



April 14, 2026

Forsite launches unified brand, expands forestry capabilities across North America

SALMON ARM, British Columbia — Forsite Consultants Ltd. today announced the launch of the unified Forsite brand and the integration of six specialized companies into one cohesive, full-service organization. The milestone brings together decades of expertise in forestry, wildfire science and geospatial intelligence under a single, customer-focused platform serving clients across Canada and the United States.

The new Forsite unites Barr Air Patrol, Barr Geospatial Solutions, Airborne Imaging Inc., Northwest Management Inc., Forcorp and Forsite Consultants Ltd., combining aerial LiDAR acquisition, advanced analytics and on-the-ground forestry expertise. The result is a single partner that supports clients from initial data capture through analysis, planning and field implementation.

Expanded forestry capabilities under one brand

Forsite's forestry services now integrate field-based expertise with high-resolution remote sensing and advanced modeling, enabling more complete and actionable insights across complex landscapes.

Clients across forestry, government and Indigenous land management organizations can access:

- Forest inventory and timber supply analysis
- Wildfire fuels mapping, fire behavior modeling and risk assessment
- Vegetation management and landscape planning
- LiDAR acquisition and high-resolution terrain and canopy data products
- Environmental field services, silviculture and ground validation

By connecting these capabilities, Forsite delivers more consistent data, improved visibility and stronger long-term planning outcomes.

Leadership Commentary

“Our focus has always been on delivering practical, field-informed solutions for our clients,” said Chris Havern, Chief Executive Officer of Forsite. “By bringing our teams together under one brand, we are making it easier for clients to access the full range of capabilities they need, from data acquisition to analysis to on-the-ground implementation.”

“For years, each of our companies delivered outstanding results independently, but we always knew the real power to integrate them and truly harness our capabilities. What we are offering now is truly unprecedented in our industry: seamless access to airborne data acquisition, advanced analytics and experienced field teams, all working as one. We’re not just a vendor;

we're a long-term partner capable of supporting every phase of resource management with the highest standards of quality and precision."

"The future of natural resource management is integrated, data-driven, and deeply connected to the landscape. Forsite is built for exactly that future, and I couldn't be more proud of what our team has come together to create."

Customer-focused approach supported by new website

Forsite's new website provides a centralized resource for clients to explore its expanded forestry offerings and understand how its services come together to support real-world decisions.

The site is designed to help forestry professionals, land managers and agencies:

- Navigate integrated service offerings
- Explore forestry and wildfire applications
- Access data examples and use cases
- Connect with experts across disciplines

About Forsite

Forsite is a geospatial intelligence and natural resource management company operating across Canada and the United States. Formed through the integration of Barr Air Patrol, Barr Geospatial Solutions, Airborne Imaging Inc., Northwest Management Inc., Forcorp and Forsite Consultants Ltd., the company provides end-to-end services spanning LiDAR acquisition, forest inventory, wildfire risk modeling, analytics and field services.

Forsite supports forestry companies, government agencies, Indigenous communities and natural resource organizations with data-driven insights to improve planning, reduce risk and support sustainable land management.

Resources

- Learn more: www.forsitegeo.com
- Watch the brand story video: [Forsite | Geospatial Solutions for Energy Infrastructure, Natural Landscapes and Wildfire Protection](#)

Media Contact

Sara Braun, VP, Marketing & Sales Operations

CorpMarketing@forsitegeo.com