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## FOR IMMEDIATE RELEASE

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### **SHERRILLtree and Xtreme Arborist, David Driver Connect in Marketing and Innovation Partnership**

Greensboro, NC (May 28<sup>th</sup>, 2015) SHERRILLtree, the leader in professional arborist equipment and David Driver, of Xtreme Arborist Supply have entered into a multi-year partnership in which the two parties will join forces to develop, test and manufacture new and innovative products that will bring increased safety, efficiency and profitability to the tree care industry. The partnership encompasses the licensing of Driver's existing products, the development of videos to teach and promote safe and effective use, and the co-development of future innovations that have yet to hit the drawing board.

"SHERRILLtree looks forward to a long partnership with David. He is an innovator and a successful industry groundbreaker that we're proud to collaborate with," said Tripp Wyckoff, SHERRILLtree's CEO and President. "David is a great technical writer and trainer who spends much of his time in the canopy doing the work that fuels his inventive passion for fresh creative products, techniques and methods that benefit our industry in many ways. Considering his unique perspective as a product developer, trainer, videographer, tree care pro and SHERRILLtree customer, we will benefit from David's experience through hardcore testing SHERRILLtree products, elevating safety standards and raising the overall understanding of our customer's everyday needs."

For David, this partnership means that he will be able to bring his ideas to life sooner than he would be able to do on his own, and also continue climbing and running his tree service, Arbor-X Inc. All activities related to the development, manufacturing and 'go-to-market' of products will now be managed by the SHERRILLtree team. "I'm super excited about the opportunity to work with SHERRILLtree. I met face to face with the CEO/President Tripp Wyckoff and Sherrill team and I can gather a lot from meeting people face to face. SHERRILLtree contacted me and offered to support me, my products and valued my knowledge. I feel that together we will bring a lot of new innovation to the tree care professional and I can't wait to see what our combined forces will be able to accomplish. SHERRILLtree will be going to a higher level, higher than ever, an Xtreme level," said Driver.

During this transition, there will be no interruption in the supply of existing Xtreme Arborist Supply products. Starting next week, X-Rings will be available to all customers directly from SHERRILLtree. Customers can look forward to an expanded assortment of spliced ring configurations at SHERRILLtree.com in the coming weeks.

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[SHERRILLtree](http://SHERRILLtree.com) is dedicated to providing safe, proven and tested solutions that arborists can trust with their lives. SHERRILLtree offers the most innovative products in the professional tree care & landscape industry and features the world's leading brands and suppliers. The company has been in business for more than 50 years and takes pride in its' more than 350 combined years of team experience in tree care and tree care products. SHERRILLtree is based in Greensboro, NC and is the largest direct marketer and catalog distributor of arborist supplies in North America. The team is passionately dedicated to helping customers become more successful in their work and outdoor lives. Visit [SHERRILLtree.com](http://SHERRILLtree.com) to learn more.