



Client	Neil Williams, Emerald Group
Project	Christmas Tree Tags
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Design visuals © Bamboo Print Ltd MMXVI

EVERGREEN TREES have always had a special significance for people in the northern hemisphere, and never more so than in mid-winter, when the days are at their shortest. Fir trees, pines and spruces were used in solstice celebrations that date back to pagan times, serving as a potent reminder that plants would begin to grow again as the sun's strength grew.

Christmas trees became popular in the mid-19th century, when Prince Albert, the German-born consort of Queen Victoria, brought one to Windsor Castle. The Royal Christmas decorations were much featured in magazines such as the *Illustrated London News*, and the custom of decorating a tree soon became a well-established tradition.

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The story of your
EMERALD CHRISTMAS TREE

Growing an Emerald Christmas Tree

Only the best soils are selected for growing on the young tree, and careful nurturing during the early years is crucial in getting it established.

The Early Years

Your Emerald Nordmann Fir started life as a seed at least 9 years ago. The seed was harvested during autumn, from parent trees growing in the wild forests of Georgia.

Once collected, the seed is expertly chilled to simulate the natural winter conditions it needs to germinate, and sown in spring.

The seedling is grown on for at least 3 years on a specialist nursey prior to being planted in an Emerald Christmas tree plantation.

Caring for your Nordmann Fir

- Remove net and keep outdoors in a shaded area after purchase
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- Shake out well prior to bringing indoors
- Put the tree in a water-holding stand
- Treat it like fresh flowers
- Give it a drink of water every day
- Keep it away from direct heat
- Keep temperature below 20°C

And don't forget to water it!

Keep the Christmas tree stand topped up with water. Your Nordmann Fir may drink 1 – 2 litres per day, depending on its size and your central heating settings. This is very important, because once the water level drop's below the tree's trunk, sap will re-seal the bark within a few hours, preventing the tree from absorbing any more water, even if you then re-fill the Christmas tree stand.

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Port Road, Wenvoe,
Cardiff CF5 6AD 02920 598118

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