

NORTH POLE XMAS TREES

Cut Tree Media Information

The following media copy addresses the positive environmental impact of real cut trees, and the negative environmental impact of artificial trees.

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Real Christmas Trees: Positive Effect on the Environment.

Each holiday season, consumers find themselves confronted with a choice: celebrate with a fresh, real tree, or one that is artificial plastic or aluminum. The best choice has always been the traditional and natural choice - a Real Christmas Tree.

Real Christmas Trees Are a Benefit to the Environment.

While they're growing, Real Christmas Trees support life by absorbing carbon dioxide and other gases and emitting fresh oxygen.

The farms that grow Christmas Trees stabilize soil, protect water supplies and provide refuge for wildlife while creating scenic green belts. Often, Christmas Trees are grown on soil that doesn't support other crops.

Real Christmas Trees Are Renewable.

Real Christmas Trees are grown on farms just like any other crop. To ensure a constant supply, Christmas Tree growers plant one to three new seedlings for every tree they harvest.

On the other hand, artificial trees are a petroleum-based product manufactured primarily in Chinese factories. The average family uses an artificial tree for only six to nine years before throwing it away, where it will remain in a landfill for centuries after disposal.

Real Christmas Trees Are Recyclable.

Real Christmas Trees are biodegradable, which means they can be easily reused or recycled for mulch and other purposes.

Real Christmas Trees Help Preserve Green Spaces

Christmas Trees are often grown on soil that does not support other crops

Artificial Christmas Trees: Negative Effect to the Environment.

Where do they come from?

Most fake trees (85%) in the U.S. are imported from China. Almost 10 Million fake trees were sold worldwide in 2003. The U.S. Commerce Dept. tracks the import of fake trees

What are fake trees made of?

Most artificial Christmas trees are made of metals and plastics. The plastic material, typically PVC, can be a potential source of hazardous lead. Read a warning about them from the Children's Health Environmental Coalition.

Why do some artificial trees carry a warning label?

The potential for lead poisoning is great enough that fake trees made in China are required by California Prop 65 to have a warning label.

Why did the USDA quarantine some artificial trees?

Some fake trees have a wooden center pole. In 2004, the U.S. Department of Agriculture placed a quarantine on fake trees from China, which had a potentially harmful beetle in the center pole.

Who decided to make a fake Christmas tree?

Actually fake trees were invented by a company who made toilet bowl brushes, the Addis Brush Company. Regardless of how far the technology has come, it's still interesting to know the first fake Christmas trees were really just big green toilet bowl brushes

Are fake trees really fireproof?

Overloaded electrical outlets and faulty wires are the most common causes of holiday fires in residences - these are just as likely to affect artificial trees as Real Trees.

In 2004, the Farmington Hills Fire Department in metropolitan Detroit conducted a test of how real and artificial trees react in a house fire. The artificial tree, which was advertised as "flame retardant," did resist the flames for an amount of time, but then was engulfed in flames and projected significant heat and toxic smoke, containing hydrogen chloride gas and dioxin.

Are fake trees better for the environment?

As mentioned before, most artificial trees are manufactured in China and contain PVC (polyvinyl chloride). In fact, artificial Christmas Trees were recently added to the Center for Health, Environment & Justice's list of household products containing PVC.

According to the Children's Health Environmental Coalition, the manufacture of PVC creates and disperses dioxins, which include the most toxic man-made chemical known. Released into air or water, dioxins enter the food chain, where they accumulate in fatty tissues of animals and humans, a potential risk for causing cancer, damaging immune functions and impairing children's development.

This issue is especially concerning due to China's weak enforcement of environmental regulations.

Links:

- [National Christmas Tree Association](#)
- [Smithsonian.com](#) shares ways to make your holidays eco-friendly by using a Real Christmas Tree.
- [TreeHugger.com](#) gives tips for selecting a "green" Christmas Tree
- The American Forests organization also supports the growth and use of Real Christmas Trees for many reasons.
- [According to an article in Newsweek](#), experts recommend that you should "always go real."
- [Focus Organic.com](#) reminds consumers that choosing a Real Tree is not going to harm forests, making it a wise environmental choice.
- National Christmas Tree Association



Thank You,

The Kessler Family

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MAIL TO NORTH POLE XMAS TREES:

280 East Dunstable Rd. Nashua NH 03062

Phone: Illan: 603 930 1291. George: 603 494 6322

Fax: 1 800 240 0623, 603 888 4425

info@northpolexmastrees.com, www.northpolexmastrees.com