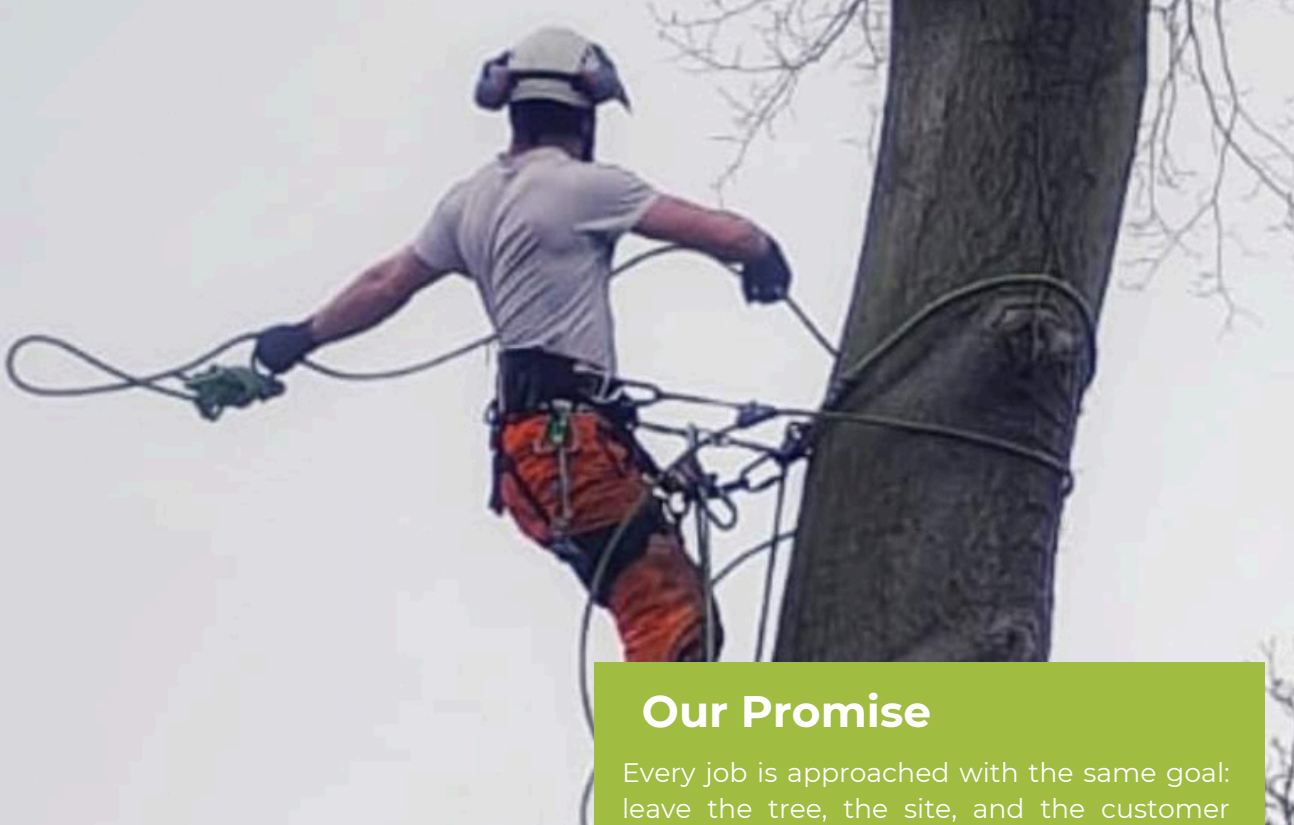




# THE KRAKEN ARB

## BRAND & VISION



### Our Promise

Every job is approached with the same goal: leave the tree, the site, and the customer better off than when we arrived. That means clear, jargon-free advice, a safety-first plan, and tidy, respectful work that protects your property and the surrounding landscape. Whether it's a small garden prune or a complex technical dismantle, Kraken Arb delivers a gold-standard service built on trust, care, and consistency.

### About Us

Kraken Arb is a professional arboricultural firm specialising in technical tree surgery, woodland management, and landscape preservation. Named for our strength and deep-rooted expertise, we provide a consultation-led service that puts tree health and client safety first. We combine modern, low-impact machinery with traditional climbing skills to deliver high-quality results across domestic and commercial sectors.

### The Motives

We founded Kraken Arb to do right by the trees and the customers. We saw an industry split between faceless corporations and “cowboys with chainsaws.” We wanted to build a brand where professionalism didn't mean “boring” — where high-level technical skill meets the personal touch, honesty, and humour of a local, family-run trade.



Call:  
07340 998709

More Information:  
[www.krakenarb.co.uk](http://www.krakenarb.co.uk)



# WHAT MAKES US STAND OUT

## Education Over Extraction

We are arborists, not just "choppers." Kraken Arb stands out because we prioritise education. If a tree can be saved through technical pruning or soil management, we will fight for it. We take the time to explain the why to our clients, advocating for biodiversity and long-term tree health over quick felling profits.



## Strict Professional Standards

Unlike many competitors, we refuse to quote from photos. We believe every job deserves a physical site visit to conduct a thorough risk assessment, plan equipment access, and ensure the safety of the property. This face-to-face approach is why we have a 9/10 quote acceptance rate; clients see our expertise the moment we step on-site.

## Respect for Property & Neighbours

Tree work is disruptive enough without a mess left behind. We work clean, we communicate clearly, and we treat every garden, driveway, and access route like it's our own. From careful chip placement to tidy stacking and full waste removal, we aim to leave sites looking better than we found them — and keep neighbours on side while we do it.

## Safety-Led Planning (Not Guesswork)

Before any saw starts, we plan the job properly. That means a clear method statement, safe drop zones, the right rigging approach, and the correct equipment for the tree, the site, and the surroundings. Our clients don't just get "a quote" — they get a professional plan that protects people, property, and the tree's long-term health.



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# ENVIRONMENTAL ETHICS & DIGITAL REACH



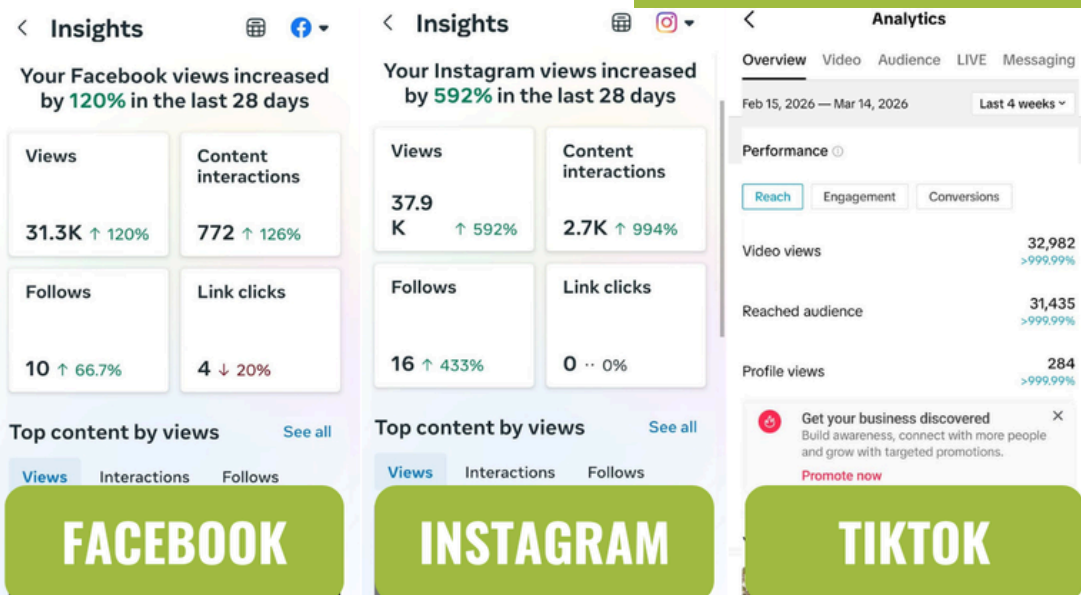
## Year-Round Wildlife Protection

We go above and beyond legal requirements for wildlife. While the law specifies certain nesting seasons, we conduct comprehensive bird surveys all year round. We have observed that due to warmer weather patterns, birds are nesting outside of traditional windows. We refuse to compromise our ethics for a quick job — if there is an active nest, the work waits.

## The Digital Stadium

We aren't just working in the trees; we are changing how the public sees the trade. Our authentic, humorous, and educational content has built a massive community online.

- Monthly Reach: Over 30,000 views every 28 days on Facebook alone.
- The “Zero-Trace” Impact: Our “cleaner than we found it” philosophy has made us a local favourite



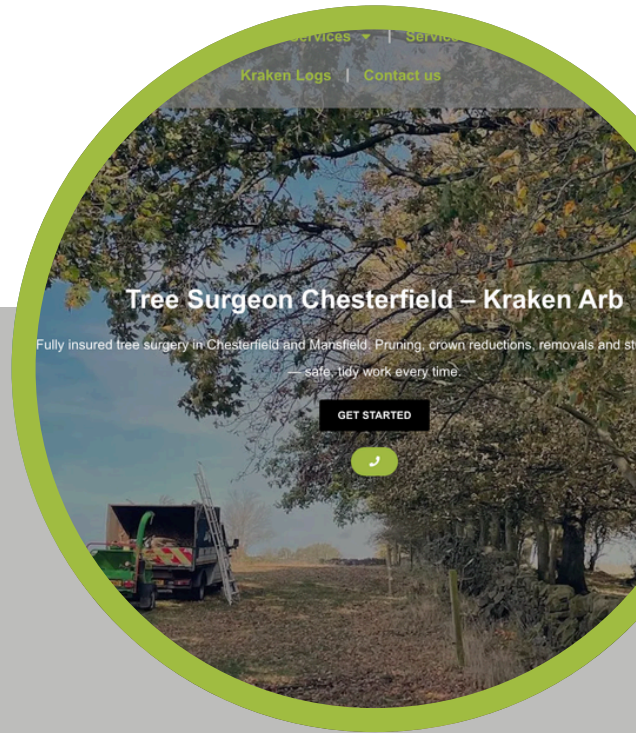


# ACHIEVEMENTS & ORGANISATION

## The “Engine Room”: Systems for Success

A great trade business is only as good as its organisation. Our proudest achievement is the implementation of a seamless office system managed by Ash’s partner, Toni.

- Integrated Management: Toni handles all phones, emails, and admin, ensuring a 5-star customer journey from the first click to the final sweep.
- In-House Innovation: Toni built our company website from scratch, featuring a live web-chat to provide instant communication and support.



## Reliability and Trust

Our organisation ensures we never miss a call or a client. By combining Toni’s office efficiency with our on-site expertise, we’ve created a business that is as reliable as it is skilled.



Before



After

## Consistent Aftercare & Ongoing Support

We don’t disappear once the job is done. From advice on aftercare and regrowth, to help with future planning and seasonal maintenance, we stay available and responsive. That consistency builds long-term relationships — clients know they can come back to us for honest guidance, not a hard sell.



# OVERCOMING OBSTACLES & FINAL SUMMARY



## The Journey

Our biggest obstacle was changing the “slash and burn” mindset of the industry. Sticking to our “nature-first” principles — including our strict “no photo quote” policy and year-round bird surveys — was a hurdle, but it has become our greatest strength. It has built a level of trust with our clients that “cheap and fast” operators simply cannot match.

## Why Kraken Arb?

Kraken Arb is more than just a tree surgery business; it is a modern, family-led operation that proves trade work can be highly professional, environmentally conscious, and deeply relatable. By combining top-tier arboricultural expertise with Toni’s sophisticated office systems and a digital reach of over 30,000 views a month, we have built a brand that people trust and enjoy.

Our 9/10 quote acceptance rate is the ultimate evidence that our formula works: we offer unbeatable value, clear communication, and a “nature-first” heart. We don’t just show up to cut a tree; we show up to provide a gold-standard service that leaves the landscape healthier and the client smiling. We are proud to represent the future of the British trades.

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