

Tree Planting: Replenishing the Urban Forest



Trees are an essential part of our communities, providing shade, habitat, oxygen, and other benefits many of us don't give a second thought. Just like flowers in our garden, trees need proper care to thrive. A lot of that care can be better managed by starting with a properly planted tree. Tree planting provides an opportunity to experience the joy of stewardship, caring for a tree that will bring beauty and benefits to many generations. Our mission is to bring proper planting and species diversity to our urban ecosystems through a system of growing and transplanting trees that will live for generations.

The Root of the Problem:

Rainbow's tree planting service uses a revolutionary new system developed to eliminate the setbacks trees suffer when planted with standard nursery stock. The root system is the most important feature of a tree which is why healthy roots are the focal point of our tree planting service. Trees lose up to 90% or more of their roots when they are planted with conventional ball and burlap or container systems. These options for tree stock cause the roots to become confined and result in a circling root system. In addition, standard planting methods frequently set trees too deep in the ground. These two factors result in premature decline and death of many trees as the root system girdles the trunk. Our approach to planting provides a robust and unhindered root system that allows a new tree to settle in and grow with success and longevity.

How Big are the Trees?

Our trees will vary in size at planting time. We aim to deliver trees roughly 8-12 feet tall, depending on the species. The root systems of these trees are 100% intact because they are not subject to heavy losses from standard materials and planting practices. The result is immediate establishment and growth. After five years in the ground, your new trees should be well established and noticeably healthier and larger compared to those planted with conventional nursery stock.

Growing a Diverse Urban Forest

A diverse variety of trees builds resiliency in our communities to prevent devastating losses from invasive pests as we have experienced with Dutch elm disease and emerald ash borer. This is why we offer a unique selection of trees that will build resiliency in our communities against pests and a changing climate. We encourage everyone to plant a diverse mix of trees as we seek a balanced, stable urban forest. One tree, one property, and one community at a time.

Trees planted with this system are eligible for a five-year warranty.*

**Customers who sign up for our maintenance program will receive a 5-year warranty.*



Circling roots are common in containerized trees and can cause damage as a tree matures.



Autumn blaze maple 3 years after planting.



Healthy root systems are essential for tree health.