



NEWSLETTER

CHRISTMAS 2010

In The Christmas Cabin we are deeply committed to the world of real trees. We are part of a small group that incorporates three separate companies, each with a specific expertise in different parts of the industry.

Snowbird Christmas Tree Specialists buys Christmas tree seed across the world, and sells over 600,000 young trees to UK and Irish growers each Spring for new planting. Cadeby Tree Trust provides contract services to UK Christmas tree growers, at the same time growing and selling over 70,000 trees annually. The Christmas Cabin operates more closely with the retail sector, delivering a package of products and services to promote and support real Christmas tree sales.

Changes in consumer demand

The Christmas Cabin was established in 2000, with a focus on providing the best choice of tree stands in the business. Quality and design have always been essential factors but above all else has been the principle that a Christmas tree must have an adequate, constant supply of water to keep it fresh and long lasting. In earlier years, the most popular and best known species, Norway Spruce, lost sales as consumers lost patience with high levels of needle drop in the home - predominantly through a lack of knowledge about tree care. This opened the doors to a surge in demand for artificial trees, but also changed the face of the market as Nordmann Firs were introduced and successfully promoted for their

improved needle retention, building a 70% market share along the way.

However, extensive academic research in the USA has clearly documented how improved tree care and, critically, an adequate supply of water can largely resolve the issue of needle retention. A cut tree should be treated no differently to a cut flower - displayed in water. This demands a stand that not only holds the tree in place, but also provides a water reservoir. The Christmas Cabin has been at the forefront of this movement in the UK, understanding the need to supply tree stands that will meet this requirement and deliver full satisfaction to the end user.

Top quality waterholding tree stands



Although the market for Christmas trees and accessories has been very reliable, there have been a number of progressive product innovations in recent years. **Cinco** stands were a new development introduced by The Christmas Cabin, providing a heavy-duty plastic alternative to the traditional

wrought metal stands, but this time with a much larger water capacity, and able to accommodate larger trunk sizes for the same size tree.



Now another new initiative is being launched in 2010, the **Elite** stand, which combines the design feel and materials of the traditional wrought metal stand with an integral waterholding bowl, providing up to 3 times the water capacity. This allows

retailers to present a whole new design concept to a static market place, with a quality product that meets all the needs for proper tree care and customer satisfaction.

NEW

Retail tree display - the forest effect



Retailers always look for ways to enhance the buying experience. It should start with presentation. Customers do not want to rummage around piles of netted trees, having to open the netting and getting dirty, sticky hands. There are a number of ways to improve this, with the best solution being to create a mini-forest where the customer feels as if he is almost in a natural environment, surrounded by trees. Each tree is individually presented, upright and open, and the customer can stroll through the "forest" to find the right type and size of tree for his needs. The **Quick Tree Display** is an easy assembly, labour-saving system for the retailer, requiring no machinery, no drilling of trees or removal of branches. Made from heavy duty galvanised steel, each unit screws onto wooden pallets, decking, or sleepers, laid out in a pattern to suit any retail area. The tree is simply slotted into each unit for an instant display. The customer can easily make his selection, and remove the tree. As soon as a tree is sold, another one can be slotted in straightaway. Simple, effective, impressive.



...and more ideas

Easy Strate - an economy stand for smaller trees, up to 6ft tall. Flat-packed in a colourful box, with easy slot-in leg assembly, this bright, attractive metal stand has a water holding bowl and protective feet - a great offer at less than £10.



NEW

Make sure you have enough **Wreath Hangers** to keep up with sales. Our 15" hangers are available in four colours: red, green, black and gold, and ready to retail at £2.99



NEW



NEW

Don't get caught out again when the snow suddenly comes! Keep your retail site clear with our **Snow Scoop**, and get that extra sale from your customers - promote it as a must-have product.



NEW

An exclusive new in-house design, combining a 40cm **Plastic Planter** with a removable metal tree holder to make an ingenious Christmas Tree Stand. Easy assembly, with a high water reservoir ideal for trees up to 7ft tall - and a top quality planter for use in the garden afterwards.

Transporting trees

We are involved with Christmas tree growers right at the start of the distribution process. We can now supply special tree pallets for transporting bulk supplies straight from the field. These include 2.4m uprights with all spares such as rope and screws.



Extra customer service

Most trees are netted by the retailer at point of sale, so the customer can more easily get the tree into a car and carry it into the home, to where it will be put in a stand. However, there is inevitably a degree of needle drop during the journey, with a trail of needles from car to home. This can be avoided by using **Tree Transport Bags**, which are 1.9m long heavy-duty polybags that will contain a netted tree and keep needles off the floor. The bag can be kept over Christmas and used again when taking the tree down and away for disposal.

Tree Transport Bags



Essential retail supplies



Tough, long-lasting galvanised steel **Netting Funnels** provide quick and simple operation. Adjustable metal spreader ring for clean flow of netting, and rubber ring to hold netting in place.



VacuNet LZ pattern **Netting** with narrow mesh to protect the tree. Compact storage. Now in white, red or green.



A range of retail **Point of Sale** and signage items to support sales of real Christmas trees. Made from durable weatherproof materials that can be used year after year, outside or under cover. Banners, bunting and correx display boards to help your customers find what they are looking for.

The Christmas Cabin is the supply partner you can trust to deliver a full range of products and services to support sales all the way through to the till. From creating a mini-forest tree display, to providing attractive point of sale materials, to supplying netting and netting funnels, tree transport bags, and the widest range of waterholding stands on the market - all with prompt delivery when you need it through our own fleet of drivers and vehicles. Contact us for details:

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