

For Immediate Release

Growing Our Eco-Friendly Staff

Local Landscaper Adds to Staff and Builds Green-Minded Credentials

(Wilton, CT - March 8, 20XX) More and more, individuals and businesses are taking steps toward ecological responsibility based on what is healthy for their families and the environment. To this end, Hoffman Landscapes, Inc. has adopted a leadership stance for keeping things green, including work methods, hiring choices and continuing education and credentials for their staff.

Recently, the company added Jeffrey Kuffel, ASLA, to their professional staff. Jeff brings to Hoffman Landscapes an award-winning landscape architecture background with 16 years in the industry. His commitment to professional development includes classes in sustainable landscapes and green roof design. In addition, Jeff is a LEED Accredited Professional (Leadership in Energy and Environmental Design), an important designation in sustainable building and developmental practices from the United States Green Building Council. He holds a B.S. in landscape architecture from Temple University and is a key addition to the Hoffman Landscapes green-minded team.

Jay (Jonathan) Trotter, Project Director of Property Maintenance at Hoffman Landscapes just became NOFA certified, an organization whose strict principles guide all aspects of landscape management including organics, soil health, care of wetlands and pest control – all for a cleaner environment. He is now a Certified Organic Land Care Professional, in the area of landscaping. Jay's background includes commercial landscaping and he brings this same level of expertise to Hoffman's residential properties. He studied science of landscape management and design and received a BS in Ornamental Horticulture from Auburn University in Alabama.

The company's eco-friendly attitude applies to every aspect of business, down to the Forest Stewardship Council (FSC) labeling on their printed materials. They realize the need to take vertical responsibility for maintaining forest resources, from planting trees to paper recycling. In addition, Hoffman Landscapes, Inc. has alliances with ASIDs, AIAs and other industry leaders to bridge indoor and outdoor work, creating the healthiest, eco-friendly designs and environments for their customers.

Hoffman Landscapes' award-winning team has been recognized many times for outstanding landscape design during its 20 years in business. The outfit is known for its blend of creativity, craftsmanship and care for distinctive properties. The company also specializes in complete property management for lawns, planting beds, gardens, trees and shrubs. Hoffman Landscapes has three Connecticut locations: Wilton, Stamford and Washington serving Fairfield, Westchester and Litchfield counties. To find out more, call 203-834-9656 or visit www.HoffmanLandscapes.com

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