

FOR IMMEDIATE RELEASE

San Francisco, CA - March 13, 2006

## **ARBORWELL AMONG FIRST IN U.S. TO BECOME ACCREDITED**

Program helps consumers find high-quality tree care companies

Arborwell, a commercial and residential tree care company located in Castro Valley, California, has been accredited under a new Tree Care Company Accreditation program administered by the Tree Care Industry Association (TCIA) which has a membership of over 2,000 tree care companies and built on the threefold foundation of ethics, quality, and consumer confidence.

The new program represents the only business practices and compliance audit process in the tree care industry. Under the process, businesses undergo extensive review of professional practices aimed at safe guarding consumers. The review includes:

- ▶ best business practices
- ▶ ethical business conduct
- ▶ formal training and certification of employees
- ▶ compliance with industry standards
- ▶ consumer satisfaction
- ▶ adherence to safety standards
- ▶ insurance coverage



TCIA Accreditation means Arborwell adheres to all the accreditation standards and has undergone a rigorous application process. TCIA verified this by conducting an on-site audit of Arborwell's facilities and work sites.

TCIA Accreditation for Arborwell is in effect for a period of three years, with renewal check-ups required every year. The annual renewal ensures that the required number of certified arborists is still on staff, that the company is still properly insured and that the company has a good safety and consumer satisfaction rating. The company is re-accredited every three years.

According to TCIA president Cynthia Mills, "TCIA Accreditation provides consumers a way to find tree care companies that are trustworthy in their business and tree care practices. Our TCIA Accreditation program is the only one of its kind in America and will give consumers peace of mind."

The process of becoming accredited is no easy task, according to Arborwell. "The process is incredibly thorough. They left no stone unturned," states Peter Sortwell, President of Arborwell. "We are pleased Arborwell has been recognized as one of the best tree care companies in California."

Mills echoes that sentiment. "Arborwell has made a commitment to excellence in all facets of its business. I applaud their efforts."

### **Arborwell is a professional tree management company**

Arborwell is a customer driven, professional tree management company; committed to providing flawless execution of Arboricultural services that enhance the beauty, health, safety and value of trees. It values customers, employees and its community while contributing to and saving a healthy sustainable environment through the management of trees.

Contact Arborwell at:  
**1.888.969.8733**  
**[www.arborwell.com](http://www.arborwell.com)**