

Supreme Turf & Soils Ltd



Christmas Tree Division

ABOUT US

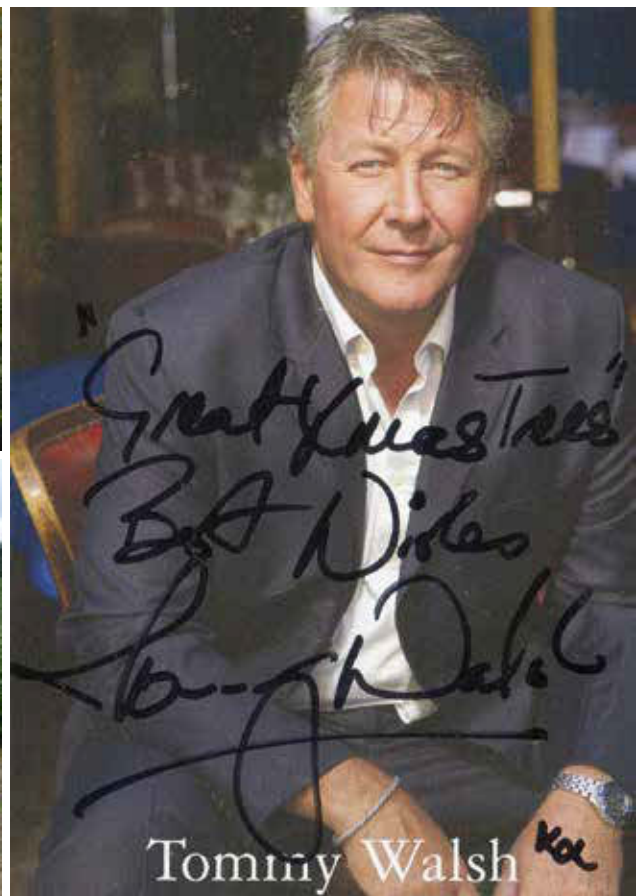
The Company started in 1998 and is headed up by John Probert and Paul Jackson.

John has over 3 decades experience in the Christmas tree business and both partners have travelled extensively over Europe and Scandinavia as well as within England, Scotland and Ireland sourcing the best trees.

We actively search and choose the very best trees within the most favourable growing conditions for our customers requirements. Without doubt, the best Nordmann trees are grown in Denmark and Scotland, from the very best provenance seeds that come from Georgia in Russia. Our Danish growers have a vast amount of knowledge and experience in the cultivation and pruning of the best quality trees and have themselves invested heavily in Scotland where the climate is particularly good for growing Nordmann trees. Supreme have forged a strong and close working relationship with reliable Danish and Scottish Christmas tree growers to ensure that when the season is upon us we can supply our customers with quality trees at competitive prices.

Throughout the year running up to the time when the trees are harvested from the plantations we regularly monitor their progress and development. Quality control is a very important aspect of this business and it is for that reason that we are in continual contact with our growers to make sure that we all have healthy, quality Christmas trees delivered at the right time to our customers.

Our reputation for quality is fast becoming well known and we supply prestigious hotels, restaurants, sports and entertainment venues, TV Christmas programmes, as well as many top quality garden centres and farm shops.



Our Nordmann Story

From Fir Cone to Christmas Tree

When customers choose their Christmas Tree, few of them will realise that it has taken between 13 and 15 years from the time the cone was harvested until the tree becomes the festive centre of attraction in their home at this special time of year.

By choosing the right sort of Christmas tree which is the Nordmann Fir, customers can avoid the problem of their Christmas Tree losing its needles and looking sad, dreary and dejected and having to constantly vacuum away the fallen needles.

The Nordmann Fir is one of the best for needle retention and has a fresh green colour with pretty spreading branches and soft non-prickly needles. For all these reasons the Nordmann Fir has become the favourite Christmas tree for an ever increasing number of Europeans.

The price of the Nordmann Fir is reflected in its outstanding quality and beauty which can only come from the care and attention that each tree is given right from the very start.

The best seed provenance comes from fir cones harvested from trees growing in Georgia, Russia and also from the best Danish trees originally grown from the Russian seed. The fir cones are harvested in the months of September and October from the old trees and the seeds are then separated from the cones. The seed is then cleaned and the shell and wings removed before drying and then stored at low temperature.

Before sowing, the seed is treated in order to retain the moisture and temperature levels that give the best germination and is then sown at the beginning of May in sandy nursery beds.

After germination the plants are continuously cared for while they grow. Each plant must be kept clear of weeds around them and also need protection from fungal attacks. After three years in the nursery the small trees are transplanted into the plantation where they stay until fully mature. During the growing process the trees are constantly monitored and fertilised and where necessary bug and insect controlled and watered. The trees are also expertly pruned during their growth in order to ensure final quality and spectacular shape for the prime trees that will eventually be cut for the Christmas season.

It takes between 10 and 12 years for the trees to reach the height of a man. If the grower has been competent during the trees growth and has been lucky with the weather and other conditions, then up to 80% of the trees can be used as Christmas trees.

The harvest of Christmas trees begins in November, and the trees are cut with chain saws, all lower branches trimmed to leave room for gifts under the tree. The trees are then netted so that the branches do not break during transportation and palletised before loading on to the trucks that deliver them to us.

The Nordmann Fir retains its needles so much better if it is placed in a special stand with a water reservoir and regularly filled with water whilst inside the house and will then last until "Twelfth Night" and beyond.



Our Nordmann Story

From Fir Cone to Christmas Tree



Collecting Fir Cones for Drying



Seeds



4 Month Old Seedling



2 Year Old Tree



3 Year Old Tree

Care and Pruning during the Growing Season



Bottom Pruning to improve
air circulation



Pruning and Weed control



Inspection of trees
throughout the year

Our Nordmann Story



Wind Break to protect trees from frost and wind damage

Selection and Tagging the Trees



Selection before
Tagging



Quality Tagging



Tagged Tree

And finally.....

Need we say more!!

Can be supplied as:

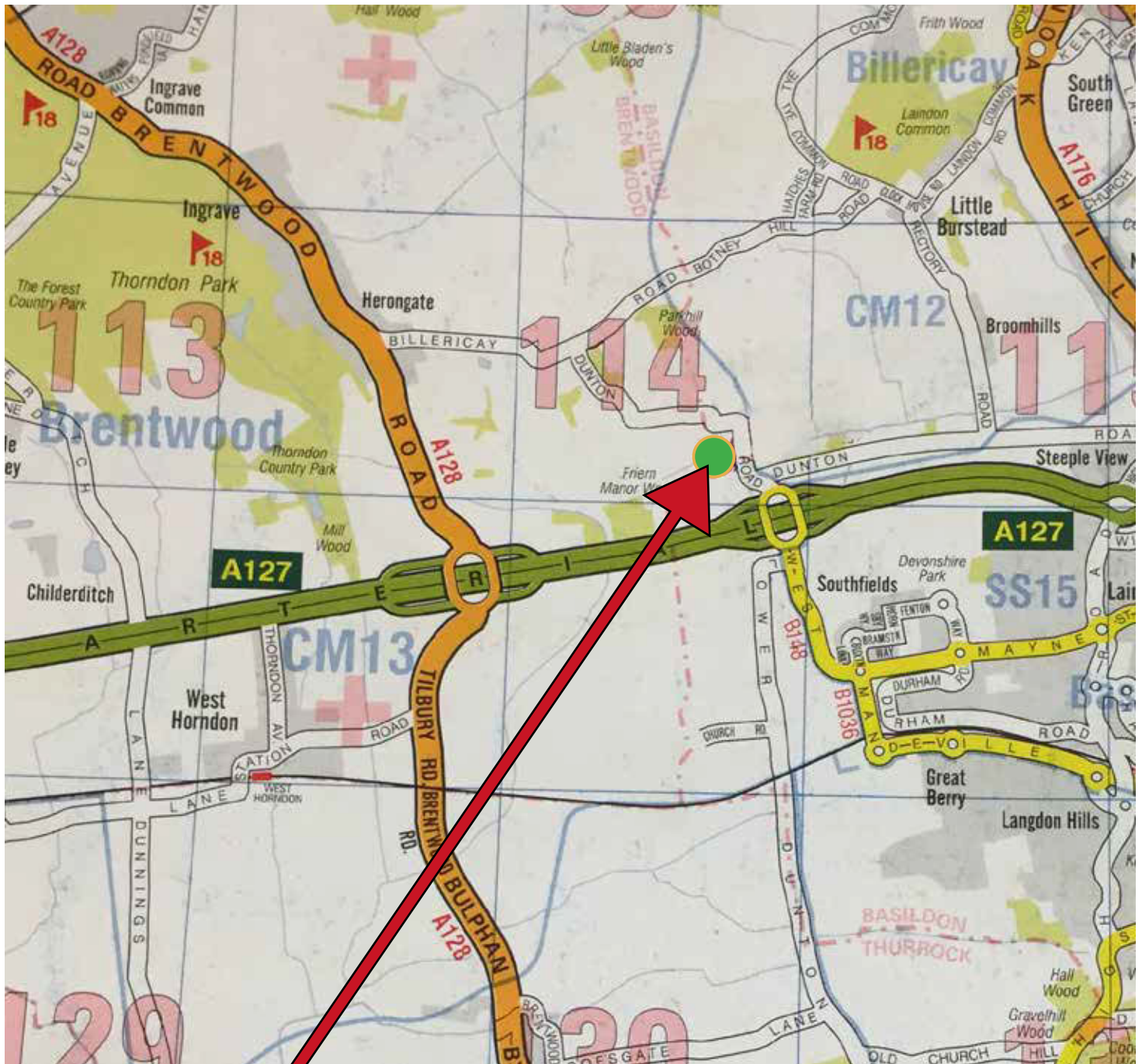
- *Cut Trees*
- *Logged Trees*
- *Containerised & Pot Grown Trees.*



GOLDEN OLDIES



WHERE TO FIND US



WE ARE HERE



Directly opposite Ford Research
Centre, Dunton



Christmas Tree Depot, Wayletts Farm, Brentwood Road, Dunton, Essex CM13 3SH

(Head Office) 01277 657904 (Accounts) 01702 866866 (Depot from 15th November) 01268 493291

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