

Red Barn

Quality Wild Bird Foods



Quality Products

**RED
BARN**



Welcome

Your First Choice



Red Barn is the first choice of many of the UK's leading garden centres and retailers looking for innovative, effective and fast selling bird food and bird care products. Combining products of the highest quality with personal and knowledge-backed support and service ensures that our customers maximise their bird care sales.

Red Barn is a family owned and managed business and every customer's point of contact will be with one of the owners and directors of Red Barn. The brand of Red Barn was launched in 1996 by John Dunning following many years of experience selling bird foods through his garden centre and retail outlets. With his sons, Alex and Tom joining the business in recent years, the business has grown significantly.

A brand new production facility was built in 2010 in Cheshire. As we are based so centrally, we are ideally positioned to offer high service levels across the UK. Our customers are invited to view our displays and production facilities so that they can see the quality of what we do.

Our Ethos: Quality, Flexibility and Individuality

Quality has always been at the centre of what we do. We have a strong belief that only the best bird foods will result in high consumption levels by garden birds with resulting higher levels of customer satisfaction and repeat business. Birds eat for free and it is essential the birds choose to feed from your customers' gardens rather than one a few wing beats away. We can always explain why our mixes are more effective than alternatives and imitations on the market.

We always strive to be in control of our production process as much as possible and this gives us far greater flexibility to deliver a bespoke service, bespoke products and we can personalise or own brand to your requirements.

A Customer Focused Business Model

Red Barn is in an enviable position in that we are large enough to source our products as effectively as possible without being of an unwieldy size. This way we can deliver the same advantages as our biggest rivals to even the largest of customer but without the same vulnerability to variations in the supply chain. We also offer an owner/director led personal service to each of our customers.



An Open Invitation

We are always delighted to hear from people looking to find out more about Red Barn and what we can offer. Likewise, we listen carefully to your views, needs and ideas and will be innovative and conscientious in our approach to ensuring you maximise your business' potential when it comes to sales of wild bird care.

We look forward to your call, factory visit or e-mail and to working with you in the future.

Alex, Tom and John Dunning

Red Barn, Unit 5 London Road South, Poynton, Cheshire SK12 1PQ T: 01625 873187

Red Barn Premium Quality Quality, Traceable and Red Barn Assured



Why Red Barn Bird Foods?

Red Barn's seed mixes are designed to attract more birds and a greater variety of birds.

A four seed mix? A seven seed mix? Not with Red Barn.

Our entry wild bird seed mix contains ELEVEN different ingredients.

Compare this to our leading competitors.

Imagine what our flagship mixes such as Robin and Blackbird Giant Mealworm Feast and Honeysuckle Mix contain.

All our feeds are thoroughly cleaned, carefully sourced and are consistent in quality. This enables us to use clear view packaging to demonstrate the quality and variety of ingredients in the mixes.

Our fat products use high quality fats and our fat balls remain full size and contain proper ingredients and retain their fresh smell.

If you require further details on our products please do call us for full specifications.



We can re-create our exhibition displays in your store.
For retailers who want to create the ultimate setting for the bird care retail displays

Packaging

See What You Buy, Pre-Priced and Personalised



Red Barn's Packaging is Different for a Reason: It Works

Personalised With Your Company Name or Black and White Logo



Clear informative labelling.

Feeding birds is simple

Let's keep it that way.

Personalisation promotes your business and distinguishes you from your competitors.

Pre-priced to your specifications. Save hours of staff time.

Detailed advice only a click or phone call away.

Personalisation provides a point of reference for your customers for repeat orders. Every time the bird feeder is re-filled it will be done from a bag carrying your company name or logo.

Red Barn use clear 'See What you Buy' packaging

Why: The quality of the Red Barn Foods is exemplary. We want the customer to see the quality of what they are buying. Customers appreciate the honesty of the packaging.

The different colours and contrasts of the various bird feeds adds brightness and attractiveness to your displays naturally and our products can be easily identified as bird food from a distance thus promoting impulse purchases. If we feel the need to print a picture of our feeds on the packaging it is possibly time to change our feeds themselves! Customers can easily see the difference between the products encouraging them to try new feeds they may not have tried before and thus increasing sales.

Own and Co-Brand Labelling

Delivering Extra Value to our Customers

Red Barn is the Market Leader for Own Branded Bird Care

Red Barn has many years of experience in supplying own branded bird care products to some of the UK's leading garden centres and retailers. Not just on the key lines but across an entire range.

Our system is very cost effective and has numerous benefits to retailers:

- 1) Distinguish your business from both your high street and online competitors;
- 2) Enhance your brand awareness both in-store and every time your customer refills their bird feeders;
- 3) Develop a smart and consistent look across your retail area; and
- 4) Develop greater reasons for continued customer loyalty and repeat business from your customers.

Red Barn is well known for quality and consistency and many customers using own branded packaging still carry the Red Barn Assured logo. We can do full own brand and also co-branded labels where the Red Barn logo appears alongside your own.

Below are just a few examples of what we can do.

Premium Quality

Honeysuckle Seed Mix

A golden syrup premium mixture containing seventeen ingredients for British garden birds. Ideal for ground and table feeding

1kg £2.99

bents

snape&sons

homebirdcare

PREMIUM BIRD FEED

Sunflower Hearts 3kg

A no mess high energy seed for tits, woodpeckers and all members of the finch family. High oil levels maintain condition and well being.

RED BARN Optimum Projects (UK) Ltd
advice line 01625 873 187

£7.99

Premium Quality Wild Bird Foods

Quality and Proven Wild Bird Seed Mixes



Black Sunflower Seeds

Code	Pack Size	RRP
BSF1	1kg	£2.49
BSF3	3kg	£6.99
BSF12	12.75kg	POA

Sunflower Hearts

Code	Pack Size	RRP
SFH1	1kg	£2.99
SFH3	3kg	£7.99
SFH5	5kg	£12.99
SFH12	12.75kg	POA

Goldfinch Niger Seed

Code	Pack Size	RRP
NI075	750g	£2.99
NI2	2kg	£7.49
NI5	5kg	£17.99



Quality Peanuts

Code	Pack Size	RRP
PN1	1kg	£2.99
PN2	2kg	£5.49
PN5	5kg	£12.99
PN12	12.75kg	POA

Peanut Chips

Code	Pack Size	RRP
NC075	750g	£2.99
NC2	2kg	£6.99
NC5	5kg	£16.99

Dried Mealworms

Code	Pack Size	RRP
MW100	100g	£2.49
MW200	200g	£4.99
MW1	1kg	£19.99



Honeysuckle Seed

Code	Pack Size	RRP
HS1	1kg	£2.49
HS2	2kg	£4.89
HS5	5kg	£11.99
HS12	12.75kg	POA



Premium Quality Wild Bird Foods

Quality and Proven Wild Bird Seed Mixes



No-Grow Wild Bird Seed

Fruity Wild Bird Seed

Premium Wild Bird Seed

Code	Pack Size	RRP	Code	Pack Size	RRP	Code	Pack Size	RRP
NG1	1kg	£2.49	FWB1	1kg	£2.39	WBS1	1kg	£1.79
NG2	2kg	£4.89	FWB2	2kg	£4.69	WBS2	2kg	£3.49
NG5	5kg	£11.99	FWB5	5kg	£11.49	WBS5	5kg	£8.49
NG12	12.75kg	POA	FWB12	12.75kg	POA	WBS12	12.75kg	POA



Husk Free Wild Bird Seed

Robin & Blackbird Giant Mealworm Feast

Blue Tit Feast Deluxe

Code	Pack Size	RRP	Code	Pack Size	RRP	Code	Pack Size	RRP
HF1	1kg	£2.49	RM075	750g	£2.99	BTM075	750g	£2.59
HF2	2kg	£4.89	RM2	2kg	£7.49	BTM2	2kg	£6.69
HF5	5kg	£11.49	RM5	5kg	£17.99	BTM5	5kg	£15.49
HF12	12.75kg	POA						

Super Fine Bird Seeds

Code	Pack Size	RRP
SFS1	1kg	£2.29



Premium Quality Suet Pellets

Only suet pellets containing the right blend of ingredients will attract the most garden birds

INSECT FLAVOUR SUET PELLETS

Insect Suet Pellets

Code	Pack Size	RRP
SI1	1kg	£3.79
SI2	2kg	£7.39
SI5	5kg	£15.99

BERRY FLAVOUR SUET PELLETS

Berry Suet Pellets

Code	Pack Size	RRP
SB1	1kg	£3.79
SB2	2kg	£7.39
SB5	5kg	£15.99

PEANUT FLAVOUR SUET PELLETS

Peanut Suet Pellets

Code	Pack Size	RRP
SN1	1kg	£3.79
SN2	2kg	£7.39
SN5	5kg	£15.99

APPLE FLAVOUR SUET PELLETS

Apple Suet Pellets

Code	Pack Size	RRP
SA1	1kg	£3.79
SA2	2kg	£7.39
SA5	5kg	£15.99

Our Suet Pellets are an increasingly popular bird food, accounting for a greater proportion of sales each year.



Rainbow Suet Pellets (Mixed)

Code	Pack Size	RRP
SR1	1kg	£3.99
SR2	2kg	£7.99
SR5	5kg	£16.99

Premium Quality Suet Treats

Premium Quality Suet Treats for all Garden Birds



EFBF

SBB

SBM2

SBI

SLB

SLI

COCO

Premium Quality Fatballs

Trialed and tested for faster consumption rates
Full traditional size and weight

FB6

IFB6

FB35



FB25

FB50

FB50T

Premium Quality Suet Treats

Code	Pack Size	RRP
SBB	Berry Suet Block	£1.59
SBM2	Suet Block Double Pack	£2.99
SBI	Insect Suet Block	£1.59
EFBF	Fat Ball Cage with Suet Log	£4.99
SLB	Berry Suet Log 575g	£2.99
SLI	Insect Suet Log 575g	£2.99
COCO	Suet Filled Half Coconut	£1.59
FB6	6 Fatball Pack	£1.99
FB6NN	6 Fatballs (No Nets)	£1.99
IFB6	6 x Insect Fatballs (No Nets)	£2.49
FB20	20 x Fatballs in a Bag	£4.99
FB20NN	20 x Fatballs (No Nets)	£4.99
FB35	35 x Fatballs in a Tub	£7.99
FB35NN	35 x Fatballs in a Tub (No Nets)	£7.99
FB50	50 x Fatballs in a Bag	£9.99
FB50T	50 x Fatballs in a Tub	£10.99
FB50TNN	50 x Fatballs in a Tub (No Nets)	£10.99

Premium Wild Bird Feeders



- Full Range of both polycarbonate and metal feeders
- Fully compatible with the Red Barn Guardian Range



Red Barn Peanut Guardian Feeders

Code	Description	RRP
RMS	Metal Seed Feeder	£11.99
RMSL	Large Metal Seed Feeder	£14.99
RPS	Small Poly Seed Feeder	£6.99
RPSL	Large Poly Seed Feeder	£8.99

- Easy use, fill and easy cleaning promotes regular use



Red Barn Peanut Feeders

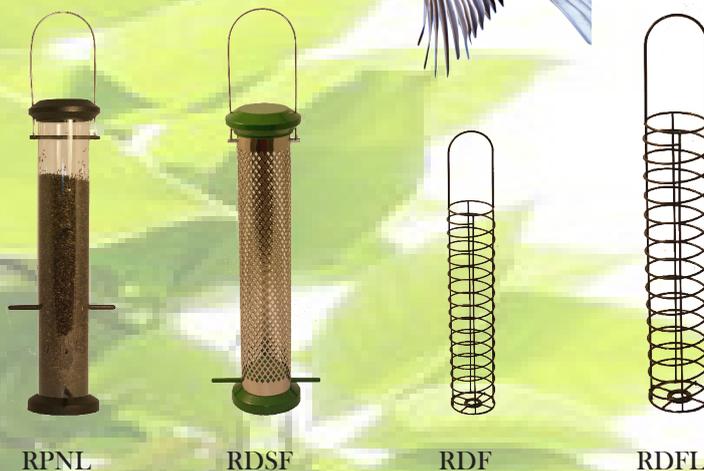
Code	Description	RRP
RPM	Metal Peanut Feeder	£11.99
RPML	Large Metal Peanut Feeder	£14.99
RPP	Small Poly Peanut Feeder	£6.99
RPPL	Large Poly Peanut Feeder	£8.99



- Premium design and quality that lasts

Red Barn Specialist Feeders

Code	Description	RRP
RPNL	Large Poly Niger Feeder	£9.99
RDSF	Large Metal Electro-Plated Sunflower Heart Feeder	£15.99
RMF	Small Deluxe Fatball Feeder	£4.99
RMFL	Large Deluxe Fatball Feeder	£6.99



How our Feeders Work

A complete system. Interchangeable components.

All feeders are interchangeable with guardians, seed catcher trays and mounting poles.



Quality Metal Construction.
Aluminium Tray, Alloy Ports, Powder Coated Steel Bar.
UV Stabilised Tube.
Durable Polypropylene used for non metal versions

Pole Mountable:
See accessories



No Entry

SQUIREL PROOF

Bird Food Guardian

Guaranteed to prevent access by Squirrels and larger birds



Easy to fill and clean
Saves money on bird food
Ensures the smaller birds gain access to the bird food without being kept off by squirrels and larger birds
Offers protection from predators

Quality Products
RED BARN

The Guardian is simple to open, fill, and clean.
The base can be turned to form a seed catcher tray



Squirrel Proof Guardians

- Squirrel and large bird proof
- Premium quality construction
- Easy to fill



Red Barn Peanut Guardian Feeders

Code	Description	RRP
GPM	Metal Peanut Guardian Feeder	£26.99
GPML	Large Metal Peanut Guardian Feeder	£34.99
GPP	Poly Peanut Guardian Feeder	£24.99
GPPL	Large Poly Guardian Feeder	£28.99

GMP

GMPL

GPP

GPPL



Red Barn Seed Guardian Feeders

Code	Description	RRP
GMS	Metal Seed Guardian Feeder	£26.99
GMSL	Large Metal Seed Guardian Feeder	£34.99
GPS	Poly Seed Guardian Feeder	£24.99
GPSL	Large Poly Seed Guardian Feeder	£28.99



GMS

GMSL

GPS

GPSL



GMF

GMFL

Red Barn Fatball Guardian Feeders

Code	Description	RRP
GMF	Metal Fatball Guardian Feeder	£24.99
GMFL	Large Metal Fatball Guardian Feeder	£28.99

Economy Feeder Range

Superior Designs and Great Value for Money.



Code	Description	RRP	Code	Description	RRP
EPS	Economy Plastic Seed Feeder	£2.69	RWIN	Red Barn Window Feeder	£4.99
EMS	Economy Metal Seed Feeder	£3.99	ESC	Economy Suet Cage	£1.99
EFBB	Fatball Feeder with 4 Fatballs	£3.99	NWC	Economy Suet Cage with Nesting Wool	£3.99
EFB	Economy Fatball Feeder	£2.69	EPP	Economy Plastic Peanut Feeder	£1.99
EFBL	Economy Fatball Feeder with Suet Log	£4.99	EMP	Economy Metal Peanut Feeder	£3.99

- Accessories and Gift Packs
- Window Feeders



RTM

RTP

Window Feeders enable every home to feed the birds

Seed Catcher Trays save mess and are a strong selling accessory



We can do any gift pack to your price point but we do four standard types:

Typical Content:

(Pack 1 and 2) 1x Bird Food, 1 x Plastic Feeder, 6 x Fat Ball

Pack 3 and 4: 1 x Bird Food, 1 x Metal Feeder, 6 x Fat Balls, 1 x Guide Book

Red Barn Gift Packs and Accessories

Code	Description	RRP
GP1	Gift Pack 1	£9.99
GP2	Gift Pack 2	£9.99
GP3	Gift Pack 3	£14.99
GP4	Gift Pack 4	£14.99

Red Barn Accessories

Code	Description	RRP
RWINC	Chalet Window Feeder	£9.99
RTM	Metal Seed Catcher Tray	£5.99
RTP	Plastic Seed Catcher Tray	£3.99
RPOL	3 Section Pole	£11.99
ST1	Bird Feeding Stand	£11.99
ST2	Deluxe Bird Feeding Stand	£15.99

Our Bird Feeding Poles assemble easily from 3 sections to stand 1.7m high and screw into the Red Barn Range of bird feeders. Made from aluminium so they will not rust.

- Singing Friend Bird Feeders
- Red Barn: Appointed distributors in the UK



- Nest Boxes and Bird Feeders which:
- Easily attach to Drainpipes, Fences, Walls
- Come in a range of contemporary colours



Red Barn do not usually sell other brands but we made an exception for Singing Friend. Made and designed in the Netherlands, they offer new and exciting contemporary styles and designs with great functionality and easy use. All beautifully display boxed.

Singing Friend Bird Feeders

Colours	Description	RRP
Green, Blue, Brown	FeedR Bird Feeder	£14.99
Green, Blue, Brown	Breed R Nest Box	£14.99
Dark Grey, Light Green, Mint	Evie Bird Feeder / Nest Box	£7.99

- Above: Green FeedR and Blue BreedR (nestbox). Attaches simply using velcro strap (included)
- Below: Brown FeedR hooked on to screw onto a garden fence and Evie Feeder attached to vertical plank / post.



Elite Wild Bird Feeders

- A new generation of Bird Feeders
- Improved Designs and Heavy Duty



The Elite Range of Bird Feeders

Code	Description	RRP
RWAT	Water Drinker	£24.99
BRS	Base Release Seed Feeder	£14.99
BRSL	Large Base Release Seed Feeder	£17.99
RSFH	Sunflower Hearts Feeder (Electroplated)	£15.99



The Elite Range of Bird Feeders is a new range featuring the latest designs, practicality and functionality.

The Water Drinker is incredibly strong and robust with an anti crack bottle.

The Base Release feeders have a twist lock mechanism at the base so that the base can be easily removed for thorough cleaning. The Perches can also be easily removed and clicked back into place for the same purpose.

The Sunflower Hearts Feeder has received fantastic reviews and the electro plate is strong, long lasting and looks great. Your customers will love the added build quality.

Red Barn Seed Catcher Trays can be added at the base of the bird feeders. All feeders can be pole mounted using the Red Barn Feeder Pole.



Bird Feeding Stations, Poles and Hanging Hooks

- Practical solutions to hanging bird feeders
- Smart retail packaging and superior build quality



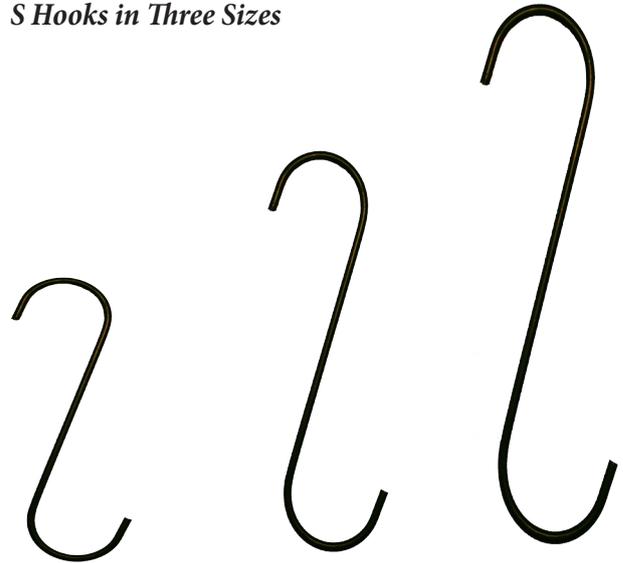
Red Barn Feeding Stations

Code	Description	RRP
ST1	3 Hook	£11.99
ST2	3 Hook with Trays	£15.99
ST3	Five Hook with Trays	£24.99

Poles and Hanging Hooks

Code	Description	RRP
RPOL	Bird Feeding Pole	£11.99
H1	12" Small Hook	£2.99
H2	18" Medium Hook	£3.49
H3	24" Large Hook	£3.99

S Hooks in Three Sizes



Bird Feeding needs to be simple to encourage greater customer participation. Our range of bird feeding stations, poles and hooks ensure that your customers have a range of simple and effective options for hanging their bird feeders. Our Deluxe Bird Feeding Station has superior fittings for greater strength, durability and longevity. We have a range of styles to suit all budgets and requirements.



Our hooks are solid, durable and powder coated and can also be used for the heaviest of hanging baskets.

Our Bird Feeding Poles assemble easily from 3 sections to stand 1.7m high and screw into the Red Barn Range of bird feeders. Made from aluminium so they will not rust.



Natures Barn and Pets Barn

Highest Quality Wildlife and Pet Foods



**Large Bag
Finest Meadow Hay**

100% natural feed to aid digestion, keep teeth in check and to keep your pet entertained all day. Also provides a perfect bedding material for many small animals.

£2.99



**Duck, Swan
& Waterfowl**

A mixture of grains and pellets which will provide a much welcomed treat for ducks and other waterfowl.

1kg £1.99

Pets Barn is a range of key selling pre-packed small animal foods and pet bedding. Maintaining the same high standards applied to the Red Barn range of bird foods and using the same “see what you buy” packaging style, Pet’s Barn enables our stockists to cater for a wider range of customer needs. New for 2016 is our special meadow hay grown on Red Barn’s own farm.

Natures Barn is a range of Wildlife Feeds. Feeding other species of wildlife in addition to wild birds has become extremely popular. Squirrel Mix can be used to attract squirrels, but also as a way of diverting their attention from bird feeders. Duck and Swan is very popular with people who visit local parks, canals or water. Our hedgehog mix is designed so that it can be safely eaten by garden birds whilst not attracting cats and foxes.

Pets Barn		
Code	Description	RRP
PRGC	Rabbit: Golden Crunch 2.5kg	£3.99
PPF1	Fruity Parrot Food 1kg	£3.99
PPF2	Fruity Parrot 2kg	£6.99
PBU1	Budgie Seed 1kg	£2.49
HAM1	Hamster Food 1kg	£1.99
HAY	Meadow Hay	£1.99
HAY1	Large Meadow Hay	£2.99
STR1	Traditional Straw	£2.99
STR2	Chopped and Dust Extracted Straw	£3.99
SH1	Shavings	£1.99
SH2	Large Shavings	£3.99

Natures Barn		
Code	Description	RRP
Hed1	Hedgehog Mix 750g	£2.99
SQM1	Squirrel Mixture 900g	£2.99
DS1	Duck and Swan 1kg	£1.99
IB	Insect Box	£11.99



Product List and Barcodes

We have full digital data sheets available on request



How to Order

Please contact us on 01625 873187 or alex.dunning@redbarnproducts.co.uk
Our full contact details are on the back cover of this brochure.



Please feel free to call us before placing an order. We can discuss with you which products we feel would sell best in your type of business. We take great care to ensure that all our customers carry the correct amount of stock and in the right proportions so that your business has the optimum balance of cash flow and sales generating displays. Our years of experience supplying a varied range of customers means that we can work with our customers to ensure you make the most out of your bird care sales. We treat each customer on an individual basis but below are a few typical examples of packages we can put together.

Stand Packages



Our Display Stands out perform all other display and shelving systems in terms of generating profit per square foot. We can set you up with a full range of best selling products in the most space efficient and cost effective way.

For Larger Garden Centres we recommend:

A 12 ft Display Stand complete with feeds (approximate cost £2,800 exclusive of VAT) and an 8ft Bird Feeder Display
(approximate cost with all bird feeders £890.00 exclusive of VAT)

For Medium Sized Garden Centres we recommend:

An 8 ft Display Stand complete with feeds (approximate cost £2,000 exclusive of VAT) and a 6ft Bird Feeder Display
(approximate cost with all bird feeders £670.00 exclusive of VAT)

For Small Garden Centres

A 4 ft Display Stand complete with feeds (approximate cost £890 exclusive of VAT) and a 4ft Bird Feeder display
(approximate cost with all bird feeders £420.00 exclusive of VAT)

Starter Packs also available from £500.00 exclusive of VAT
Starter Pack includes a mixture of bird foods and bird feeders, ideal for smaller retailers.

Please contact John or Alex Dunning. Red Barn Wild Bird Products, Unit 5, Rupert Park, London Road South, Poynton, Cheshire SK12 1PQ. 01625 873187 alex.dunning@redbarnproducts.co.uk

Display stands on free loan, purchase cost applicable for distant locations and in the event of damage or non return. All our products are sold on a retention of title basis meaning that title in the goods does not pass from us until all invoices have been paid in full and until this time ownership of the goods remains with Optimum Projects UK Limited and we reserve the right to enter and recover the goods from premises on which they are kept.

Red Barn



Quality Wild Bird Foods

Quality Products

**RED
BARN**

Key Contacts

Alex Dunning: Sales

alex.dunning@redbarnproducts.co.uk

Tom Dunning: Production and Sourcing

tom.dunning@redbarnproducts.co.uk

John Dunning: Managing Director

Address:

Unit 5 Rupert Park, London Road South,
Poynton, Macclesfield, Cheshire SK12 1PQ

Telephone: 01625 873187

Fax: 01625 874805

www.redbarnproducts.co.uk

Facebook

Red Barn is the trading name of:

Optimum Projects (UK) Limited No.3232664

