

# The Pioneers in Bird Control Celebrate their 75<sup>th</sup> Anniversary

## Nixalite's<sup>®</sup> 75 years of bird control history



### Nixalite<sup>®</sup> History

Our past 75 years are filled with many twists, turns and singular events that made Nixalite the 'Pioneers of Bird Control'. Headquartered in the Quad Cities USA this 3rd generation, family-owned and operated company has grown to be the world's most successful manufacturer and distributor of effective and humane bird and animal controls, barriers and deterrents.

### Teamwork

In the late 1940's Charles B. Kaufmann (a lawyer) and Fred Burnside (a mechanical engineer) teamed up to find a solution to the problem of pest birds roosting and nesting on buildings and structures. After studying pest bird habits and trying different ideas, the team devised what would become the world's first "porcupine wire" bird barrier strip.



Charles B. Kaufmann  
Nixalite founder

Designed as a physical barrier, these stainless steel needle strips keep pest birds off of surfaces by occupying the space with sharp pointed wires arrayed in carefully engineered patterns.



The prototype Nixalite machine that they designed and built was deemed an engineering marvel. It could feed, bend, cut and then securely weld 5 stainless steel wires per inch to a stainless steel base strip, accomplishing what others had said to be impossible. The bird control strip it produced was called "Nixalite".

After the Nixalite machine, they needed a way to secure the Nixalite strips to the installation surface. They designed and manufactured a special 'reversely bent' or 'RB' Clip. This RB Clip allows for quick and easy bird strip removal and reinstallation without damaging the surface or the strip. This clip is still the standard method of fastening today.

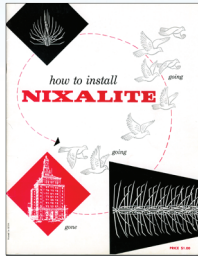
*Nixalite's production machines are engineering marvels. They feed, bend, cut and perfectly weld 5 stainless steel wires per inch to a stainless steel base strip.*

### Since 1950..

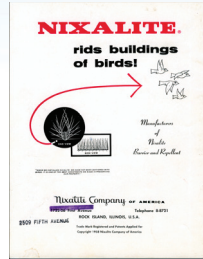
In 1950 the team began manufacturing and selling these Nixalite strips. In 1953, Charles Kaufmann became the sole owner of

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Nixalite and began the patent process, on June 2nd, 1959 patent #2,888,716 was issued. Mr. Kaufmann authored and published the first comprehensive “how-to” manual for bird control. These bird control principles are as relevant today as they were when he published them.



Front



Back

First “How To” manual written for bird control

He also worked with the telephone yellow pages publishers to add “Bird Barriers, Repellents & Controls” to their major listings. At the time, adding headings in the Yellow pages was a very big deal.

Due to Charles Kaufmann’s sudden death in 1957, his daughter Marie Kaufmann Gellerstedt assumed leadership of the company. She had made a deathbed promise to not sell the company and she was determined to keep it! It certainly wasn’t easy. In the early years, just being a woman that owned and actually ran the business presented some problems.



Marie Kaufmann Gellerstedt assumed leadership in 1957



Marie Gellerstedt in her 50th year as owner/operator

The business world was still gender biased, and a woman had to work twice as hard in the ‘good-old boy’ days. After 63 years of being at the helm, she remains active in the company.

## Pioneering Bird Control

In the 50’s and 60’s bird control was a new idea and people had a difficult time understanding that those “little birds” were causing structural damage, additional building maintenance, bringing parasites and bird-borne diseases with them. Nixalite had to first educate the public about the hazards of pest birds and their droppings before selling them on the need for bird control. Nixalite made people aware of the benefits of bird control through well targeted and informative advertising campaigns. While it took years to accomplish, Nixalite had pioneered the path for a new industry.



1953

1955

1956

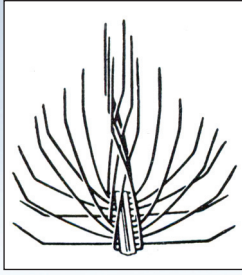
Examples of early Nixalite advertising campaigns

## Nixalite Bird Control

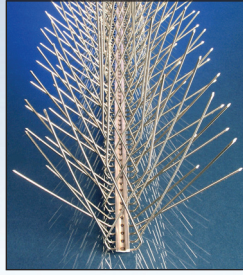
Nixalite’s bird control spikes have always been the cornerstone of Nixalite’s success. These stainless steel needle strips are installed internationally, on many different objects and surfaces, to control a variety of pest birds and nuisance animals. It is a testament to Nixalite’s quality and durability that bird spike installations have been in place for more than half a century and are still providing effective and humane control.

Nixalite’s bird control strips were considered so innovative and well engineered that the Nixalite bird control designs are still displayed in New York’s Museum of Modern Art.





Early Nixalite



Today's Nixalite

Today's Premium Nixalite Bird Barrier Strips are the best bird spikes ever made. Precision engineered and manufactured to meet the toughest quality standards, Premium Nixalite repels all bird species on many different surfaces in all levels of bird 'pressure' or infestation. Architects, engineers and property owners agree that there are no equals or substitutes for Premium Nixalite.

### The 3rd Generation

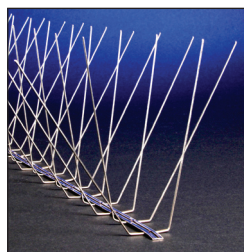
After having literally been raised in the Nixalite work place, Jon Gellerstedt formally joined the company in 1981 and Cory Gellerstedt in 1988 after graduating from Southern Illinois University. In 1995 they were elected Co-presidents.

### Growing the Business

Nixalite has progressed from a single product firm to a company that offers a wide variety of bird and animal control products. Included are two new models of bird spikes; E-Spike and Pigeon Spike Stainless. Both economy spikes are made by Nixalite in the USA from products produced in the USA.



E-Spike Economy Stainless Bird Spikes



Pigeon Spike Stainless Economy Bird Spikes

Several different types of bird netting and netting accessories are available as well as tensioned perimeter and support cable hardware.

With Nixalite's wildlife control products a customer can effectively and humanely control a long list of unwanted pests, including; sparrows, starlings, pigeons, crows, vultures, black birds, geese, ducks, squirrels, rodents, raccoons, moles, groundhog, deer, feral cats and dogs, snakes, bedbugs, mites, spiders, fleas, ticks, mosquitoes, bacteria, mildew and many more.

In 2007, Nixalite was named the U.S. Distributor and Service Center for IGEBA foggers, sprayers and aerosol generators. Nixalite is now one of the primary sources for commercial fogging equipment in the US & Canada.

### Digital Nixalite

In the mid 1990's, Nixalite expanded into web based information and sales with several easy to navigate and content rich web sites. Nixalite's current website provides secure online ordering, free literature and prices to anyone, anywhere in the world, 24/7.



[www.nixalite.com](http://www.nixalite.com)

At [www.nixalite.com](http://www.nixalite.com) anyone can view, print or download free 3 part specifications, CAD drawings, product brochures, product Safety Data Sheets (SDS), product labels, prices, special offers and much more.



## Nixalite Headquarters

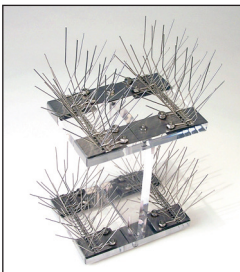
Nixalite's 24,000 square foot headquarters houses the executive offices, fabrication facilities, manufacturing for all in-house products as well as sales and order processing.

All calls and inquiries go to this location. There are no call centers or virtual offices. You still get personalized service from an experienced Nixalite representative.

## Intangible Qualities

The qualities that distinguish Nixalite from others are often the intangibles; those hard-to-define qualities that bring customers back time and time again.

Nixalite offers the services of their own modern fabrication facility and machine shop. Having this facility allows Nixalite to engineer and furnish custom made forms to help their customers with demanding projects and difficult installation surfaces.



*Nixalite's fabrication facility produces all types of custom forms including the I-Beam Clamps, Glue Clip and Ridge Cap.*

Nixalite customers receive honest and direct answers. Honesty still is the best policy and Nixalite knows that satisfied customers become loyal customers. When you call Nixalite, you are talking with a real person that

is actually at the Nixalite headquarters, not a "technical support center" that is half-way around the world.

Nixalite's customer service personnel have all the knowledge and expertise acquired from years of experience that has been passed down from generation to generation. When you contact Nixalite's engineering and technical representatives about a bird control problem, chances are they have resolved a similar problem and can offer control solutions based on past experience.

## Looking Forward

The past 75 years were about effort, knowledge, sacrifice and plain old hard work. These are the qualities that established Nixalite as the leader in today's bird control industry. Nixalite's pledge is to raise the standards for quality even higher, keeping the Nixalite name synonymous with bird control excellence for the next 75 years.

Co-presidents Jon and Cory are dedicated to carrying on the family core values of absolute dedication to Nixalite's customers.

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