

Silver Bells



Tree Farm

FEATURING:

SILVER BELLS BLUE™

NOBLE FIR

NORDMANN FIR



Over a century of genetic improvement has resulted in our unique Silver Bells Blue™ Noble Fir



Native to the Caucasus Mountains in the former Soviet Republic of Georgia these are the latest trend in exotic trees

SINCE 1971

Silver Bells Tree Farm

WHOLESALE SUPPLIER ■ PERSONALIZED SERVICE ■ ON-TIME SHIPMENTS



Silver Bells Blue™ Noble Fir – AMERICA'S TRULY DESIGNER CHRISTMAS TREE
and Nordmann Fir – EUROPE'S NUMBER ONE TREE



Owned and Operated by Charlie & Casey Grogan

**Specializing in Supplementing
Choose & Cut Inventory, Garden
Centers and Independent Retailers.**

For further information please go to:

www.silverbellsblue.com

3869 Victor Point Road, Silverton, Oregon 97381
Telephone: (503) 873-2036 • Fax: (503) 873-2035

America's Truly "Designer" Christmas Tree

The Silver Bells Blue™ Story:

The temperate high elevations of the Pacific Northwest are the only place on earth where beautiful Noble Fir occur naturally.

Silver Bells Blue™ are Noble Fir Christmas trees grown from an elite seed source "selected" and improved for more than four generations.

"Selecting" is a process of keeping only seed-producing parent trees with qualities considered perfect for Christmas trees. The result of this century-long effort is the production of today's Silver Bells Blue™, beautiful Noble Fir trees, highly desired by wholesale and retail customers throughout the U.S.

The "selected" differences in a Silver Bells Blue™ include:

- Distinctive bright bluish gray/green color
- Sturdy upright branching and needle growth
- Slow natural appearing growth
- Superior needle retention
- Hot and cold weather hardiness

Silver Bells Blue™ are produced exclusively from Danish Frijnsborg Blue™ Noble Fir seed.

Silver Bells Blue™ trees are slow grown and individually hand cultured for a distinctive natural look.

All trees are hand selected, clean processed and are carefully wrapped for protection during shipment.

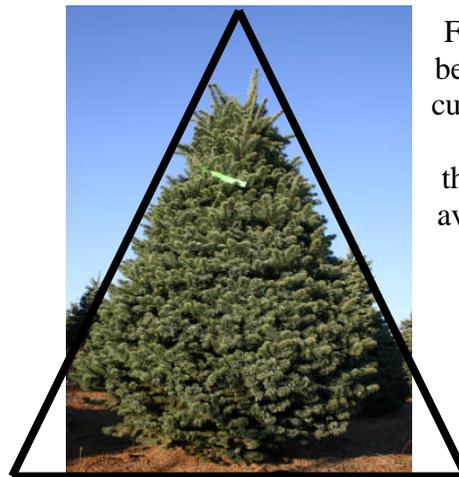


WHAT MAKES SILVER BELLS BLUE™ NOBLE FIR CHRISTMAS TREES UNIQUE?

- **COLOR** – SILVER BELLS BLUE'S™ UNIQUE BLUISH GREY/GREEN COLOR IS THE RESULT OF OVER 100 YEARS OF CAREFUL BREEDING IN DANISH SEED ORCHARDS.
- **STURDY UPRIGHT BRANCHING AND NEEDLE GROWTH** – ONLY SEED FROM PARENT TREES WITH STIFF, UPRIGHT BRANCHES AND NEEDLES ARE USED.
- **SUPERIOR NEEDLE RETENTION/SHELF LIFE** – PARENT TREES WITHOUT HOT OR COLD WEATHER KEEP ABILITY HAVE BEEN REMOVED FROM THE SEED ORCHARDS OVER THE YEARS, RESULTING IN TREES WITH THE BEST SHELF LIFE IN THE INDUSTRY. EVEN A FULLY DEHYDRATED SILVER BELLS BLUE™ NOBLE FIR WILL NOT DROP ITS NEEDLES.
- **SLOW NATURAL APPEARING GROWTH** – LIKE FINE WINE, SILVER BELLS BLUE™ NOBLE FIR TAKE A LITTLE LONGER TO PRODUCE. THIS SLOWER GROWTH RESULTS IN OUR UNIQUE FULL-BUT-LAYERED LOOK WITH NATURAL BRANCH TIPS FOR BEAUTIFUL AND EASY DECORATING.
- **MODERATE TAPER (WIDTH)** – THIS SLOW, MEASURED GROWTH PRODUCES A CONSUMER FRIENDLY PRODUCT WHICH IS EASY TO CARRY AND WILL FIT EASILY IN MOST HOMES.



On average, our trees provide a narrower shape than other noble fir seed sources. This provides the customer with an easy to handle tree that fits nicely into their home and tree stand.



Fast growing trees can be very heavy and difficult to move. The width of these trees make them hard to fit into an average sized room and tree stand.



WHY SHOULD YOU CONSIDER ADDING NORDMANN FIR CHRISTMAS TREES TO YOUR PRODUCT LINE?

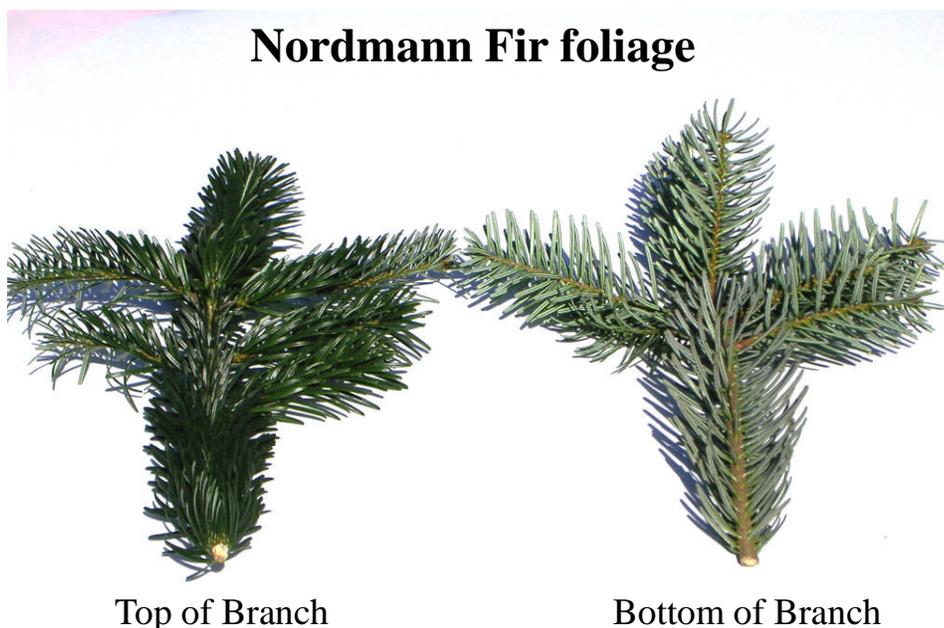
NORDMANN FIR, NATIVE TO THE CAUCASUS MOUNTAINS IN THE REPUBLIC OF GEORGIA, IS EUROPE'S NUMBER ONE SELLING CHRISTMAS TREE.

NEW TO THE U.S. MARKET, NORDMANN FIR POSSES CHARACTERISTICS THAT MAKE IT SUPERIOR IN BOTH APPEARANCE AND DURABILITY.

SILVER BELLS IS ONE OF THE FIRST IN THE NATION TO OFFER THIS NEW PRODUCT.

NORDMANN FIR CHARACTERISTICS INCLUDE:

- DARK, SHINY EVERGREEN COLOR ON THE TOPS OF THE NEEDLES.
- FROSTY SILVER COLOR ON NEEDLE UNDERSIDES.
- UNIQUE WHITE BARK.
- SUPERIOR NEEDLE RETENTION/SHELF-LIFE.
- THE PERFECT SHAPE IS PRODUCED BY LIGHTLY SHEARING, LEAVING AN EASY TO DECORATE DENSITY.



MAKE THE MOVE THAT WILL SET YOUR CHRISTMAS TREE PROGRAM APART FROM OTHERS AND TRY SILVER BELLS' NORDMANN FIR THIS YEAR.



Why should you sell Silver Bells Blue™ Noble Fir and Nordmann Fir?



CUSTOMER SATISFACTION

Many follow tree care instructions well, unfortunately, some people do not. When a tree dries out and loses its needles prematurely, even though it was improperly cared for, it becomes the retailer's problem. Silver Bells' Christmas trees address many potential problems.

With Silver Bells trees, your customers get:

KEEPABILITY- After growing fourteen different varieties of Christmas trees over the past 30 plus years, Silver Bells selected Noble Fir and Nordmann Fir because they have the best shelf life, are consumer friendly and beautiful.

CONVENIENCE- Messy trees keep return customers away. Every Silver Bells tree is individually shaken to remove any loose needles (a natural result of yearly growth). Tree butts are trimmed, making them easy to put in a stand. Consumer friendly tree width makes them easier to transport and set up. Each tree is individually wrapped (string baled) into a compact, easy to handle package.

QUALITY- All Christmas trees are not created equal. At Silver Bells, we consider growing Christmas trees an art. From shearing shape to bud structure and pest control, quality is our goal. With over thirty years experience, we have a reputation as one of the best producers in the business.

ENVIRONMENTAL RESPONSIBILITY- Silver Bells Tree Farm is certified by the American Tree Farm System. This certification ensures that our tree farm uses approved, environmentally friendly and sustainable practices. Silver Bells wants customers to feel good about buying and environmentally friendly product.

A beautiful, clean, fresh tree will ensure that your customers leave your store with a smile and a warm Christmas feeling.

Our certification program will increase your sales of real trees.

- All companies know going green is good business. This is why Silver Bells has taken a leadership role by certifying our farm.
- Consumers are more likely to buy if they feel that they are making an environmentally responsible decision. We want people to know that buying a real tree from your store is a decision they can feel good about.
- Our farm is certified by the American Tree Farm System. The American Tree Farm System® (ATFS), a program of the American Forest Foundation, is committed to sustaining forests, watershed and healthy habitats through the power of private stewardship. ATFS has established standards and guidelines for property owners to meet to become a certified Tree Farm. Under these standards and guidelines, private forest owners must develop a management plan based on strict environmental standards and pass an inspection by an ATFS volunteer forester every five years. You can learn



more by linking to www.americantreefarmssystem.org

- **Customized tags let the consumer know they are buying a product that has been grown in a responsible, sustainable way.**

WHAT SETS US APART?— FROM STUMP TO STORE WE GET THE JOB DONE!

Silver Bells does not use helicopters to harvest trees. The idea of swooping trees off with a helicopter is a neat concept; however it can be problematic. Helicopters are not able to fly in harsh weather such as fog, sleet and high winds. Not getting cut trees out of the field in a timely manner can effect freshness, shipping and service. Bundling trees together in tight slings and dropping them can lead to damage such as broken branches and stripped needles. These risks have lead us to develop a highly efficient ground harvest.

1. We start with our unique cutting machines. The 26" saw blades on these machines is a highly effective way to move quickly through fields.



2. Next we carry trees to the edge of the fields to our extensive, all weather road system. Roads divide the fields into smaller parcels that make it efficient to hand carry the trees. Over 20 miles of roads are maintained using our aggregate rock pit.

3. Each tree is mechanically shaken to remove loose needles so that it is clean for stores and customers.



4. All trees are string baled to prevent damage during shipping and handling.



5. After being baled, the trees are stacked on the edge of the fields along the roads. If necessary, each butt is cleaned of small sucker branches and cut to the proper length.



6. From here they are ready to be loaded onto a farm truck and shuttled to our shipping yard.



7. At our shipping yard we custom mix loads to each customers specifications.



8. We can arrange shipping for you with asset based carriers that are held accountable if they are not timely, efficient and professional.





**THANK YOU FOR CONSIDERING SILVER
BELLS TREE FARM. IF YOU WOULD LIKE
PRICES, PLEASE CONTACT US SO WE MAY PUT
TOGETHER A BID FOR YOUR COMPANY.**

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**IF YOU WOULD LIKE TO LEARN MORE ABOUT US PLEASE
VISIT OUR WEBSITE:**

WWW.SILVERBELLSBLUE.COM

