

## **FOR IMMEDIATE RELEASE**

Patchen California Introduces Biodegradable Christmas Tree Products  
Los Gatos, CA ---- November 2011

### "Silicon Valley Innovation Takes On Fake Chinese Christmas Trees"

The market for "Real" Christmas trees has been declining in recent years, largely due to the fake plastic ones from China. Most people understand that a plastic tree is NOT more environmentally friendly – imagine a giant plastic factory, belching toxic black smoke into the air in China and diesel gulping freighters hauling them across the Pacific. Then think about the warning label on the fake ones, reminding you not to breathe the fumes of the PVC plastic. In contrast, think of 30 million "Real" trees being planted and replanted every year in the USA, creating jobs and converting green house gases into pure Oxygen for us to breath.

Many Christmas tree farms actually grow multiple trees, year-after-year from the same stump. So compare that to the amount of wood fiber consumed in making the cardboard box that the fake one is packed in. More trees are cut and more wood is used to make that single box than is in any real Christmas tree. "It's a no brainer", says Jim Beck, Los Gatos Christmas tree rancher of over 40 years. Beck is also a Silicon Valley serial entrepreneur, having invented things like the WeedSeeker<sup>®</sup>, which reduces herbicide usage in farming.

According to Beck, "buying a fake plastic tree is one of the worst things we could do for our economy and for our environment. Making the plastic consumes petroleum, the plastic factory pollutes the air, fuel is wasted in shipping, and jobs move from California to China. Fake or real - which would you rather have in your living room this year?"

Everyone loves the aroma of fresh pine or fir in the house but some object to the risk of spilling water on the carpet or worse yet, having a leaky tree stand ruin your hardwood floor. Beck says, "Water belongs in the shower or kitchen sink – not in the living room. Instead of putting your tree in water, try putting it in this revolutionary new organic polymer, called Crystal Fresh<sup>®</sup>. You just add ice cubes in the tree stand and the polymer absorbs the melting ice to hydrate the tree. If you drop an ice cube on the floor, you just pick it up – no mess".

According to Beck, "the biggest benefit comes at the end of the season when the tree must go outside. What do you do when the stand is still half-full of dirty water? You spill it on the floor of course." With Crystal Fresh<sup>®</sup> you don't need to get down on your hands and knees with the turkey baster and a roll of paper towels. There is no water in the stand, so if you spill some of the polymer on the floor on the way out the back door, you just pick it up and throw it outside where it holds moisture in the lawn or flower bed.

Crystal Fresh<sup>®</sup> is 100% biodegradable, totally non toxic, kid safe and pet safe. Even its bottle is recyclable. It is offered at Patchen California, the historic Choose & Cut ranch in the hills above Los Gatos, and also at a growing number of retail stores and Christmas tree lots around the Bay Area.

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