

# WHY BARTLETT?



# IN A FIELD OF MANY, ONLY ONE IS BEST.



# BARTLETT TREE EXPERTS

SCIENTIFIC TREE CARE SINCE 1907



# BARTLETT CARES FOR TREES ONE SPECIES AT A TIME

All species have a unique history, culture and concerns for optimum care. Our laboratories provide us with the best management practices for each one.

## REGULAR INSPECTIONS

Visual assessment is first in evaluating plant and tree health. Early detection, diagnosis, and a recommended treatment program are essential to preventive tree and shrub care. Landscape consultations should be scheduled several times a year to maintain the health, safety, and beauty of plantings.

## RESEARCH

Our world-renowned Bartlett Tree Research Laboratories in Charlotte, NC is at the forefront of arboricultural science, continually developing new procedures for tree and shrub care. No other tree care company in the industry has this unique facility to provide clients with this knowledge.

## CLIENT SERVICE

We're committed to providing our customers with the best value in plant health care. A walk-through consultation will result in recommendations and a proposal for treatment can be presented right on the spot.

## FOCUS ON SAFETY

Our safety record is unsurpassed in the arboricultural profession and is a testament to our arborists' exceptional training. The products and procedures we use are guided by our research laboratories for safety and effectiveness. What this means to you is lower cost and greater peace of mind.

## ENVIRONMENTAL SUSTAINABILITY

Where possible, we use bio-diesel fuel, hybrid cars, and vegetable-based oils for our equipment to reduce our carbon footprint.

Why have hundreds of thousands of home owners and property managers chosen Bartlett Tree Experts over other tree care providers? Because since 1907, through three generations of family management, our mission has never changed: Create the science to advance arboriculture so that we can preventively and safely protect our customers' trees and shrubs. Count on us for:

- Scientific Expertise
- Professionalism
- Hands-on Service
- Established Safety Practices
- Environmental Stewardship

## EXPECT THE BEST

Our local arborists are guided by The Bartlett Tree Research Laboratories. There, our scientists evaluate new products and develop the most advanced, environmentally sustainable techniques in tree and shrub management.

Our customer service teams offer a unique blend of local accessibility, backed by the resources of a large, international company. This translates into friendly, experienced employees, leading-edge equipment, and seamless ease of contact.

At Bartlett, a preventive program of research-based managed care gives you the best, most cost-effective approach to tree and shrub health, beauty, and safety.



# OUR SERVICES

## PRUNING

Proper pruning techniques are critical to long-term tree and shrub health. Most importantly, proper thinning and reduction eases wind resistance, lessening the risk of branch and whole tree failure in storms. Pruning also improves insect and disease resistance. Vista pruning, which is used to enhance a view, can preserve structural integrity and improve health and appearance.

## ROOT CARE

An unhealthy root system manifests symptoms that can be very subtle. Ultimately, these problems can affect structure and proper growth. Some root problems occur when air and nutrients have been restricted and can't nourish the plant. We provide a rapid and accurate assessment of soil conditions such as nutrients, pH, density, and drainage, and can provide the solutions necessary for healthy root systems.

## CABLING & BRACING

Cables and brace rods are supplemental structural supports that reduce the risk of failure of weak branches and stems. Cables generally consist of high strength steel attached to bolts installed in the upper crown of a tree to secure it during storms. Braces are thread rods installed through unions of weak branches and multiple stems to provide more rigid support from torsional (twisting) forces that can occur in violent weather. The cabling and bracing procedures that Bartlett developed in the early twentieth century are the industry standard and are still used today.



## INSECT AND DISEASE MANAGEMENT

At Bartlett, we use an integrated approach to managing insects and disease that begins with maintaining plant health by creating optimal soil conditions for growth. Periodic inspections are essential to detect insect infestations before they reach damaging levels. Our arborists are also trained to recognize beneficial insects that can be released to naturally suppress pest populations.

## SOIL CARE & FERTILIZATION

Our Prescription Soil Fertilization Program is the first of its kind in the industry. Using soil analysis, we're able to customize a fertilizer and nutrition solution for individual trees and shrubs.

Fertilizers and amendments improve plant vigor, foster growth, and enhance blooms and fruit on ornamentals and shrubs. Bartlett's BOOST<sup>®</sup> fertilizer is slow release, long lasting, and can be applied once or twice a year according to landscape needs. Our OMRI-approved BOOST Natural<sup>®</sup> uses organic sources for nutrients and can be directly injected into the root zone.



## LIGHTNING PROTECTION

Lightning Protection Systems provide a highly effective means of protecting against strikes in high-value mature trees and those growing in close proximity to buildings.





## BARTLETT INVENTORY SOLUTIONS

Using our proprietary web-based application, ArborScope™, the Bartlett Inventory Solutions (BIS) team can help property owners/managers develop an inventory for every tree on their property.

Our BIS team will help you:

- Set short-term and long-term maintenance goals
- Understand the nature & history of your trees
- Identify potential risks
- Develop a plan for care



Signed in as Jared Faas | Sign out

ArborScope™

BIS Test\_Moore\_Square

Cumulative Value of All Inventoried Trees: \$1,248,014.00



# CONTACT YOUR BARTLETT ARBORIST REPRESENTATIVE TODAY!

1-877-BARTLETT  
1-877-227-8538



**BARTLETT  
TREE EXPERTS**

SCIENTIFIC TREE CARE SINCE 1907

1-877-BARTLETT  
1-877-227-8538  
bartlett.com

 /BartlettTreeExperts  
 @BartlettTreeExp

UNITED STATES

CANADA

GREAT BRITAIN

IRELAND

BTE 007 2/17 15M