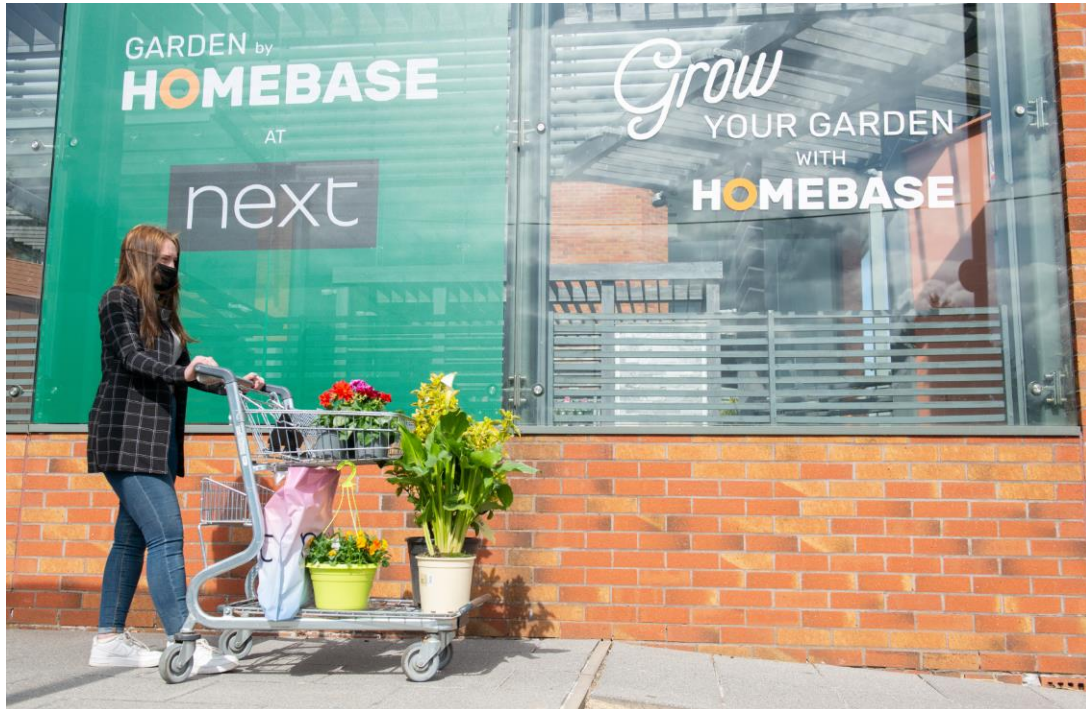


FOR IMMEDIATE RELEASE: 11 April 2021

## SHOPS IN BLOOM

*From bedspreads to flower beds, Homebase partners with Next to launch garden centres*



**Milton Keynes, UK: 11 April 2021** – Home and garden experts Homebase is set to bring the best of its gardening products and green-fingered expertise to a selection of Next stores. This is part of a trial across the country between the two well-loved British brands.

Six Homebase garden centres will open in Next stores in Shoreham, Ipswich, Warrington, Camberley, Bristol and Sheffield tomorrow, which coincides with non-essential shops reopening.

Customers can now combine shopping for quality clothing and homeware from Next with a variety of plants, pots and garden tools needed to spruce up or totally transform outdoor spaces from Homebase.

As well as expert gardening advice available from Homebase team members in-store, customers can take advantage of personalised hints and tips via plant care app, SmartPlant. With Homebase's entire range of plants added to the app, extra help is available just by scanning the barcode.

**Damian McGloughlin, CEO Homebase, said:** "We're delighted to be joining forces with Next and bringing our garden products and expertise to its stores. It's all part of our wider commitment to make shopping with us easier and provide even more inspiration and expert advice. We're a great nation of gardeners, with more and more people enjoying the benefits of gardening and being outside. The launch of these new garden centres means we're able to offer more gardeners, both experienced and those just starting out, Homebase products in more locations across the country."

In a show of its belief in the British high street's future, Homebase is also set to open more of its small-format stores on Monday 12 April. A dual-branded Kitchens by Homebase and Bathstore, DECORATE by Homebase, and its first small-format Homebase store with all the everyday essentials will open right on the high street in Walton-on-Thames, Surrey. The openings will bring the total number of Homebase's small-format stores to six across Guildford, Cheadle and Sutton.

Homebase has over 40 years of gardening expertise, with more than 300 trained specialists in stores up and down the country. Dedicated to supporting nurseries and growers, Homebase buys the best quality plants direct from the growers, with deliveries to store every week for the freshest plants possible and guaranteed for five years.

### **Ends**

#### **For more information contact:**

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Or call 07427387450

#### **About Homebase:**

Founded in 1979, we are the home and garden experts. We're a one-stop-shop for the products, expertise and inspiration home makers need to fix, improve or transform their homes and gardens.

Homebase has 151 stores and 15 standalone Bathstore stores employing over 5,600 people across the UK and Ireland, whose specialist knowledge sits at the heart of the friendly and inspiring service Homebase offers its customers. New high street stores DECORATE by Homebase and Kitchens by Homebase have also been launched around the UK with more planned.

Our wide range of products cover garden, decorating, home furnishings, kitchens, bathrooms and fitted bedrooms, and everything you need for everyday repair and maintenance, complemented by partnerships with leading brands, such as Hearst UK, ELLE Decoration, Villeroy & Boch, Bosch, NEFF and Roux Kitchens. We have everything you need for your home and garden projects under one roof. Our inspirational new store layouts are helping millions of customers combine extensive on-trend collections with the ideas, advice, partners and tools to create a home they love.

For more information visit <https://www.homebase.co.uk/about-us/who-we-are>.