

idverde Expands Its Green Services Portfolio with the Acquisition of Acorn Environmental Management Group

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idverde, a European provider of green services, proudly announces the acquisition of Acorn Environmental Management Group, a well-respected company specialising in arboriculture and landscape management services in the Midlands. This strategic move bolsters *idverde*'s capabilities and enhances its service offerings, marking a significant milestone in its growth trajectory.

Acorn Environmental Management Group, headquartered in Redditch, is known for its comprehensive range of expert services, including tree surgery, arboriculture consultancy, landscaping, rope access, vegetation clearance, ecological mitigation, and the control of invasive and noxious weeds.

With annual sales of approximately £11 million, Acorn employs approximately 100 employees who manage several high-profile contracts throughout the Midlands. This acquisition not only strengthens *idverde*'s arboriculture expertise but also provides complementary services to existing clients and expands *idverde*'s ability to self-deliver arboriculture services.

Together, Acorn and *idverde* UK become a leading European Arb business with key sector credentials. The companies are the top 2 leading Arb players in the UK and have complementary capabilities and create a stronger footprint together. This partnership opens greater opportunities to tender for more work, successfully addressing a large and growing market and provides wider solutions to customers while generating employee growth.

Kristian Lennard, CEO of *idverde* UK, commented, "We are pleased to welcome our new colleagues from

Acorn Environmental Management Group into *idverde*. The company has been developed on strong foundations and is underpinned by innovation and a focus on training and development of their services. This has resulted in long-term contracts being secured with several key high-profile clients.”

Kevin O’Rourke, Owner of Acorn Environmental Management Group, added, “We sought to find a genuine partner who will help us move the business forward and continue its development. I am confident that *idverde* is the right home for our business to continue its growth journey. I am immensely proud of the business we have developed since it was first established in 1994 and would like to take this opportunity to thank all of the Acorn team for their support and dedication over the years.”