



InvisiDye

InvisiDye UV Marker is a proprietary ultraviolet fluorescent dye formulated to be mixed with Methyl Anthranilate (MA)-based bird repellents such as Avian Control® or Bird Stop®. When applied together, the combination creates a two-pronged deterrent system: birds experience an immediate chemosensory irritant (the MA repellent) while simultaneously being conditioned to associate a UV visual signal with that unpleasant sensation. Over repeated applications, birds learn to identify and avoid UV-treated areas before they land.

Birds — including pigeons, starlings, Canada geese, seagulls, and swallows — possess tetrachromatic vision capable of detecting ultraviolet light in the 200–400 nm spectrum, a range completely invisible to the human eye. InvisiDye exploits this biological advantage, marking treated surfaces in a language only birds can read.

Birds exposed to the repellent solution will find that the MA irritates their trigeminal and chemosensory receptors, producing a disorienting, unpleasant response without causing harm. Unlike scare devices, birds do not habituate to this response over time. InvisiDye’s UV signal reinforces avoidance conditioning, providing a learned deterrent cue even before birds make contact with the treated surface.

Target Species



Pigeons
Columba livia

Canada Geese
Branta canadensis

European Starlings
Sturnus vulgaris

Herring Gulls
Larus argentatus

How it Works

STEP 1: MIX

Add 2 oz of InvisiDye UV Marker per acre to your Avian Control® or Bird Stop® tank mix per label directions.

STEP 2: APPLY

Apply the combined solution to target surfaces — turf, hardscapes, ledges, and rooflines — where birds nest, roost, or feed.

STEP 3: CONDITION

Birds encounter the MA irritant and simultaneously see the UV marker. Over 1–4 weeks, avoidance behavior is reinforced and birds learn to avoid UV-marked zones.

Why Use InvisiDye UV-Marker?

For pest control operators (PCOs), bird pressure on residential and commercial accounts is a persistent service challenge. Traditional deterrents — netting, spikes, and sound emitters — require infrastructure and ongoing maintenance. Methyl Anthranilate programs are effective, but leave no visual cues for birds approaching a treated area. InvisiDye provides that visual cue, discouraging birds from landing in the treated area.



Applications

- **Commercial Properties:** Office campuses, corporate parks, distribution centers
- **Hospitality & Retail:** Hotels, shopping centers, outdoor dining, parking structures
- **Institutional:** Schools, universities, government buildings, hospitals
- **Sports & Recreation:** Golf courses, sports fields, stadiums, parks
- **Residential:** HOA communities, apartment complexes, private estates
- **Property Management:** Multi-family, retail strip centers, mixed-use developments

Specifications

Product Type: Ultraviolet fluorescent dye/marker additive — NOT a pesticide

Compatible Products: Avian Control® | Bird Stop® (Methyl Anthranilate-based repellents)

Application Rate: 2 fl oz per acre per application (mix with registered MA repellent per label)

Coverage: One 8 fl oz bottle treats up to 4 acres (174,240 sq ft) when diluted as directed

UV Detection Range: 200–400 nm (ultraviolet spectrum — visible to birds, invisible to humans)

Application Frequency: Once per week and after mowing for best results

Expected Results: Visible behavioral conditioning in 1–4 weeks of consistent application

Weather Reapplication: Reapply after heavy rainfall events

Equipment: Standard spray equipment compatible with companion repellent product

Regulatory Status: Dye/marker product; not subject to FIFRA registration. For use ONLY with EPA-registered bird repellent products.