

IOG Saltex to showcase 'Find an Arborist' campaign at Windsor Showground

This year's IOG SALTEX, Europe's annual flagship event for the open space management industry, will stage an exciting showcase of the 'Find an Arborist' campaign at the Windsor Racecourse on 5-7 September.

Designed to highlight the benefits of using appropriately skilled and nationally-recognised professional tree surgeons, the nationwide campaign will form part of a dedicated 'World of Arb' area at the Windsor showground where, for example, climbers from the Tree Climbers Forum will be staging daily demonstrations of best practice tree access methods, including aerial rescue and lowering techniques and fall-arrest scenarios.

It is planned that the demonstrations will be complemented by focused exhibits from various specialist contractors, companies and suppliers to the tree climbing/arboriculture sector.

With the aim of encouraging arborists and tree management surgeons and specialists to adopt high standards of safety, the tree climbing demonstrations will also illustrate how modern equipment and techniques are making tree surgery faster, easier and safer than ever.

In addition to illustrating the advantages of using appropriately skilled and nationally-recognised professional tree surgeons in terms of cost-effectiveness and high-quality workmanship, for example, the Find an Arborist campaign is also targeted at enabling arborists to better promote themselves to customers within the smaller business and private estate sectors, as well as government contractors, for instance.

Interested arborists are being directed to www.totalarb.co.uk (then select the Find an Arborist button). With discussions currently taking place with a number of leading associations, the campaign has already been endorsed by IOG SALTEX organisers, the Institute of Groundsmanship, whose chief executive Geoff Webb commented:

"Building on the success of the tree climbing demonstrations at last year's show, the 'World of Arb' feature is another example of how IOG SALTEX is working closely with all sectors of the open space management industry to stage an annual event that adds value and interest to the time spent by visitors at the show."

"With open space professionals increasingly becoming multi-tasking, a clear understanding of arboricultural needs is essential to their day-to-day duties, and

having access to these professionals through Find an Arborist will prove indispensable."

"The tree climbing demonstrations were a very popular attraction last year and they created much interest, and I'm sure this renewed focus will be similarly received by this year's IOG SALTEX audience."

Following its 67-year tradition, IOG SALTEX 2006 will again embrace fine turf and sports surfaces, turf maintenance equipment, children's outdoor play and safety surfacing, landscaping, contractors, commercial vehicles, outdoor leisure and facilities management, as well as software and security equipment.

The show is attended by open space management professionals and contractors – from groundsmen and greenkeepers through to play officers, architects, designers and surveyors as well as local authority and outdoor leisure facility managers.

Log onto www.iogsaltex.co.uk or call 020 8232 1600 for more information.