



TREEIB®

FOR IMMEDIATE RELEASE

Contact:

Martin Tušer

Ledasco s.r.o.

Email: media@treeib.com

Phone: +420 607 655 614

TREEIB Launches Early Access Partner Program for US and Canada Landscaping Companies

[Prague, Czech Republic, July 8, 2024] – TREEIB®, a world leader in watering mature trees, is excited to announce its Early Access Partner Program for landscaping companies in the US and Canada. This program offers three companies the opportunity to pioneer the use of TREEIB® method and bags within the landscaping industry, providing essential information from the implementation process to help launch this new service by the industry.

Why TREEIB Launches This Program:

"At TREEIB®, we are dedicated to supporting the growth of the green industry in North America by creating a new market segment," says Martin Tušer, Chief Researcher and Business Development Director at Ledasco, the producer of TREEIB®. ***"We recognize that establishing a new service can come with challenges that are best understood by those within the market. This program is about defining the pains and gains experienced during implementation. By working with innovative companies, we aim to develop strategies that can be used by others to ensure a smooth and successful launch later this year."***

Join the Early Access Partner Program

Selected companies will receive two TREEIB® 1500 bags free of charge (a saving of \$2440 USD), covering only local taxes, import duties, and shipping costs of approximately \$100 USD per piece. Companies will also receive unprecedented support from the TREEIB® inventors.

When is the application deadline?

July 18 2024.

How to Apply: Apply at <https://treeib.com/landscapers#earlyaccess>. A motivation letter is requested.

Additional Information:

FOR MEDIA INQUIRIES, PLEASE CONTACT:

- Martin Tušer
- Email: media@treeib.com
- Phone: +420 607 655 614
- Schedule an online meeting: <https://calendly.com/martin-treeib/30-minute-meeting>

About TREEIB®:

TREEIB® is a registered trademark and a set of tools for watering large trees, developed by a Czech family business and produced in the EU. Backed by seven years of scientific research, TREEIB® offers a comprehensive set of tools for watering established and mature trees, including large trees. TREEIB® is protected by U.S. Patent No. 11991960, covering both the product and the method of watering trees.

About Martin Tušer:

Martin Tušer is an inventor, entrepreneur, and president of the Urban Tree Offset Initiative, an NGO operating a patent-pending carbon offset program for urban trees. His mission is to connect scientists, policymakers, and local implementers to bring the latest scientific knowledge into daily practice. Martin's work focuses on combating climate change, urban landscape adaptation, optimizing tree ecosystem services, and advocating for large urban tree conservation.

Meet Martin in the U.S. this year; he and Lynsey Nielson, Lead Horticulturist at Red Butte Garden & Arboretum, will present "Reconsidering Watering Practices in Times of Water Insecurity & Climate Change" at the ISA Arbor Annual Conference in Atlanta in August 2024. This follows his presentation "Reshaping Arboriculture in Times of Climate Change" last August with Prof. William Moomaw, a Nobel Prize laureate and renowned climatologist from Tufts University.

For more information, visit: <https://www.treeib.com/martin-tuser-bio>

-END-