

Buying a Real Christmas Tree



Pick a Spot & Measure
Make sure it's not too close to a heat source and that you have enough space and height for "O Tannenbaum."



Check Your Stand
Do you have a stand? Is it in good shape? Does it need to be replaced? Is there a post at the bottom? [Stand Guide](#)



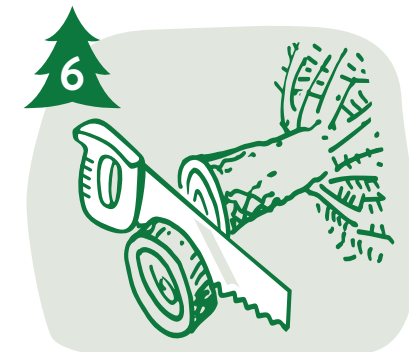
Know Your Variety
There are dozens of species of real Christmas trees in North America. Which is the right one for you?



Plan in Advance
Finding "the one" is the fun part! Save time, and plan your tree shopping excursion in advance. [Use our retail locator to find a tree lot near you!](#)



Checking It Twice
Gently grasp the branch to test for strength and freshness. A fresh tree should feel supple with only a few green needles coming loose when pulled.



A Fresh Cut
A fresh cut is a must! Ask for a fresh cut on the trunk, so the tree can drink up plenty of water.



Gettin' It on the Old Sleigh
For easy transport home, have your retailer bale your tree first, then secure it to your car's roof with the trunk facing forward.



Plenty of Water
Like you, trees need plenty of water. Check the stand once a day, and keep the water flowing.



Real trees. Real memories.
Research shows that the "getting the tree" experience creates memories that will be cherished for years.