NEW CONSUMER BRAND

Drive category growth and increase your sales and margin with a well recognised and trusted brand. Heavy consumer exposure on TV, Radio, Press and Ideal Home Show.

INNOVATIVE PRODUCTS

The Alan Titchmarsh Signature Collection comprises of 35+ easy to use innovative products and high quality nutritious feeds to offer to your customers.

POINT OF PURCHASE DISPLAY SOLUTIONS

Bring the brand to life in-store with our free on and off shelf merchandising solutions service.

£ PROMOTIONS

Look out for the 'Great Deals' icon throughout the catalogue to get your hands on some fantastic introductory offers - allowing you to trial the Alan Titchmarsh Signature Collection with confidence.

CUSTOMER PROMISE

We promise to provide all our customers with a fast, knowledgeable and reliable service. Please contact our Customer Service Team to discuss your individual requirements on 01924 459 573

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Feed...

The Alan Titchmarsh Signature Range has been carefully selected to offer your customers a large variety of nutritious high quality feeds to spoil their garden birds.

Whether your customers are new to feeding the birds or expert bird watchers, each product and it's packaging offers fantastic guidance on attracting specific bird types, most suited to the Alan Titchmarsh Signature Range.

All Seed Pouches include a see through window, allowing your customer to see the quality of the seeds they are purchasing



Great Deals

Seed Supreme

CODE	DESCRIPTION	QTY	BARCODE
AT51	Seed Supreme 1kg	15	5028804200353
AT52	Seed Supreme 2kg	8	5028804200360
AT53	Seed Supreme 4kg	4	5028804200377

- Perfect with the Alan Titchmarsh Flip Top Seed Feeder or Window Feeder
- Ready to use
- High energy quality food
- Wheat, red dari, maize, sunflower & millet
- Attracts the widest variety of wild birds
- Branded, see-through packaging



Robin Seed & Mealworm Mix

CODE	DESCRIPTION	QTY	BARCODE
AT71	Robin Seed & Mealworm Mix 1kg	15	5028804200414
AT72	Robin Seed & Mealworm Mix 2kg	8	5028804200421
AT73	Robin Seed & Mealworm Mix 4kg	4	5028804200438

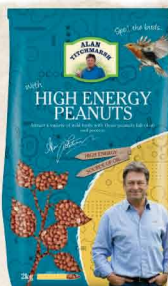
- Perfect with the Alan Titchmarsh Flip Top Seed Feeder or Window Feeder
- Ready to use
- High energy quality food
- Pinhead oatmeal, peanut granules, sunflower hearts, white millet, suet pellets, mealworm
- Attracts Robins and their friends
- Branded, see-through packaging



High Energy Peanuts

CODE	DESCRIPTION	QTY	BARCODE
AT81	High Energy Peanuts 1kg	15	5028804200445
AT82	High Energy Peanuts 2kg	8	5028804200452
AT83	High Energy Peanuts 4kg	4	5028804200469

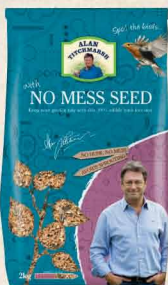
- Perfect with the Alan Titchmarsh Flip Top Peanut Feeder
- Ready to use
- High energy quality food
- Source of oil and protein
- Attracts the widest variety of wild birds
- Branded, see-through packaging



No Mess Seed

CODE	DESCRIPTION	QTY	BARCODE
AT61	No Mess Seed Mix 1kg	15	5028804200384
AT62	No Mess Seed Mix 2kg	8	5028804200391
AT63	No Mess Seed Mix 4kg	4	5028804200407

- Perfect with the Alan Titchmarsh Flip Top Seed Feeder or Window Feeder
- Ready to use
- High energy quality food
- No grow mix - every element eaten by birds, leaving the garden clean
- Pinhead oats, cut wheat, kibbled maize, naked oats, sunflower hearts, peanut granules
- Attracts the widest variety of wild birds
- Branded, see-through packaging



Spoil The Birds

Fat Balls

CODE	DESCRIPTION	QTY	BARCODE
AT111	Fat Balls 4 pack	30	5028804200520
AT112	Fat Balls 6 pack	20	5028804200537
AT113	Fat Balls 12 pack	12	5028804200544
AT114	Fat Balls Bucket of 50	4	5028804200551

- Perfect with the Alan Titchmarsh Flip Top Fat Ball Feeder
- Ready to use
- No net
- High energy quality food
- Attracts a variety of wild birds
- Branded, see-through packaging



Mealworms

CODE	DESCRIPTION	QTY	BARCODE
AT101	Mealworms 100g	15	5028804200490
AT102	Mealworms 200g	8	5028804200506
AT103	Mealworms 400g	6	5028804200513

- Perfect with the Alan Titchmarsh Window Feeder
- Ready to use
- High energy quality food
- Attracts Robins and its friends
- Easy to re-use tub
- Branded, see-through packaging



Spoil The Birds

Suet Treats

CODE	DESCRIPTION	QTY	BARCODE
AT91	Seed & Mealworm Treat 550g	6	5028804200476
AT92	Berry Treat 550g	6	5028804200483

- Perfect with the Alan Titchmarsh Window Feeder
- Ready to use
- High energy quality food
- Attracts a variety of wild birds
- Branded, see-through packaging



Suet Block

CODE	DESCRIPTION	QTY	BARCODE
AT121	Seed & Mealworm 300g	12	5028804200568
AT122	Berry 300g	12	5028804200575
AT123	Fruit 300g	12	5028804200582
AT124	Peanut 300g	12	5028804200599

- Perfect with Alan Titchmarsh Suet Feeder Block
- Ready to use
- High energy quality food
- Attracts a variety of wild birds
- Branded tray packaging
- See-through packaging



Natural Feeders...

The Alan Titchmarsh Signature Range includes carefully selected, ready-to-use feeders that are 100% natural and biodegradable.

Healthy and nutritious, the dried Sunflower Head promotes natural feeding behaviour and attracts a wide variety of birds into the garden.



Coco Fat Feeder

CODE	DESCRIPTION	QTY	BARCODE
AT131	One size only	10	5028804200605

- Ready to use
- 100% biodegradable
- Attracts a variety of wild birds
- High energy quality food
- See-through branded poly wrapped packaging



Wooden Seed House

CODE	DESCRIPTION	QTY	BARCODE
AT141	120x155mm	8	5028804200612

- Multiple function
- Quality food
- Attracts a variety of wild birds
- Easy to position
- Comes with hanging kit



Sunflower Head

CODE	DESCRIPTION	QTY	BARCODE
AT151	One size only	20	5028804200629

- 100% biodegradable
- Attracts a variety of wild birds
- Encourages natural feeding behaviour
- Branded, see-through packaging
- Unique to the UK market



Feeders...

The Alan Titchmarsh Signature Range includes Flip Top Seed, Peanut and Fat Ball Feeders that are suitable for use all year round.

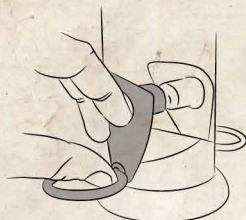
The Flip Top Seed Feeder is a truly unique product for your customer, offering an advanced technology cleaning system with easy to use instructions.

The packaging informs the customer on the various feed options that are suitable for their chosen type of feeder.

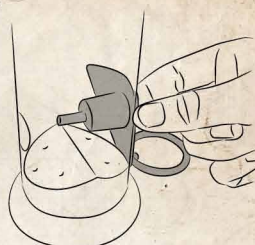


Alan Titchmarsh

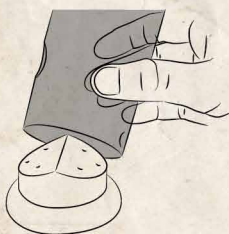
Alan Titchmarsh Bird Feeder Cleaning Instructions



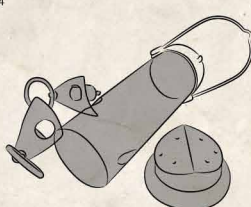
Pull one of the side ports out horizontally



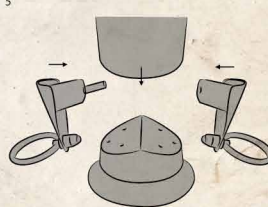
Pull the second port out



The clear tube should slide free of the base



Clean the tube, base and ports with warm water



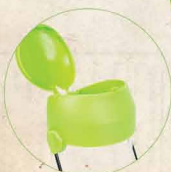
Slot the tube back onto the base and insert ports to secure

Plastic Flip Top Seed Feeder

CODE	DESCRIPTION	QTY	BARCODE
AT3	Height 20cm, 2 ports	10	5028804200292
AT4	Height 28cm, 4 ports	6	5028804200315

- Alan Titchmarsh embossed logo
- Exclusive flip top system
- Light weight and easy to use
- Exclusive easy clean system
- Multiple ports
- Perfect with the Alan Titchmarsh range of seeds
- Branded wrap packaging

Great Deals

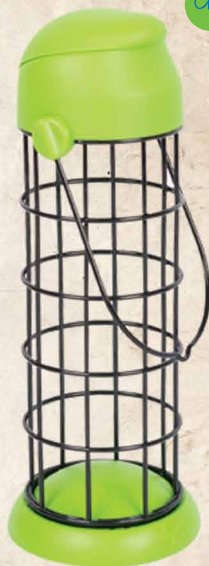


Plastic Flip Top Fat Ball Feeder

Great Deals

CODE	DESCRIPTION	QTY	BARCODE
AT5	Height 20cm	10	5028804200322

- Alan Titchmarsh embossed logo
- Exclusive flip top system
- Light weight and easy to use
- Designed to hold three Alan Titchmarsh Fat Balls
- Branded wrap packaging

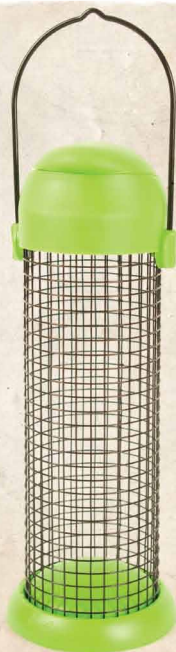


Plastic Flip Top Peanut Feeder

Great Deals

CODE	DESCRIPTION	QTY	BARCODE
AT1	Height 20cm	10	5028804200285
AT2	Height 28cm	6	5028804200308

- Alan Titchmarsh embossed logo
- Exclusive flip top system
- Perfect with Alan Titchmarsh peanuts
- Light weight and easy to use
- Branded wrap packaging



Window Feeder

CODE	DESCRIPTION	QTY	BARCODE
AT6	124×137×88mm	6	5028804200339

- Alan Titchmarsh embossed logo
- High quality plastic
- Unique and exclusive design
- Light weight and easy to position with window suckers
- Suitable for various Alan Titchmarsh Seeds, Suet Treats and Mealworms (not suitable for nuts)
- Easy to clean
- Perfect for bird watching indoors



Suet Block Feeder

CODE	DESCRIPTION	QTY	BARCODE
AT8	120×120×40mm	12	5028804200346

- Alan Titchmarsh signed plaque
- Metal with plastic coated finish
- Light and easy to use
- Perfect with the Alan Titchmarsh range of suet blocks
- Attracts a variety of wild birds
- Easy to clean
- Branded wrap packaging



Merchandising Solutions...

To support the sale of the NEW Alan Titchmarsh Signature Range in-store, we have display and point of sale solutions that will help you create an impactful fixture. From quarter pallet displays to a fully-branded stand, we have an Alan Titchmarsh range solution for you.

To help drive sales and raise awareness of the range, we have put together a consumer leaflet with top tips on feeding wild birds; features & benefits of using the Alan Titchmarsh product range and hygiene advice to help keep wild birds healthy. Contact your sales team for further information.



“Flexible design, allowing replenishment with a range of products”



QUARTER SHIPPER PALLET DISPLAY

W64×H148×D45cm

Holds 14 large or small feeders
(20-28cm Seed, Peanut or Fat Ball)
With a choice of:

- 12 bags of 4kg
- 36 bags of 2kg
- 48 bags of 1kg



WOODEN COMPREHENSIVE DISPLAY

W180×H208×D49cm (including header)

See accompanying sheet for complete product make up.

Spoil The Birds



Customer Promise...

We promise to provide all our customers with a fast, knowledgeable and reliable service. Please contact our Customer Service Team to discuss your individual requirements.
See contact details over page.

ENJOY A GARDEN FULL OF LIFE WITH THIS NEW RANGE OF INNOVATIVE FEEDERS AND QUALITY FOOD

The Alan Titchmarsh feed range has been carefully selected and contains high quality ingredients to spoil the birds of your garden all year round.

All our feeding products are suitable for use with the unique Alan Titchmarsh Feeders range.

HOW TO FEED WILD BIRDS - TIPS FOR YOUR CUSTOMER

Feeders should be filled regularly with fresh food as birds become reliant on your help.

Feed birds in the morning as they lose energy maintaining body temperature overnight. A good breakfast is essential and sets them up for the day.

Prolong freshness of food and help to prevent the spread of bacteria by only providing enough food to last 2/3 days.

If you are new to feeding birds, be patient.
It may take them time to trust this new source of food.

Provide more than one feeding point in your garden. This attracts more birds and prevents feeders becoming overcrowded.

Vary the type of food in your garden. The Alan Titchmarsh range offers a wide variety of nutritious food and treats to help keep birds healthy.

Fresh and clean water should be made available when offering food.

Always keep feeders out of the reach of predators (e.g. dogs & cats)

HYGIENE

Dispose of uneaten food every few days to prevent the spread of bacteria and other diseases.

Clean feeders regularly with warm water to help prevent the build up of bacteria.

Wild birds enjoy bathing, help to keep their plumage in beautiful condition and have a bird bath close to feeders.

Always wash hands with soap and warm water after handling wild bird food & feeders.

Order Line: 0871 472 2324

Fax: 0192 445 5977

Customer Services: 0192 445 9573

Email: sales@petbrands.com

Website: www.atwildbird.com

Post to: Pet Brands, J.H Walker House,
Calder Road, Ravensthorpe, Dewsbury,
West Yorkshire, WF13 3JS



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Spoil The Birds

CODE	DESCRIPTION	QTY	BARCODE	SRP	
AT1	Alan Titchmarsh™ 20cm Peanut Flip Top Feeder	10	5028804200285	\$3.49	
AT3	Alan Titchmarsh™ 20cm Seed Flip Top Feeder	10	5028804200292	\$3.49	
AT2	Alan Titchmarsh™ 28cm Peanut Flip Top Feeder	6	5028804200308	\$4.49	
AT4	Alan Titchmarsh™ 28cm Seed Flip Top Feeder	6	5028804200315	\$4.49	
AT5	Alan Titchmarsh™ 20cm Fat Snax Flip Top feeder	10	5028804200322	\$3.49	
AT6	Alan Titchmarsh™ Window Feeder	6	5028804200339	\$5.99	
AT8	Alan Titchmarsh™ Suet Block Feeder	12	5028804200346	\$2.49	
AT51	Alan Titchmarsh™ Seed Supreme 1kg	15	5028804200353	\$2.99	
AT52	Alan Titchmarsh™ Seed Supreme 2kg	8	5028804200360	\$3.99	
AT53	Alan Titchmarsh™ Seed Supreme 4kg	4	5028804200377	\$5.99	
AT61	Alan Titchmarsh™ No Mess Seed 1kg	15	5028804200384	\$3.99	
AT62	Alan Titchmarsh™ No Mess Seed 2kg	8	5028804200391	\$5.99	
AT63	Alan Titchmarsh™ No Mess Seed 4kg	4	5028804200407	\$7.99	
AT71	Alan Titchmarsh™ Robin Seed & Mealworm Mix 1kg	15	5028804200414	\$3.99	
AT72	Alan Titchmarsh™ Robin Seed & Mealworm Mix 2kg	8	5028804200421	\$5.99	
AT73	Alan Titchmarsh™ Robin Seed & Mealworm Mix 4kg	4	5028804200438	\$7.99	
AT81	Alan Titchmarsh™ High Energy Peanuts 1kg	15	5028804200445	\$4.49	
AT82	Alan Titchmarsh™ High Energy Peanuts 2kg	8	5028804200452	\$7.99	
AT83	Alan Titchmarsh™ High Energy Peanuts 4kg	4	5028804200469	\$13.99	
AT91	Alan Titchmarsh™ Seed & Mealworm Treats 550g	6	5028804200476	\$3.99	
AT92	Alan Titchmarsh™ Berry Suet Treats 550g	6	5028804200483	\$3.99	
AT101	Alan Titchmarsh™ Mealworms 100g	15	5028804200490	\$3.99	
AT102	Alan Titchmarsh™ Mealworms 200g	8	5028804200506	\$7.49	
AT103	Alan Titchmarsh™ Mealworms 400g	6	5028804200513	\$12.99	
AT111	Alan Titchmarsh™ 4 Pack Fat Balls	30	5028804200520	\$1.49	
AT112	Alan Titchmarsh™ 6 Pack Fat Balls	20	5028804200537	\$1.99	
AT113	Alan Titchmarsh™ 12 Pack Fat Balls	12	5028804200544	\$3.99	
AT114	Alan Titchmarsh™ 50 Pack Fat Balls	4	5028804200551	\$9.49	
AT121	Alan Titchmarsh™ Seed & Mealworm Suet Block 320g	12	5028804200568	\$1.99	
AT122	Alan Titchmarsh™ Berry Suet Block 320g	12	5028804200575	\$1.99	
AT123	Alan Titchmarsh™ Fruit Suet Block 320g	12	5028804200582	\$1.99	
AT124	Alan Titchmarsh™ Peanut Suet Block 320g	12	5028804200599	\$1.99	
AT131	Alan Titchmarsh™ Coco Fat Feeder	10	5028804200605	\$1.99	
AT141	Alan Titchmarsh™ Wooden Seed House	8	5028804200612	\$4.99	
AT151	Alan Titchmarsh™ Sunflower Head	20	5028804200629	\$2.99	