



EnnoLogic Customers Help Plant Over 5500 Trees in 2017 Tree Planting Campaign

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Early in 2017, ennoLogic launched an ongoing campaign partnering with TreeSisters.org to plant trees in the tropics to protect local watersheds, endangered natural environs and restore tropical forestlands. With the purchase of ennoLogic products, customers helped ennoLogic to plant over 5,500 trees to date.



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EnnoLogic thanks customers for their support in helping to plant over 5,500 trees in the tropics in 2017 to date.

In January 2017, ennoLogic pledged to support a cause that would give back to the Earth's natural resources. Following a devastating ice storm in December, 2016 that caused extensive damage to trees in a wide swath across the State and was especially devastating in and around Eugene, where ennoLogic is based; the founders of ennoLogic felt compelled to find a meaningful way to give direct support to the environment in general, and to trees in particular.

"We felt that we could not simply continue to develop new technology without giving back to the natural world that provides the resources for us to do so," said Chris Johnston of ennoLogic.

In this quest, ennoLogic partnered with TreeSisters, a global non-profit organization. As stated on their website, "TreeSisters exists to elicit collective responsibility for planetary restoration at the grass roots level with a focus on women and tropical reforestation. We are growing a global network of women who donate monthly to fund the acceleration of tropical reforestation as an expression of collective planetary care."

While ennoLogic is not a women-centered business – having both men and women founders and partners – TreeSisters invites both men and women to join in their global effort to reforest the tropics, and the ennoLogic team felt a strong resonance to the ideals expressed by the TreeSisters organization. TreeSisters' strategic tree planting projects now plant some 90,000 trees each month in locations across the tropics, of which ennoLogic is proud to be a part.

Trees are being planted not only to restore local eco-systems, water tables and habitat, but as part of an effort to draw the excess carbon out of the Earth's atmosphere so future generations can inherit a stable and healthy world that is rich in natural diversity.

With the support of its customers, ennoLogic has been able to provide monthly donations that have gone directly to the planting of some 500 trees each month in specific locations across the tropics. Since the first donation in January, this has meant a total of slightly more than 5,500 trees this year.

"At ennoLogic, we understand that producing technology draws from Earth's limited natural resources. EnnoLogic has now donated to TreeSisters for 11 months in a row," adds Johnston, "and we're excited to be able to continue our support of the reforestation of the tropics to support local endangered environments, restore watersheds, provide meaningful and sustainable employment for local people and help stabilize the biosphere."

One of ennoLogic's most popular product, the [eT650D infrared thermometer](#) is an affordable, accurate, and versatile thermometer that has enjoyed continued popularity in 2017. [The purchase of this infrared thermometer and other ennoLogic products enables the company to make charitable donations to plant trees in the tropics that help maintain a healthy and stable ecosystem that will benefit future generations.](#)

"It is only because of the support of our customers that ennoLogic has successfully been able to partner with TreeSisters for this ongoing campaign. For that, we are deeply grateful," says Chris Johnston.

About ennoLogic: ennoLogic is a brand of high-quality electronics products with a focus on measurement and test instruments. The brand's goal is to offer reliable, accurate, high-quality technology products at affordable

prices, backed by exceptional customer service and support. The ennoLogic brand was founded in 2013 in Eugene, Oregon.

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