

ARGOS CONTENT

TREE VARIETY - NORDMAN FIR

By far the most popular Christmas tree variety in the UK, the Nordman fir is best known for its fantastic needle holding ability. It's impressive glossy, rich green foliage on tiered branches make this tree perfect for displaying large and decorative baubles. With its soft family-friendly needles, you can make decorating this tree a great family occasion.

Nordman Fir originates from the Caucasus Mountain range, dividing Turkey and Georgia. Seed from Ambrolauri, Georgia is preferred because it is considered to produce trees which begin their spring growth later and are slower growing, resulting in more branches – ideal for Christmas trees. Another advantage is trees that flush into growth later in the season are less likely to suffer from frost damage, thus avoiding any unsightly foliage. With careful pruning and the most favourable soils we can create the perfect Nordman Christmas tree

NEEDLEFRESH TREES

All our cut trees are grown in the UK on dedicated commercial Christmas Tree Farms. The average 6ft cut tree has been growing in the ground for a period of 12-14 years.

This means that every year the trees are pruned, shaped, handled and protected from pests and disease. A tree does not naturally grow to the desired A-frame shape that we all enjoy at Christmas, they need to be tended in order to achieve this.

Needlefresh's largest tree farm has around 6,500,000 trees growing at one time and they plant and harvest around 500,000 each year. That's a lot of work being done all year round to make sure we deliver you the perfect Christmas Tree. Remember, a Christmas tree is a seed grown, so they are all individual. This means that although we work hard to produce the perfect trees, every tree will look slightly different in shape and appearance.

WHAT TO LOOK OUT FOR WHEN BUYING A TREE

Always consider where you are going to put your Christmas tree and make sure that you only buy a tree that is going to fit into the space in your house.

Make sure you consider the width as well as height. A Nordman Fir can be around 1 - 1.5 metres wide at the base once de-netted. You can always trim the tree slightly if desired.

In addition, choose somewhere away from direct heat and consider where you are going to plug in your fairy lights.

Ensure you have a good quality Christmas tree stand before you start to set up **your tree** in the house.

GENERAL CONDITION

Before you handle your tree, we advise you wear garden gloves and long sleeves. Tree needles can cause a mild skin reaction.

The tree you receive should have clean foliage with green needles (no browning), all branches covered in foliage, conical shape with one straight leader and be free from weeds and debris.

Needles dropping – All trees shed their needles; this is a natural occurrence and to be expected. Although they will shed some needles, Nordman Fir is the best low-drop variety and has excellent needle-retention.

CARING FOR A CUT TREE

We advise you wear garden gloves and long sleeves when handling your tree as sensitive skin may have a mild reaction.

When your tree is delivered make sure you check the quality is-as per above general condition.

Keep your tree outside until you are ready to set it up. Ideally stand the tree up in a bucket of water.

Tip: Leave the tree netting partially on the tree so that carrying it through the house is easier.

When you are ready to set up your tree:

Prepare the base of your tree by cutting a 5cm disc off the base trunk, then place it in water holding tree stand in your chosen position.

Remove the netting once your tree is straight and in the perfect position.

Avoid putting your tree close to direct heat such as radiators, log burners or open fires.

Remember to keep watering regularly. Treat your Christmas tree just like a cut flower.

Now all that is left to do is to decorate your tree and pile the presents underneath.

Merry Christmas!

WHAT IF I AM NOT HAPPY WITH MY TREE ?

If your tree is damaged or you are concerned about the quality, please notify the customer services team within 48 hours of receiving delivery with a supporting picture of the issue.

WHAT SHOULD I DO WITH MY TREE AFTER CHRISTMAS ?

All trees are recyclable, they can be shed and put into your green waste bin or taken to your local recycling centre.

Many councils collect Christmas trees at the beginning of January. Contact your local council or check their website for their collection dates after the Christmas season and simply leave your tree on the kerbside on the correct day. Trees are usually shredded into chippings which are then used locally in parks or woodland areas.