

September 10, 2019

New Zealand Based Company Launches the First Smart and Durable Music Toy for Birds

Christchurch, New Zealand (10 September 2019) - BeakBox, a New Zealand-based venture, has launched the first smart and durable music toy for birds. The BeakBox is an interactive web-connected music player that has been designed to provide birds with cognitive stimulation and ease separation anxiety while their owners are away. Built with long-lasting and bird-safe materials, the BeakBox is controlled by the birds' beaks - they decide when and what they want to listen to. The strong stainless steel lever activates music every time the bird presses or pulls it and the integrated speaker plays from a customizable playlist of music uploaded onto the BeakBox.

"The lack of intelligent bird toys on the pet market leaves bird owners no options. I couldn't count the number of gimmicky self-rolling balls for dogs and video calling devices for cats, so why not something for birds? ... Nothing. Not a single thing could I find. So I decided that needed to change," said Jessica Slaneey, product lead and a bird expert at BeakBox. "Being a parrot owner myself, I know how hard it is to find a toy that would be 100% safe. That is why our BeakBoxes have been thoughtfully designed to eliminate three main issues that make many bird toys extremely dangerous - toxicity, strangulation, and ingestion."

The BeakBox started in November 2018 as a passion project that grew over time and created an enthusiastic community of bird lovers around the world. "The BeakBox has a nice look and feels very safe. If we had one second of doubt, we wouldn't have used it," said the owner of Lewis, a cheeky Caique from the Netherlands who has its own Instagram account (@lewis_the_caique).

"This toy gives birds the opportunity to play music for themselves while you're away from home. It comes preloaded with a few songs, but you can load any songs you want on it! Not only is it so carefully designed for the safety of the bird, but the product itself is also a work of art," said the owner of Mike and Zloto, lovely Bavaria Conures from the USA (@the_wingnuts).

"We are striving to create innovative ways to entertain pet birds as well as raise global awareness of mental and emotional stimulation a pet bird needs to be both happy and healthy," said Jessica.

About BeakBox

BeakBox helps bird owners keep their feathered friends entertained and enriched through interactive music while they are away. From budgies to macaws, and alpine parrots, hundreds of birds around the world use the BeakBox to stay both happy and healthy. See how you can contribute to your birds' enrichment at mybeakbox.com