



We Dare To Do It Different

# Case Study

## BIRD BANQUET

### Product Developers

GID Company  
3720 Prospect Avenue, Yorba Linda,  
CA 92886  
USA  
P: +1714-323-1052

E-mail: [info@gidcompany.com](mailto:info@gidcompany.com)

## About Product:

Bird Banquet is a stylish, functional, and patent pending “Bird Feeder” technically designed to prevent the intrusion of squirrels and the like from raiding the bird’s food supply and damaging the feeder. This piece of art will not ensure the nourishment requirements of our fine feathered friends, but is attractive enough to attract all types of birds and nature lovers.

Its key to success is the mechanism integrated with it. In order to counter the invasion of squirrels and their furry relatives that out size and out weight birds, a mechanism is integrated with the perch. When a bird land to feed, the weight of the bird would allow them access to the food; however, the heavier squirrel’s weight would close the access to the food chamber to prevent the theft of the bird feed.

Bird Banquet is one of its kind Bird feeders. Keeping in mind the damage caused to feeders by invaders, the material and method of construction are such that the intruder cannot damage or destroy The Bird Banquet. Additionally, it is easy to clean, assemble, disassemble, install and refill the bird feed. Its stylish appearance is carved to enhance your garden or background.

**Background:** Bird and nature lovers alike adorn their backyards and gardens with all types of bird feeders to both attract the sight and beauty of our fine feathered friends and to ensure their nourishment.

**Problem:** Some of Mother Nature’s creatures such as squirrels and their furry relatives that out size and out weight birds raid the bird feeders depleting the bird’s food supply and often damage and/or destroy the bird feeders. Not only are the birds deprived of a convenient and safe source of food, the kind hearted people who provided the feeders are now faced with repair and/or replacement efforts to restore this convenient food source only to be faced with a repeat of the same unfortunate events.

**The Solution:** GID designed and built the stylish, functional, and patent pending Bird Banquet feeder that prevented the intrusion of squirrels and the like from raiding the bird’s food supply and damaging/destroying the feeder. The key to the successful design was the mechanism integrated with the perch upon which the birds land to feed and the chamber contain the bird feed. The weight of the bird would allow them access to the food, however the heavier squirrel’s weight would close the access to the food chamber prevent the theft of the bird feed. The materials and methods of construction



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are such that the intruder cannot damage or destroy the Bird Banquet. In addition the 'knock down' design provides compact packaging for shipment and for end user ease of assembly, installation, refilling of bird feed, and disassembly for cleaning and restoring its stylish appearance that will enhance any backyard or garden.

## **Product Features:**

- The natural position of the feeder is with the feed chambers closed
- When a bird lands on the perch the feed chambers are automatically opened
- When the bird departs from the perch the feed chamber automatically closes
- In the event a squirrel gets onto the perch its excess weight automatically closes the feed chambers
- When the squirrel departs the feeder automatically returns to the natural position with feed chambers closed
- Construction consists of easy to access sub-assemblies for bird feed replenishment and/or cleaning of the feed chamber ... no tools required