



# TREEIB®

## FOR IMMEDIATE RELEASE

### Contact:

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### ***Round Table Invitation Announcement:***

### **New Opportunities for Landscapers: Watering Services for Mature Trees**

**[Prague, Czech Republic, July 8, 2024]** – We are pleased to announce an important round table event titled "New Opportunities for Landscapers: Watering Services for Mature Trees." This ZOOM meeting aims to bring together green industry professionals from across the USA and Canada to strategize and initiate steps to create a new market segment: watering established trees as a service.

If successfully launched, this new market segment will add significant revenues to the industry and bring substantial value to customers.

### **Call to Participate:**

We invite executives from companies of all sizes and locations within the following fields to apply and participate in this process:

- Landscaping
- Lawn Care
- Irrigation
- Hardscaping
- Grounds Maintenance
- Horticultural Services
- Turf Management
- Residential and Commercial Property Management
- Franchising
- Other relevant businesses in the green industry
  
- Policymakers and regulatory officials
- NGOs from the sector
- Bodies to help roll out the service to the market, including:
  - Industry media
  - Advertising agencies
  - Software providers

### Event Details:

- **Date:** July 18, 2024
- **Location:** ZOOM Online Meeting
- **Time:** 10:00 AM - 12:00 PM Mountain Time

### Agenda and Application:

For the detailed agenda and to apply, please visit:

- <https://zoom.us/meeting/register/tJcqcOigqDMsGdH2s8NKvMeG4fUjYXnY1-uy#/registration>
- <https://www.treeib.com/landscapers-round-table>

### Why Attend:

This is a unique opportunity to be part of a transformative initiative in the landscaping industry. Participants will have the chance to shape the future of tree care, gain valuable insights, and develop actionable strategies that could lead to significant business growth and sustainability. **We are looking for a diverse group of participants to ensure a productive dialogue and comprehensive strategy development.**

### Additional Information:

#### FOR MEDIA INQUIRIES, PLEASE CONTACT:

- Martin Tušer
- Email: [media@treeib.com](mailto: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>

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