

For Immediate Release

Los Gatos, Santa Clara County, CA Cutting Your Own Christmas Tree Eliminate The 12 Hassles of Christmas

In a free market, when prices go up, market share goes down, and vice versa. It is called price elasticity and it's the cornerstone of the free-market system. So why has the price of **REAL** Christmas trees remained unchanged (in constant dollars) for decades while the market

12 HASSLES OF CHRISTMAS

1. Sap on Hands & Clothing
2. Sap & Scratches on Car
3. Re-cutting Tree Stem at Home
4. Broken or Lost Stand
5. Installing Clumsy Stand at Home
6. Spilled Water on Floor & Gifts
7. Daily Refilling The Water
8. Dry-Tree Fire Hazard
9. Tree Removal Headaches
10. Cleanup Afterward
11. Spent Tree Removal
12. What To Do With Stand After

continues to shrink? It's tempting to blame FAKE plastic trees in this Walmart world of ours, but consider that part of the problem is with the REAL trees themselves, making it easier for the FAKE ones from China to step in and fill the void.

People being asked about their choices often site these **12 Hassles**. They are very **REAL** issues that affect every buyer's decisions and it's no surprise that many have gravitated to the FAKE tree option.

Scientists tell us that a "fresh cut" on the stem of the tree is essential for the tree to absorb water and stay fresh - but almost nobody does that. Most people don't have a chain saw in the garage, and attempting it with a hand saw is near the top of the **12 Hassles** list.

Expecting customers to start doing it, after failed decades of coaching, is not rational - it's too easy to default to the FAKE plastic one.

The evidence is overwhelming that putting so-called "preservatives or nutrients" in the water is worse than "snake-oil". Those things actually cause premature drying, yet suppliers continue to offer them and consumers continue to buy them.

Most tree stands don't hold enough water to last through the day and some even require removal of the other layer of the tree stem so it is unable to absorb water. Others have sharp edges and fall apart after the first year.

We are all aware of danger of PVC plastic in our landfills, polluting with toxic out-gassing for thousands of years into the future. None-the-less, plastic disposal bags, and those goofy looking plastic Santas are everywhere we look.

THE GOOD NEWS is, there are better and safer alternatives. The Fresh-Patch avoids having to re-cut at home and at the same time prevents the "tree-sap-all-over-everything" issue. Crystal-Fresh eliminates the anxiety over spilling water on floors and gifts. Totally biodegradable Bio-Stands and Bio-Bags are here and environmentally consumers all appreciate these Tree-Fresh modern alternatives to the **12 Hassles Of Christmas**.

If your local tree-lot doesn't offer these alternatives, refer them to Tree-Fresh Products, or visit **PATCHEN** to see them in action.

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