



The Moore You Know, July 2020

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Ready for a Frosty One?

Let's take a break from the summer heat for something cool, frosty, and sparkling! This special edition of our newsletter is all about snow, ice, and cool weather delights, specifically holiday décor and light.

Plan Now for Snow and De-Icing Services

While the only type of ice you may want to think about right now is ice cubes for a cold refreshing beverage, the Snow & Ice Management Association (SIMA) advises property and facility managers to follow best practices and plan early for snow and de-icing services. SIMA asserts that early procurement of snow services provides site managers more security, better quality, and reduces risk for all parties.

Earlier procurement helps service providers avoid supply chain delays and de-icing product price fluctuations. It also allows adequate time to plan bulk material purchases, conduct site inspections, perform site prep (staking, mapping), and plan equipment staging and crew allocation.



Moore's snow team added more snow brooms which allow us to work through sites more quickly and with less hand shoveling.

Your account executive will be reaching out very soon to discuss snow services and conduct site walk-throughs. During these walks (conducted with proper social distancing or virtually), we'll determine your desired level of service and scope of work. [SIMA's Best Practices guide](#) for facility managers provides helpful checklists and factors to consider when planning and procuring snow services.

Contractors place orders for bulk de-icing products by early August, so knowing how many sites to plan for allows us to purchase these commodities at the most advantageous prices and ensure supplies are available. During late summer and fall we'll determine crew structure and sizes, plan routes, and train and outfit crews. The sooner we understand your needs, the better we can plan to deliver those services. Let's plan together to make this snow season successful and safe for everyone!



Brighten the Entire Winter Season with Outdoor Tree Lighting

Outdoor tree lighting lifts spirits, helps with curb appeal, and can keep buildings looking lively during short winter days. More property owners are extending their lighting programs well beyond the traditional six-week holiday season and keeping trees lit until March.

Lighting installations begin in October when most leaves have dropped. Mid-summer is the perfect time to finalize budgets and plan displays so all desired materials can be procured.

Budget-friendly options to consider include lighting trunks instead of entire trees, adding lights to trellises, pergolas, and other site elements, and including lit spheres or branches in containers of fresh cut evergreens.

Large fresh noble fir wreaths with a big bow and a few lights are cost-effective statement pieces



to adorn columns or a building exterior. Installations needing a lift require extra time, staff, and expense, so choosing a lighting program that can be installed using ladders is a good strategy for stretching a budget.

Most outdoor lighting used nowadays are LED strands. LED bulbs have much lower electricity needs (and much lower power cost), so many strands can safely use a single outlet. LEDs are available in numerous colors and bulb sizes. White lights are the most popular but colored bulbs offer an exciting way to extend a company brand into the landscape.



2020 Indoor Holiday Décor Trends

The holidays may look different this year. However, seasonal celebrations and decorations are an important source of comfort for many, so let's finish this difficult year on a bright note. Here's a quick look at the top holiday design trends for 2020 and how to interpret them for indoor spaces.



Nostalgia emerged as a trend before covid and resonates with tenants craving normalcy and comfort. Displays include vintage bicycles, trucks, toys, red checked fabric and wraps, and traditional colors.



Classic blue (the Pantone color of the year) is showing up in a big way for the holidays mixed with other jewels tones and the newest neutral – gray.



2020 is the year of the poinsettia! Available in shades for any color palette, poinsettias will appear in wreaths, containers and even as tree ornaments.



Warm gold tones paired with traditional colors or deep blues are popular this year.



Fresh metallic combinations include silver, black, pewter, and white and also red, silver, and white.



Monochromatic color schemes, especially icy blues, are both cheerful and soothing.



Wreaths, swags, and corner containers are creative ways to adorn a space without impeding traffic flow.



The highly versatile lime green works well in nearly all color palettes, helping reds, jewel tones, blues, and creamy whites really pop.



If social distancing reconfigurations have consumed the space normally reserved for a holiday tree, corner scenes and displays above doorways are festive alternatives.



Nature has been our collective escape in 2020 and natural elements like wicker in holiday scenes are particularly comforting.

Welcome Tenants Back to the Office with Appreciation Gifts

Looking for a creative way to say, "We're glad you're back!"? Moore can help procure and assemble custom client appreciation or holiday gifts. Custom gift bags typically include individually wrapped cookies and chocolates and a small plant. Contact Jan Wemple for more info at jwemple@moorelandscapes.com.



Mini poinsettias are thoughtful gifts that brighten workspaces throughout the holidays.



Pedro Castaneda
Holiday Designer

Did you know that Moore Landscapes has its own North Pole in the Northbrook facility? Holiday Designer Pedro Castaneda and his team handcraft custom displays year-round in his magical workshop!

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