



Hear from the ISA Gold Canopy Partners — Husqvarna

ATLANTA, Ga. — Husqvarna, a company dedicated to providing professionals and consumers with forest, park, lawn and turf products, is one of ISA’s longstanding Gold Canopy Partners and has been with the program since its inception.

The ISA Canopy Partners program is a collaborative initiative with industry leaders to better promote the professional practice of arboriculture, inform the public about the benefits of trees and provide a global network of arborists, urban foresters and people who care for trees.

Ingrid Ekström, Senior Vice President of Global Marketing, Husqvarna Forest & Garden Division, said Husqvarna has been a long-time supporter of ISA.

“Our relationship with the International Society of Arboriculture spans more than 20 years, making the Canopy Partner program a natural extension of that collaboration,” Ekström said. “ISA plays a critical role in advancing arboriculture globally, and this partnership allows us to more actively support that mission. In addition, as a Global Tree Climbing Championship partner, we are proud to support ISA’s events worldwide, helping showcase the skill, professionalism and safety standards that define the industry.”

Ekström said, in many ways, ISA ensures tree care professionals are well-trained, while Husqvarna ensures tree care professionals are well-equipped. She added that staying connected with the broader arboricultural industry also supports their commitment to performance, safety, and sustainability.

“Active participation keeps us closely connected to the needs of arborists and the direction of the industry,” she said. “Engaging with professionals and organizations provides insights that directly inform product development while supporting the exchange of knowledge and best practices. As challenges like urbanization and climate change continue to grow, collaboration across the industry is essential to shaping its future.”

Ekström said Husqvarna also recognizes the importance of outreach programs and community involvement, which is why the company started its global ambassador program, Husqvarna H-Team. This program invites experienced arborists and loggers to test equipment, share knowledge and mentor the next generation.



Husqvarna also supports industry events, training programs, dealer education, as well as furthers its community outreach through demonstrations, workshops and training sessions throughout its dealer network and alongside local partnerships.

“Connecting locally provides important insight into the challenges arborists face and the needs of the communities they serve,” Ekström said. “It also reinforces the role of tree care in creating healthier, more sustainable environments. These relationships help ensure our efforts remain relevant while supporting professionals and strengthening the overall impact of the industry.”

For more information about Husqvarna, please visit [husqvarna.com](https://www.husqvarna.com). For more information about the ISA Canopy Partners program, visit the ISA website or contact corporatesales@isa-arbor.com.