



## NURSERY STOCK GROWER OF THE YEAR WINNER MAJESTIC TREES

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Quality, service and professionalism are the stated aims of Majestic Trees, launched six years ago by managing director Steve McCurdy. And as customer feedback acquired through an extensive programme of surveys shows, that is exactly what the company has achieved.

Since its launch the company has pursued excellence in every area, whether it be the staff it hires, the quality of the tree stock it buys to grow on – hand-picked by McCurdy – its methods of production, the services it offers, the training and the equipment it uses. And all to ensure the company, its branding, marketing and positioning in the market are second to none.

The "passion for excellence" that has seen the company not only grow exceptional trees, but also provide outstanding service to its core clientele of architects, landscape contractors, developers, estate managers and arboriculture officers, led to 35 per cent growth in 2007. Even in its early years Majestic Trees made reasonable profits – a remarkable achievement in a particularly tough part of the market – and today the company far exceeds the industry average. Profits are projected to continue at or above eight per cent for future years.

Highlights include the company's customer satisfaction surveys, first sent out in 2005, by which Majestic Trees judges its performance.

Innovations include the use of airpots for the company's containerised trees. The company has also put its money where its mouth is by investing more than £500,000 in trucks and heavy equipment to ensure it has the capability to overcome the biggest objection to selling big trees – that of their delivery and planting – with more specialist equipment on order that will allow it to move and plant its largest specimen trees all over the UK.

The company's turnover figures speak for themselves: apart from the drought-hit 2006, Majestic Trees has seen rapid growth year on year with good profitability. And that profitability is shared with staff through an innovative staff reward scheme, which sees employees who are paid 15 per cent above the market norm share 25 per cent of the net profits of the company each year.



**Highly commended**  
Coblands Nurseries  
Hillier Nurseries

**Finalists**  
St Bridget Nurseries  
Tamar Nurseries  
Wyevale Nurseries

Source: *Grower of the Year Awards 2008 programme, published as a Horticulture Week special supplement, 6 March 2008.*

