

## ORANGE TEAM PRODUCT CONTRACT

**Product Description:** Portable device for moving and planting trees

**Intended Customers:**

Primary customers: landscapers and equipment rental companies

Additional customers: home gardeners and non-profit organizations that plant trees

**Market:** Landscaping equipment

Customer Need	Product Attribute(s)	Engineering Specs
Can lift medium-sized trees	Strong	<ul style="list-style-type: none"> <li>• Device can lift 200lb tree without failure</li> </ul>
Tree can be easily loaded into device	Quick to load, not strenuous	<ul style="list-style-type: none"> <li>• Takes less than 3 minutes to strap and lift tree</li> <li>• Requires less than 30lbs of applied force to lift 200lb tree</li> <li>• Can be loaded by one person</li> </ul>
Is easily maneuvered	Stable, easy to turn, easy to push, easy to pull	<ul style="list-style-type: none"> <li>• Device will not tip over on 10 degree incline</li> <li>• Can be pushed over 1¾" sharp step with 200lb tree on hard-packed ground with at most 10 degree incline</li> <li>• Zero-degree turning radius on hard-packed level ground</li> <li>• Requires at most 20lb force to push device with 200lb tree on hard-packed level ground</li> <li>• Requires at most 20lb force to pull device with 200lb tree on hard-packed level ground</li> <li>• Can be maneuvered by one person</li> </ul>
Tree can be positioned and planted into hole	Stable, quick to plant	<ul style="list-style-type: none"> <li>• Takes less than 5 minutes to lower tree with root ball up to 2½' in diameter into hole twice the diameter and as deep as root ball</li> <li>• Device does not tip over into hole while lowering 200lb tree into hole</li> <li>• Can be planted by one person</li> </ul>
Is safe to use	Stable, brake-able	<ul style="list-style-type: none"> <li>• Device does not tip over with 200lb tree</li> <li>• Able to brake with 200lb load stopped on smooth 10 degree</li> </ul>
Can be lifted and stored in a truck bed	Lightweight, compact	<ul style="list-style-type: none"> <li>• Total weight of device less than 100lbs</li> <li>• Fits in full truck bed of 61"x96"</li> </ul>
Is affordable	Low-cost materials	<ul style="list-style-type: none"> <li>• Selling price less than \$700</li> </ul>