Hear from the ISA Silver Canopy Partners—Sennebogen

ATLANTA, Ga. — Sennebogen, a company focused on manufacturing the widest range of machines in the material handling and crane technology sectors, has been part of ISA's Canopy Partner program for the past three years.

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.

Sennebogen Northeast Tree Care Specialist Lou Hicks said the partnership naturally aligned with both organizations' values, with a focus on safety, education and advancement. Sennebogen provides innovative equipment to tree care workers to increase efficiency and safety, while ISA promotes the professional practice of arboriculture and helps ensure that tree care practitioners have the required knowledge, training and expertise to perform tree care safely.

"It is through the Canopy Partners program that Sennebogen can strengthen its connection with the professional arborists, establish greater credibility within the tree care market and have a direct platform for demonstrating how its technology can improve productivity, safety and arboriculture," Hicks said.

Hicks added that participating in the broader arboriculture industry is important to Sennebogen because it positions the company not simply as a supplier of equipment but as a partner.

Sennebogen works to develop long-lasting relationships with those in the arboriculture profession to help address evolving customer needs, contribute to safety and professional development and demonstrate how specialized equipment can improve the job. The company offers educational outreach to the industries it serves, conducts equipment demonstrations and provides workforce development opportunities to its partners.

"Sennebogen connects its business with the people and the industries it serves," Hicks said. "We go outside the box. It's not just the equipment side. We try to connect to make that difference and contribute to the advancement of arboriculture."

Additionally, Sennebogen sponsors the Tree Research and Education Endowment Fund's (TREE Fund) Tour des Trees event, participates in Saluting Branches and takes part in a variety of industry events.

Beyond day-to-day operations, Sennebogen also gives back to its communities by supporting Carabetta Cares, a nonprofit that assists children and families with resources during periods of hardship.

"Connecting with local communities allows Sennebogen to build trust, build those relationships, understand the market needs, build future talent and demonstrate its commitment to the industries and the communities it serves," Hicks said. "This transforms community engagement from a marketing activity to a long-term business strategy—one that supports both the communities Sennebogen serves and the company's continued growth."

For more information about Sennebogen, please visit sennebogen-na.com/. For more information about the ISA Canopy Partners program, visit the ISA website or contact corporatesales@isa-arbor.com.