

# Press release

November 9, 2021

## Husqvarna and PlanIT Geo™ partner on HUGSI.green

Husqvarna and PlanIT Geo, the industry leader in Urban Forestry mapping software, announced a new partnership today on Husqvarna's HUGSI (Husqvarna Urban Green Space Index) platform. This collaboration brings together the complementary strengths of HUGSI's global platform for monitoring urban green space and PlanIT Geo's TreePlotter™ software and urban tree canopy mapping expertise.

Through this partnership, the HUGSI platform will be able to direct users to more detailed geospatial analysis that PlanIT Geo offers using sub-meter resolution imagery. This will provide new insights for communities and policy leaders and support the joint mission statement of this new partnership.

"We're thrilled to partner with Husqvarna and to promote HUGSI and the knowledge sharing purpose that it serves. Through this collaboration we will contribute data, content, and stories from clients across the globe," said Ian Hanou, PlanIT Geo's Founder & CEO.

"PlanIT Geo comes with great solutions, knowledge, and experience on how cities can track, manage, and form policies for their urban forests. Together we can strengthen our respective offerings and for us at HUGSI, this means we can share more insights about the tree canopy to benefit all HUGSI cities" said Erik Swan, Product owner for HUGSI.green.

Other features of this new partnership include:

- New channels for encouraging communities to participate in HUGSI and reciprocal exposure for PlanIT Geo's TreePlotter software product suite
- Integration of urban forest data and relevant reports, plans, and studies from PlanIT Geo on the HUGSI platform
- Expert urban tree canopy data and content provided for the [HUGSI.green](https://www.hugsi.green) website by PlanIT Geo

To learn more about this partnership and its work, or for any other inquiries, contact Elizabeth Schulte at [elizabethschulte@planitgeo.com](mailto:elizabethschulte@planitgeo.com) or Erik Swan at [erik.swan@husqvarnagroup.com](mailto:erik.swan@husqvarnagroup.com).

**Learn more about HUGSI [www.hugsi.green](https://www.hugsi.green) and PlanIT Geo [www.planitgeo.com](https://www.planitgeo.com).**

**About PlanIT Geo**

Since 2012, PlanIT Geo has been providing cutting-edge technology and planning services globally for urban forestry, parks management, and arboriculture. Their TreePlotter™ Software Suite is used by governments, nonprofit organizations, universities, and private industry around the world. The PlanIT Geo team is driven by a passion for trees and technology and is widely regarded as innovators and trusted partners in urban and community forestry programs.

**About Husqvarna**

Husqvarna is a brand within Husqvarna Group. Since 1689, Husqvarna has manufactured high performing products and delivered industry-changing innovations such as anti-vibration and automatic chain-break on chainsaws, as well as robotic mowers. Today, Husqvarna offers a broad range of high performing outdoor power products for parks, forest and garden, and represents technological leadership in the key areas: chainsaws, trimmers, ride-on mowers and robotic mowers. Husqvarna products are sold in more than 100 countries, mainly through servicing dealers.

**About Husqvarna Group**

Husqvarna Group is a global leading producer of outdoor power products and innovative solutions for forest, park and garden care. Products include chainsaws, trimmers, robotic lawn mowers and ride-on lawn mowers. The Group is also the European leader in garden watering products and a global leader in cutting equipment and diamond tools for the construction and stone industries. The Group's products and solutions are sold under brands including Husqvarna, Gardena, McCulloch, Flymo, Zenoah and Diamant Boart via dealers and retailers to consumers and professionals in more than 100 countries. Net sales in 2020 amounted to SEK 42bn and the Group has around 12,400 employees in 40 countries.