

## **Tips for Customers**

- Make a fresh cut on the butt to eliminate the seal and to allow for the tree to absorb water. The amount necessary to cut off can vary. The fresh-cut surface should be creamy-white, not yellow or brown.
- Place the tree in a stand which will hold at least one gallon of water. Remind them that an average tree may consume between two pints and a gallon of water per day. If the water level drops below the butt, a seal will form which does not permit the tree to take in more water. Water consumption is related to butt diameter and not to height.
- If the tree is not going into the house soon after purchase, it should be stored on a cool porch or patio away from wind and sun.
- Use the smallest lights possible to prevent a build-up of heat.
- Place the tree away from heat sources such as vents, fireplaces, radiators or sunny windows.
- Do not store Christmas trees in swimming pools to avoid the potential of chlorine-bleaching.