

Slim Is in for this Year's Christmas Trees



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Industry: [Consumer Services](#)

Press Release Summary: Balsam Hill Introduces New Slim Artificial Christmas Tree.



Press Release
Body: **Thomas Harman, CEO of Balsam Hill Artificial Christmas Trees**, proved last year that **True Needle™** technology is the best way to create realistic artificial Christmas trees. The realistic look of the **Balsam Hill** trees earned kudos from the Wall Street Journal, NBC's Today Show and Good Housekeeping.

This year, **Balsam Hill** looks to keep the buzz going by introducing the Fifth Avenue Flatback Christmas tree, the first **True Needle™** tree with a space-saving, slim design. Priced at \$399, Christmas tree stands seven feet tall with 400 lights and 1536 premium branch tips. More importantly, its half-back tree shape allows it to rest right up against any wall, saving floor space in narrow areas or tight spaces.

"It's perfect for our customers who live in apartments in big cities or have smaller living rooms," states Harman. "Our slender trees give you the option of taking up less floor space, while still having plenty of sturdy, lifelike branches to hang your ornaments."



**Fifth Avenue Flatback
Classics Collection**

**Colorado Mountain Spruce
Aspen Christmas**

**Portola Potted Pine
Classics Collection**

While it's too early to tell if the new [half Christmas tree](#) will be a hit, it's likely that demand will continue to grow. [Artificial Christmas tree sales](#) showed a 10% growth year over year in the past five years, according to the National Christmas Tree Association, with U.S. consumers purchasing 9.2 million artificial Christmas trees in that time. With the reusable nature of artificial trees, the market is likely to see even more people turning to them to celebrate the holidays as environmental concerns grow.

For more information about **Balsam Hill's** slim Christmas tree please visit www.balsamhill.com

About

Balsam

Hill:

Credit: Jennifer Faulkner Balsam Hill's mission is to create the most realistic artificial Christmas trees, Christmas wreaths and Christmas garlands ever produced. With over 20 different styles of pre-lit Christmas trees, pre-lit Christmas wreaths, and pre-lit Christmas garlands, Balsam Hill strives to offer a high quality product to satisfy any holiday style. To learn more about all our trees including our new [slim Christmas trees](#), visit www.balsamhill.com.

Web Site: <http://www.balsamhill.com>

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