



# NEWSLETTER

## CHRISTMAS 2010

### Principles of tree care



Customers need good advice to ensure satisfaction with their purchase. Some of the key principles of tree care that they should know about are:

- 1 When they get the tree home, they should cut a 1cm disc off the bottom of the trunk. During the journey from field to retail site to home, the original cut will have sealed over, and a fresh cut is necessary to allow water uptake.
- 2 A cut tree will take up between 0.5 and 2.0 litres of water per day. It will need a stand with a water capacity of 1 - 2 litres.
- 3 The bottom of the trunk needs to be kept covered in water to prevent it drying out and sealing over again. The water reservoir should be checked daily and topped up as necessary.
- 4 The stand should be the right size to accommodate the tree - bearing in mind that a 7ft Nordmann Fir is likely to have a significantly larger butt than a 7ft Norway Spruce - and still leave adequate water capacity. The bottom of the trunk should not be shaved or whittled down as this affects its ability to take up water.

### Customer Service - go the extra mile

#### Tree Transport Bags



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 2m 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.

#### Longopac



Another alternative is the new **Longopac** system, which is a continuous bag that can be loaded onto a 45cm netting funnel and used as part of the netting service. The netted tree is bagged straight into the Longopac, which is cut to size and tied at both ends. No mess, no fuss - excellent customer service.

### Retail Support Materials



Tough, long-lasting galvanised steel **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** display 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.

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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