

Christmas for everyone



High-quality Christmas trees for all of Europe

The long tradition of bringing a fir tree into your living room for Christmas is asking nature to join your festive celebrations. Setting the scene for the festivities during the winter darkness, the tree and its green colour is a hope of seeing the budding leaves in the coming spring.

Respect and care for nature are the foundation when HD NordicTrees produces high-quality Christmas trees which not only form the backdrop of the festive season but also make a minimal footprint during production.

Partnering with nature

At HD NordicTrees, we are partnering with nature as we produce and deliver responsibly grown high-quality Christmas trees for all of Europe – and this is not new to us. We are part of a company dating back to 1866. Profound professionalism and specialist know-how about trade with Christmas trees and greenery add value as HD NordicTrees is part of HedeDanmark which is, with approximately 970 employees, one of the largest service companies in the green sector in Scandinavia.



HD NordicTrees is part of HedeDanmark which is a profitable, growing company, represented in ten countries and with a turnover of approximately EUR 227 million. HedeDanmark originates from and is owned by Hedeselskabet that has been involved in long-term development, use and protection of nature since 1866.

Professionalism from seeds to celebrations

As part of an international company and with more than 150 years' know-how and experience, we can draw on colleagues who are familiar with every part of the process from seeds to celebrations. We're there every step of the way from harvesting the seeds on selected and certified

mountain slopes in Georgia to processing and planting the trees, and when Christmas tree growers throughout Europe need special equipment for their production, harvesting and sale of Christmas trees and greenery. Everything is based on responsibility because a nature in balance is crucial to high-quality Christmas trees.





Danish production – world-class certified quality

At HD NordicTrees, our customers can choose trees certified according to the highest standards on the market. Certification according to the internationally recognised GlobalG.A.P. standard as well as GRASP, Label Rouge and Naturbaum Ziegel is the customers' and consumers' proof that the trees have been grown considering nature, the environment as well as health and safety at work.

Regardless of whether our customers demand Christmas trees from the popular main product, Nordmann fir (*Abies nordmanniana*) or other species, HD NordicTrees vouches for the selection of all trees according to strict quality requirements.

Selected and freshly cut

HD NordicTrees' range also includes potted Nordmann fir as well as greenery in a range of species and grades. Greenery is harvested in the autumn in specially selected



and established areas in Denmark. The branches for greenery are cut according to well-established routines and systems which help ensure high quality. Greenery is delivered freshly cut. This makes a difference during the long Christmas period.

Wide high-quality range

Based on many years' experience and know-how of everything from production methods, logistics, quality standards and, not least, profound knowledge of local

preferences, HD NordicTrees can offer a wide range of high-quality Christmas trees and greenery.

The high quality is possible among other things because HD NordicTrees is part of a strong value chain where, for decades, HedeDanmark has harvested and processed seeds from our own seed orchards in Denmark or from our own licenses to the best areas in Georgia with the most beautiful trees, in Ambrolauri, Tlugi and Borjomi.

Responsibility throughout the chain

Reducing its climate impact has been integrated every step of the way, from the small seed to the sales-ready Christmas tree with its star at the apex several years later. Areas of flowering meadows supporting biodiversity have been established in the plantations where the certified trees grow and insects fly about, eating from the flowers. These areas thus comply with the high environmental standards forming the basis of the various certifications of HD NordicTrees.

We cherish valuable resources

When the tree has been felled and embarks on its journey to the customer, we make sure to package it securely, taking care of the tree to prevent damage and wastage. HD NordicTrees can also deliver Christmas trees in biodegradable netting that not only takes care of the tree but also the climate.

HD NordicTrees is part of Hedeselskabet that has chosen to use green energy exclusively. Hedeselskabet works actively for biodiversity and how to improve conditions for animals and plants. As an example, the company has laid out a biodiversity park at its domicile forming the basis of a semi-urban variety of species allowing our employees to perfect their knowledge and experiment with biodiversity initiatives.

Focus on working environment

To HD NordicTrees, responsibility is not just about taking care of the surrounding world. It is also very much a question of taking care of the employees working every day to produce and deliver Christmas trees to consumers all over Europe. That's why we have chosen to get a working environment certification according to the international ISO 45001 standard which means that we are working systematically to ensure improved occupational health and safety.

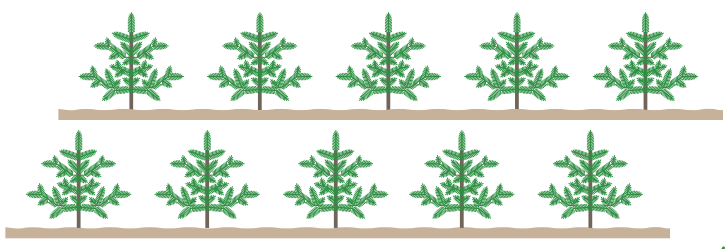




From seeds to sale



of finished tree



3

Planting in culture

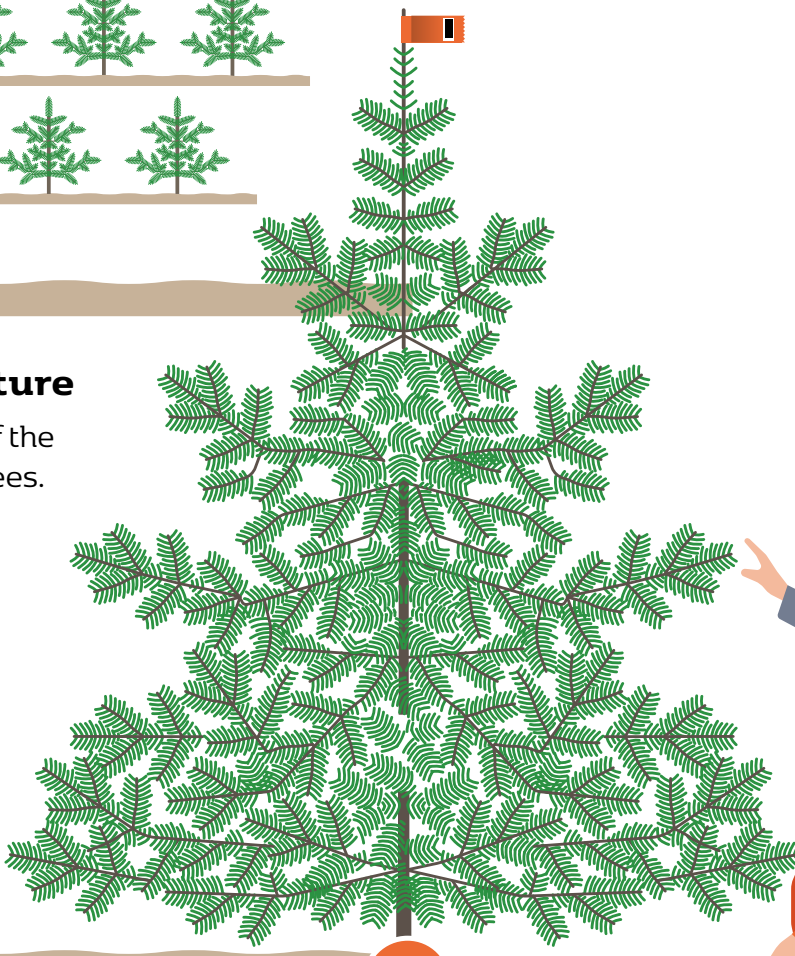
Planting and care of the small Christmas trees.



6

Transport

Logistics focusing on security of supplies.



7

Sales

The customer offers the responsibly grown Christmas trees for sale to the consumer.



We make sure that Christmas arrives on time, every time

Through many years' close collaboration with experienced and recognised transport and logistics companies, HD NordicTrees has established a solid, fine-meshed network of partners. As a result, we are able to distribute Christmas trees and greenery to customers throughout Europe.

It is crucial that our customers can rely on a supplier who is able to deliver at the right time, in the right place and in the right quality and quantities.

Efficient and proven logistics

No chain is stronger than its weakest link which is why our own employees are working only with regular and experienced partners. This means that we can be there every step of the way from loading the Christmas trees at carefully selected producers to delivering them to our customers. We have developed and tested everything for decades from order sheets and loading schedules to packing and pallet sizes on trucks. We know that quality



assurance and documentation of even the smallest tree and the slightest detail are important when customers require high precision and hassle-free deliveries.

We do not think that there is any reason to run any risks – especially at Christmas. This is so no matter whether we are dealing with the wholesaler focusing on a cost-effective solution and wanting Christmas trees delivered on CT pallets, or the retail chain preferring a minor and

more flexible solution where the trees are packed on half pallets or CC containers in packages to be handled by employees at the local garden centre or a minor sales outlet.

All our supplies are also fully traceable. Every tree is registered by a unique number to document its origin precisely. This way, the tree can be traced all the way from the plantation to the consumer.

Qualities and product ranges

We have three unique product ranges as well as special labels for *Abies nordmanniana* to give our customers a wide range of options, regardless of the demands. For all product ranges we offer the same personal customer service experience, and we deliver in large quantities.

In addition to Nordmann fir, HD NordicTrees offers a wide range of other species. Consequently, our customers can offer the consumers a wide choice of Christmas trees to give Christmas the expression they want.



Nordmann fir (Abies nordmanniana)

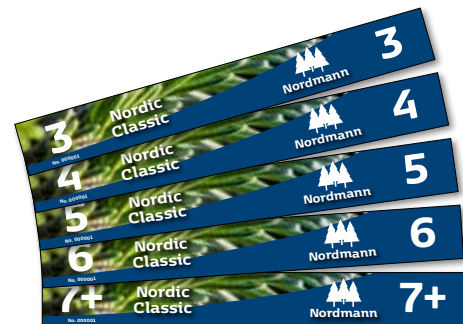
HD Nordic Excellent

An excellent first-class Christmas tree in a fresh green colour with dense symmetrical branches. The tree has many internodal branches and uniform density. The stem is straight and located at the centre of the tree. Its width is less than the tree's height and wider than half of the tree's height.



HD Nordic Classic

A popular, attractive, and classic Christmas tree with a great shape and stem at the centre of the tree. The shape may vary and typically, the tree has one whirl less which makes it popular among customers who prefer a regular shape and a more open tree.



HD Nordic Nature

A visually appealing, natural Christmas tree whose shape and fullness may vary considerably. The perfect choice for tree lots of differing types. It allows the end customer to choose the tree that is to the family's liking.



Potted Christmas trees

– the green alternative

In line with the generally increased focus on responsibility and consideration for the climate and environment, focus on a responsible Christmas also increases. That's why HD NordicTrees has entered into agreements with several selected nurseries and Christmas tree growers specialised in growing potted Nordmann fir. The potted Christmas tree range also includes GlobalG.A.P.-certified trees.

The specialists ensure on-going control with the potted trees during the 4-6 growth seasons before the trees are ready for sale. This ensures optimum growth and development of a healthy root system so that the customers can enjoy the trees for many years to come.

Based on special techniques and years of experience, the trees have been designed for planting in the garden, having served as Christmas decorations. The joy of a beautiful tree with a nice history may last – and decorate – in your garden for years to come. The trees are delivered in 10-litre pots.

On delivery, the trees are packed in nets as cut Christmas trees. The potted trees are delivered on disposable CT pallets, CC containers or other units as agreed.





Professionalism – from seeds to celebrations

When we can be there every step of the way from harvesting the tender quality seeds in Georgia until the finished Christmas tree is cut down and sold, we can offer our customers a high-quality product we can vouch for. We call it from seeds to celebrations. For more information, please visit www.hdseed.dk.



HD 2412 – everything to make a great Christmas

The right range, the right sales equipment and a suitable number of accessories are the key words when selling Christmas trees and greenery – from a stall, DIY centre, garden centre or supermarket. Together with our colleagues in the HD 2412 trading company, we can offer a full range of accessories for your point of sale, no matter whether you need labels, Christmas tree stands, nets and funnels or are looking for your own Christmas tree banner, an inflatable Santa Claus or pallets for Christmas trees. HD 2412 sells and delivers a wide selection of equipment to grow and sell Christmas trees, greenery and potted Christmas trees. Find inspiration at www.hd2412.dk.



A Merry Christmas to everyone with responsible production

Growing using the latest technology, efficient logistics and transport as well as minimal use of chemicals and the most climate and environmentally friendly production methods. HD NordicTrees wishes to show the greatest possible consideration for nature. With our partners, we are working hard every day to ensure that families in all of Europe can celebrate Christmas enjoying a green Christmas tree – grown according to green and responsible principles.

As a result, HD NordicTrees also delivers Christmas trees certified according to the internationally recognised GlobalG.A.P. standard (Global Good Agricultural Practice), GRASP, Label Rouge and Naturbaum Ziegel. With a certification according to GlobalG.A.P., HD NordicTrees can vouch that all Christmas trees are grown according to responsible principles considering nature, climate and the environment. For further information please visit www.globalgap.org.

As part of HedeDanmark's work with Corporate Social Responsibility (CSR), HD NordicTrees bases its business on the principles of the UN Global Compact and on a mission to help to perform tasks involving natural amenities and natural resources in and outside Denmark on a high professional, ethical and profitable level.

Therefore, it goes without saying that HD NordicTrees assumes responsibility for the society of which we form a part. To us, this corporate social responsibility is a joint responsibility which we share with our stakeholders, and actions are based on common sense considering customers, owners as well as employees, society, partners, climate and environment.

HedeDanmark has also introduced "special policies and procedures" to ensure orderly wage and working conditions in Denmark. For more information, please visit www.hededanmark.com/csr.

HD NordicTrees®
Part of Hedeselskabet

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