



Technical Datasheet

Tree flocking and waxing

Tree Flocking

For the first time we are introducing a brand new way to prepare your Christmas trees: Tree flocking.

Flocking has been popular for a number of years across the world, and was originally brought about to give a Christmas wintery feel to countries where snowfall was not guaranteed over the winter months. The idea was extended to give the option to have a snowy Christmas tree indoors as well as outdoors, and indoor tree flocking has become very popular, particularly in the American market.

With care, this will last around two weeks outdoors, and longer indoors. It is possible for tree retailers to flock trees in advance of the main sales dates or even invest in tree flocking equipment so that they can flock on site

Flocking takes around 4 hours to setup, so this can be budgeted in with retailers to create a whole family day experience, where the tree is chosen, flocked whilst the family enjoys the rest of the retail opportunities available, then returns to collect the tree at the end of the day.

Tree Waxing

In addition to tree flocking, there is an option to create a more permanent effect with tree waxing.

This uses a molten white wax which is finely sprayed onto the tree, which hardens into a thick, white coating. It is weather resistant and lasts for months, and can have additional sparkles and glitters added for a full frost effect.

MTFX can arrange to wax trees at retail sites, in advance of main sale days/event days, or trees can be delivered to MTFX, then collected once the waxing process is completed. The finished product will remain waxed for many weeks.

Flocking and waxing has been accepted globally and the benchmark for realistic snow displays and is used to great effect in public outdoor displays, theme parks, attractions and shop displays.

Interested in finding our more?

Check out our video: <https://vimeo.com/108364175>