

# Epos Now Celebrates Major Milestone: 250,000 Trees Planted Through Global Hospitality Partnership

NORWICH, UNITED KINGDOM, January 29, 2026 /EINPresswire.com/ -- [Global fintech leader Epos Now](#) and GiftTrees are proud to announce a major milestone in their long-standing partnership: the planting of 250,000 GiftTrees since their collaboration



began. The partnership leverages Epos Now's global reach to transform everyday dining into a powerful force for environmental and social good. By reaching the quarter-million-tree mark, the initiative has successfully sequestered significant carbon while simultaneously lifting farming communities out of poverty.

## A Quarter-Million Trees: A Legacy of Impact

Every tree planted has contributed to a larger mission of restoring the planet and providing sustainable livelihoods. The impact of this quarter-million-tree milestone includes:

**Poverty Alleviation:** Providing food, income, education, and medicine for farming families.

**Agroforestry Growth:** Funding thousands of projects that restore biodiversity and soil health.

**Verified Transparency:** Each tree is geo-tagged within live planting projects, allowing restaurants to track their "Branded Forest" in real-time.

**Business Integration:** The "Free bolt-on" for Epos Now has allowed merchants to boost ESG credentials without financial friction.

## Rewarding Sustainability

A unique component of this partnership's success is the GiftTrees Token system. As restaurants contribute to this 250,000-tree legacy, they earn tokens that offset the costs of Epos Now service and support. This model proves that environmental responsibility can directly reward a business's bottom line.

"Reaching a quarter-million trees is a testament to what happens when technology meets a

mission," says Joe Squire, Marketing Director at Epos Now. "This isn't just a number; it represents 250,000 steps toward a cooler planet and millions of lives changed for the better through our seamless partnership."

### Looking Ahead

As the partnership continues, Epos Now and GiftTrees remain committed to scaling this impact. Restaurant owners can join the movement via a free installation process, helping to reach the next quarter-million trees while aligning their businesses with the values of corporate responsibility and sustainability.

Storm Postlethwaite, GiftTrees CEO, commented: "We are delighted to celebrate this milestone of 250,000 GiftTrees planted, a testament to the passion and generosity of the Epos Now restaurant network. On behalf of everyone at GiftTrees, I want to extend our deepest thanks to Epos Now and their partners for championing environmental stewardship and social impact in such a meaningful way.

These trees are more than numbers; they are life, shade, food, and opportunity for families, schools, and ecosystems. Every tree planted helps restore degraded land, supports local livelihoods, and nurtures a more sustainable future. We are truly grateful for Epos Now's support in making this positive change possible and for inspiring others in hospitality to be a force for good. Here's to the next 250,000 trees!"

### About EposNow

Epos Now is a global leader in cloud-based POS and payments, supporting over 100,000 merchants. They provide the digital infrastructure that enables businesses to thrive while integrating world-changing initiatives such as GiftTrees.

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