

An aerial photograph of a vast, dense forest of evergreen trees, likely spruce or fir, covering a hillside. The trees are tightly packed, creating a textured green canopy. The lighting suggests a sunny day, with some areas appearing brighter than others.

**WOODCHUCK<sup>®</sup>**  
**BUY ONE. PLANT ONE.**

**BECOME A TREE  
PLANTING PARTNER**



## THE THEORY & MISSION

WOODCHUCK USA was founded with a simple mission, put nature back into peoples' lives. We are meant to have a deep connection with the Earth, and we want our real wood products to be a daily reminder of that. It's also important to us to bring jobs to America and quality products to consumers. With every product sold, we plant a tree. It's our way of making a better world for future generations. It's not about us, it's about our planet and how we can make a difference now.

The theory and mission behind the trees is much deeper than just tree planting. Globally, we're creating jobs across the world and supporting the tribes that are planting the trees. It means that those families have money to support their families and buy food. All around the world this program has turned devastated and over harvested land into a reforested and re-cultivated habitat.

We have fifteen planting locations across the globe. Each planting site is unique and benefits from tree planting in different ways. Use this book to learn about our individual planting sites and how we can partner with your brand to create custom tree planting projects together. Give your team and customer visibility into the direct impact you are making.





WOODCHUCK®  
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# ‘BUY ONE. PLANT ONE.®’ PROGRAM

We plant a tree for every product sold. We recently expanded this program to include options for branded corporate endorsement on behalf of our customers. Depending on your level of involvement we are able to co-plant and brand:

01. Planting sites.
02. Custom planting website branded to your company.
03. Travel to our international sites such as Madagascar, Antarctica and South America to plant along side us.

**WOODCHUCK®**  
BUY ONE. PLANT ONE.



## LATEST PLANTING LOCATIONS

WOODCHUCK USA now has fifteen tree sites across 6 continents.

Kalamburo  
Madagascar



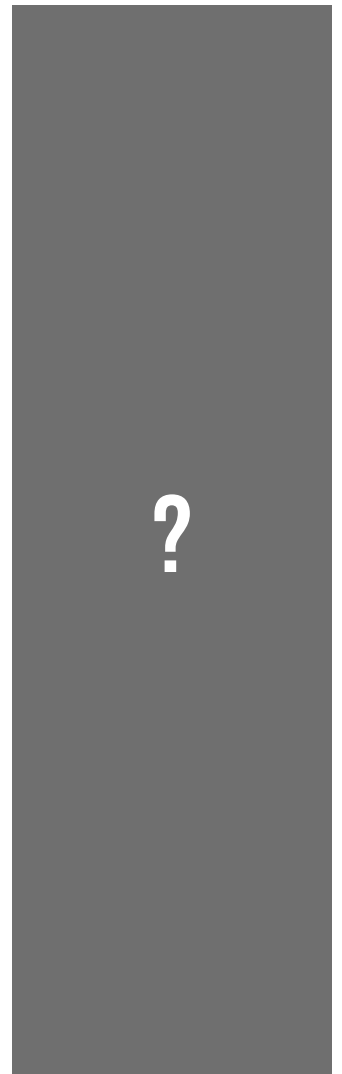
Cushing  
Minnesota



Laxmasthan Village  
Nepal



Your Partner Site



**WOODCHUCK®**  
BUY ONE. PLANT ONE.



# LEVELS OF PLANTING PARTNERSHIPS



## PLANET SAVER

1K + TREES



## CORPORATE GIVER

10K + TREES



## SEQUOIA PARTNER

50K + TREES

**WOODCHUCK®**  
BUY ONE. PLANT ONE.





WOODCHUCK®  
BUY ONE. PLANT ONE.



# PLANET SAVER

1K + TREES + SPONSOR A FUTURE ORDER

We plant a tree for every product purchased, making you a part of a community changing the world. So you can feel good about your purchases. The coordinates of your tree are included with your product. Our materials are eco-friendly, sustainable, and most importantly, they give back because we believe that what you gift matters so all of our products stay true to Mother Nature.

## INCLUDES:

01. Custom 'BUY ONE. PLANT ONE.®' card
02. Custom tree website branded to your company
03. Certificate of partnership



**WOODCHUCK®**  
BUY ONE. PLANT ONE.





## A Tree Code With Every Product

A unique code just for you.

## Custom Landing Page For You

We have customizable tree website pages to emphasize your brand when users look up their tree location.

Over the lifetime of a forest rotation, the techniques used may include tree planting, timber stand improvement to remove undesirable vegetation, thinning and invasive species eradication.

### ABOUT MATTERSIGHT

Not only does Mattersight help premier brands have better conversations with their customers, but their Predictive Behavioral Routing solution pairs customers with agents best equipped to handle their personality style. The result is more productive and positive call outcomes, leading to better business results.



### YOUR TREE



Is 17750 trees on site



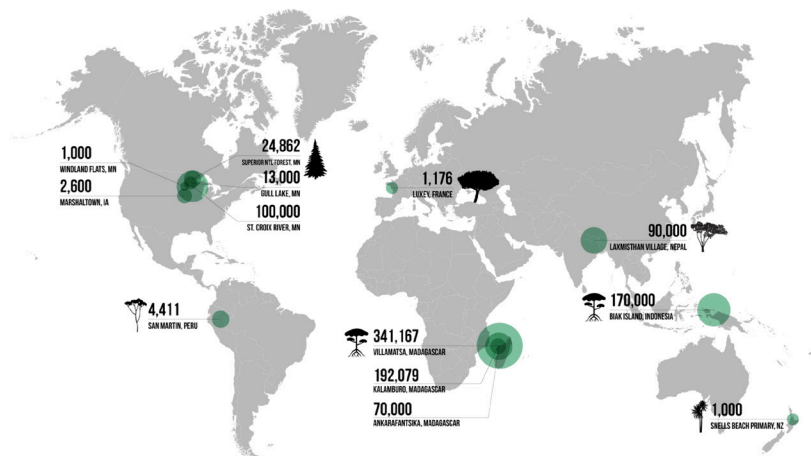
Helped create 10 workdays



Planting Partner  
Minnesota DNR

## Branded Engagement

On average 15%+ of people share their tree location to social media. When they do, your brand appears.



**WOODCHUCK®**  
BUY ONE. PLANT ONE.



# CORPORATE GIVER

## 10K + TREES

It's about the action behind connecting people with nature. Be a main contributing partner on a specific project.

### INCLUDES:

01. Custom 'BUY ONE. PLANT ONE.®' card
02. Custom tree website branded to your company
03. Certificate of partnership
04. Joint PR/Marketing

**Baxter**  
OF CALIFORNIA

PRODUCTS BAXTERPEDIA THE BLOG ABOUT US FIND A SHOP

**BAXTER EXCLUSIVE**  
**GET A FREE ENGRAVED BOX**  
**AND WE'LL PLANT A TREE**

**WOODCHUCK®**  
BUY ONE. PLANT ONE.

**Baxter**  
OF CALIFORNIA

**BUY ONE. PLANT ONE.**  
WHEN YOU BUY A RAZOR, YOU GET  
A FREE ENGRAVED BOX. PLUS, WE'LL  
PLANT A TREE IN YOUR HONOR!

**WOODCHUCK®**  
BUY ONE. PLANT ONE.





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**GIVE THE BOX AS A GIFT, OR GET IT FOR  
YOURSELF. WE WON'T TELL.**

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**THREE BLADE  
CARTRIDGE RAZOR**

**SHOP NOW**



**FIVE BLADE  
CARTRIDGE RAZOR**

**SHOP NOW**



**DOUBLE EDGE  
SAFETY RAZOR**

**SHOP NOW**

**WOODCHUCK®**  
BUY ONE. PLANT ONE.



# SEQUOIA PARTNER

## 50K + TREES

You sponsor your own site, tree species, and design a custom and curated planting experience. We will lead you on an expedition.

### INCLUDES:

- 01. Custom 'BUY ONE. PLANT ONE.®' card
- 02. Custom tree website branded to your company
- 03. Certificate of partnership
- 04. Full marketing and PR campaign
- 05. Option to choose custom tree site
- 06. Photo and video opps
- 07. Free curated product collection to sell on your site that matches your cause or expedition



Antarctic Planting Expedition  
Ushuaia, Argentina 2018



WOODCHUCK®  
BUY ONE. PLANT ONE.



# LOCK IN YOUR 2019 EXPEDITION



## Cushing, MN

SEPT/OCT

- + Camping, adventure, planting
- + Climate change knowledge by Ben and other experts
- + Team survival training and hikes
- + Journaling



## Madagascar

AUG/SEPT

- + Camp/intense village experience
- + Climate change knowledge by Ben and other experts
- + National Park outing
- + Nursery tour

?

Your Partner Site

## PAST EXPEDITIONS INCLUDE

Argentina



Indonesia



Madagascar



Washington D.C.



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# 1,300,552 TREES PLANTED GLOBALLY AND COUNTING

Since 2015, together with our corporate sponsors, we've planted over 1.3 million trees around the globe, affecting reforestation on all 7 continents. Recently we announced our global initiative to plant over 10 million trees by 2021. The initiative began after Ben visited South America and Antarctica to fulfill his longtime dream of planting on 7 continents, including planting at the southernmost point of South America – the edge of the world!

But we are just getting started. We are on a mission to reforest the planet. "A million trees in 2 years is just the beginning. We need to [10X] our impact," Ben, founder of Woodchuck USA. "Our focus is on bringing communities, governments and corporations together to maximize the impact of our initiative and to have a bigger impact on climate change and reforestation across the world. We need your help to plant more trees.



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# CONTACT

WOODCHUCK USA  
610 9th St. SE  
Suite #100  
Minneapolis, MN 55414

[sales@woodchuckusa.com](mailto:sales@woodchuckusa.com)  
(612) 331-4980

[WWW.WOODCHUCKUSA.COM](http://WWW.WOODCHUCKUSA.COM)

