

# Artificial Christmas Trees Top the News on The Today Show With Matt and Merideth



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*Balsam Hill® has a noble mission; to create the most luxuriously realistic artificial Christmas trees ever produced. The mission also has a focus on the customer's expectations for beauty and convenience in their products. This is evident in all of their products, but particularly in their Artificial Trees Instant Evergreen, which is designed in a 'pull up' assembly that can be completed in less than five minutes. In fact, when recently featured on the Today Show, the tree was assembled in a matter of seconds. Besides ease of use and realism, Balsam Hill artificial Christmas trees come in a wide variety of sizes and types, with something to suit every need.*

California, November, 2009 – Artificial Christmas trees have gained in popularity over recent times and Balsam Hill® is the name that is associated with this trend. Though some would attribute the attractiveness of these products to an interest in the environment, others say it has more to do with the ease and convenience that they provide. Who doesn't remember pine needles stuck in carpet for weeks after Christmas and the worries of a fire due to a dried out tree? Balsam Hill® is the leader in crafting artificial Christmas trees that have a realistic look and feel, plus, they are notorious for their easy assemblies. This was reiterated during a recent feature on the Today Show.

Balsam Hill® is known for quality and each of the artificial Christmas trees is made to be as real as possible. Beyond that, the ease of assembly and storage is paramount. Because convenience is a part of the mission undertaken by Balsam Hill® the company is always on the lookout for ways to make things more convenient for customers. With that in mind many innovations have come about. Many of the company's artificial Christmas

trees are pre-lighted, and each tree with both color and clear lights receives a free remote control. The remote allows one to turn the lights on or off, switch between clear or multi colored, or use both, all with just a touch of a button.

Balsam Hill®'s innovative technology has developed True Needle™, which allows for the realism provided in the foliage of the artificial Christmas trees. The needles of the trees actually have a pigment structure, texture, and color very similar to that of natural evergreen needles. One of the most distinctive features of this technology is the color variations within the branches. The branch may be a very dark color and the needles may then start off as a dark color and slowly fade to a lighter shade of green. This is truly a unique technology, exclusive to Balsam Hill®.

*Set up of all artificial Christmas trees made by Balsam Hill® is always easy, but assembly of the Artificial Trees Instant Evergreen is almost instantaneous, which means the buyer is quickly ready to decorate the tree. Balsam Hill® has that covered too. The company offers high-end, luxurious Artificial Christmas Trees Ornaments that perfectly complement the luscious trees. Because these [Artificial Christmas Trees Ornaments](#) are unique, they can add a touch of elegance and charm to any Christmas tree.*

Another product offered by Balsam Hill® that has taken the market by storm is the flatback tree. Just as the name implies, one side of the tree is flat, making this the perfect choice for small or tight spaces. After adding the beautiful Artificial Christmas Trees Ornaments and other decorations it is easy to forget that this is actually a 'half tree'.

*Balsam Hill®'s mission is to create the most luxuriously realistic [Artificial Christmas trees](#) ever produced. The company also works diligently to meet and exceed customers' expectations for beauty and convenience. Though ages ahead of other artificial Christmas tree companies, Balsam Hill® is committed to making continual improvements to offer customers, as evidenced by such innovations as the [Artificial Trees Instant Evergreen](#) and the Flatback tree.*

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