



Low-bid trees are Often Not *SustainablePlus*

Typical Low-bid Process

Seedling Willow Oaks **NOT** from Select Trees



Trees in Nursery

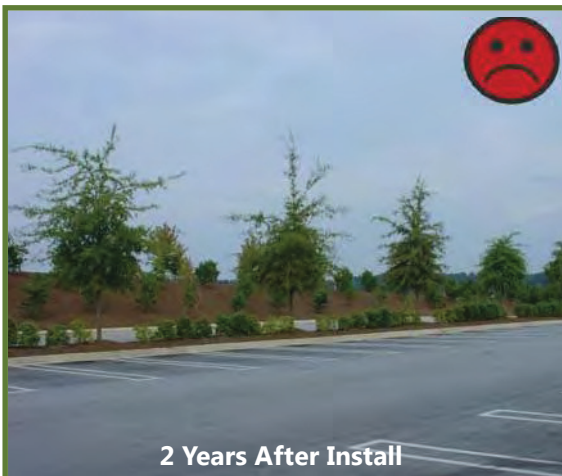
Select Trees Direct Purchase

Select *SustainablePlus* Hightower® Willow Oaks

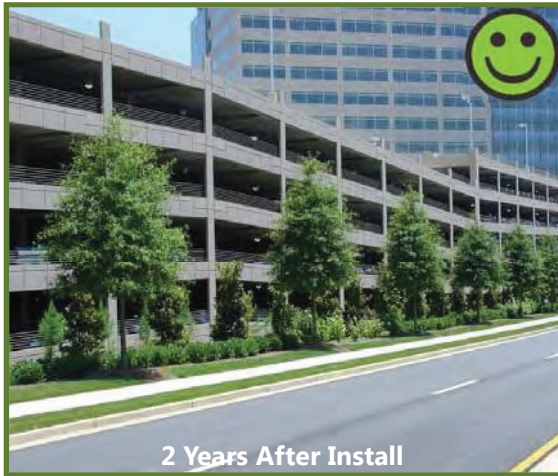


Trees in Nursery

Many trees appear of equal quality in the nursery; making price the determining factor



2 Years After Install

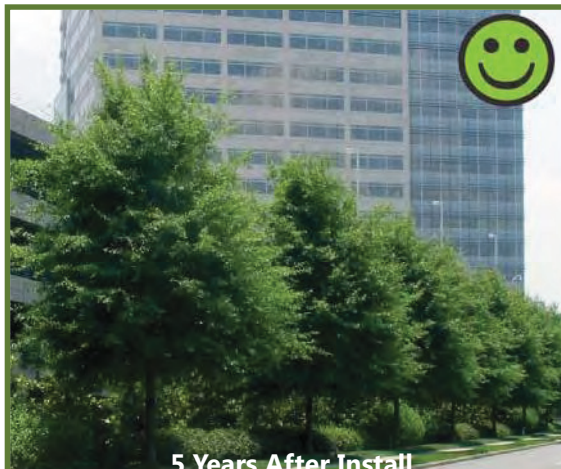


2 Years After Install

Differences in tree performance emerge in the landscape



5 Years After Install



5 Years After Install

Typical Low-bid Shade Trees Lack Long-term Environmental Benefits & Do Little to Improve Quality of Life

SustainablePlus, Long-term Environmental Benefits & Improved Quality of Life