

**FOR IMMEDIATE RELEASE:**  
**Discover the eco-friendly alternative to plastic Christmas trees taking Australia by storm**

Floraly's tiny living Christmas trees deliver an ideal way to spread the holiday spirit to friends, family, clients and colleagues while also embracing sustainable gift-giving.

The trees are grown right here in Australia, supporting local farmers in New South Wales and Victoria, and are sourced in limited quantities in order to reduce waste.

Unlike cut Christmas trees, Floraly's trees come with their root system still intact. This means they can be replanted after Christmas, making them a great sustainable alternative to plastic trees and freshly-cut trees that wind up out on the curb for council collection once Christmas has passed.

*"What attracts our customers to our trees at first is definitely how cute and compact they are," says Floraly CEO & Co-Founder, Tristan Sender. "But truly their biggest draw is the fact that they can be re-planted."*

*"You can put them in a pot with fresh soil or even plant them straight in your garden, so you can actually watch them grow and enjoy them again and again for many Christmases to come."*

Floraly became the first Australian company to start delivering miniature living Christmas trees through the post back in 2019. Since then, their tiny trees have been met with rave reviews from sustainability-minded Aussies and expats, selling out in record time every year since. Now, they've brought them back for Christmas 2022.

*"At Floraly, we make it our mission to help you send joy to those you care about most," says Sender. "Eleven months of the year, we're doing this with our farm-fresh flowers. But in December, it's all about our mini living Christmas trees!"*

The trees are perfectly proportioned for modern living, standing at approximately 50–60cm tall, making them an ideal Christmas tree option for those who've always wanted to bring a real tree home but simply don't have the space.

But they're not just for apartments and smaller homes. Because they are so compact, these trees make fantastic tabletop decorations and can be placed in bedrooms, home offices—essentially anywhere around the home you'd like to add a bit of Christmas cheer.

When it comes to decorations, Floraly has that covered, too. Their trees come with everything you need for set-up and decoration, including fairy lights, baubles, bells, a metallic pop-up pot and a little star topper. The decorations are available in two classic colourways: traditional Red & Gold and elegant White & Silver.

Floraly's tiny trees are delivered straight to your doorstep in their signature gift box, along with a card for your personal message. Also included: a booklet of tree decoration and care tips, to help you nurture your still-growing tree so that you can enjoy it again next Christmas.

Head to [floraly.com.au](https://floraly.com.au) to order your Tiny Christmas Tree today, with express delivery to NSW, QLD, VIC, SA and ACT.

— ENDS

**About Floraly:**

Based in Sydney and Melbourne, E-commerce pure play Floraly aims to change the way we send flowers and gifts in Australia. Floraly sources their flowers fresh from the markets each morning, so that they aren't sitting around for days waiting to be bought, thus significantly reducing flower waste.

Floraly is all about the journey of "bud to bloom", meaning they send their flowers out while they're still in bud, so that they bloom at home and last longer. Floraly carbon offsets their business operations, and for every purchase they also donate a meal to someone who needs it via OzHarvest.

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