



For immediate release

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## **Homebase unveils new SmartPlant partnership for the ultimate plant buying experience**

The trend of bringing a slice of the outdoors into your home seems to be here to stay. In fact, it's reaching higher heights with millennials who are investing precious pounds on plants as a form of achieving wellness in the home. With this in mind, Homebase, has partnered with specialist plant care app, SmartPlant, to offer a free digital plant caring assistant with every plant purchase.

The partnership provides every Homebase customer who purchases an indoor or outdoor plant with easy access to free, personalised, monthly plant care reminders straight to their smartphone and is being rolled out today to all 180 stores nationally. Upon purchase, Green-fingered Homebase customers will simply need to download SmartPlant and scan the barcode on their plant to unlock additional information and receive monthly care instructions.

The app is also fully integrated with Amazon Alexa allowing customers to ask questions, hands-free. Simply ask, "Alexa, ask SmartPlant what I need to do with my magnolia?", and the plant will be brought to life through the automated voice.

App users will also be able to quiz SmartPlant's network of plant experts with questions and receive a personal, tailored response within just 24 hours. Additionally, if there is a plant that users cannot find on the app they will be able to upload a photo to the app and an expert will provide them with the necessary advice and care tips they need to know. All Homebase customers will also receive a free one-month Premium SmartPlant subscription to get them started, allowing unlimited plant and pest identifications and giving unrestricted access to the app's experts.

In 2017 SmartPlant launched to shake-up the horticultural market, and provide a digital service offering with easy to follow plant care tips. The award-winning app gives green life lovers simple advice and tips to ensure they maintain beautiful, healthy plants, all year round, and gives first time buyers the confidence to grow the plants they want.

David Gillespie, Plants Buyer at Homebase comments, "Garden tech simplifies horticulture, so everyone can grow the plants they want with ease. It is clear that the industry is on the rise with an increase in demand for the likes of automated lawnmowers and smart watering systems and so we feel that SmartPlant is the perfect fit for our customers. SmartPlant takes this tech a step further as users can also link the app to Alexa, making plant care even simpler."

George Williams, Founder of SmartPlant, adds: "Our aim is to simplify plants so that anyone can grow them with ease and so we're really excited about the partnership with Homebase, allowing us to help people become plant care experts nationwide."

ENDS

#### **Notes to Editors:**

For more information, please contact the Homebase Press Office on 01908 352460 or email: [media.relations@homebase.co.uk](mailto:media.relations@homebase.co.uk)

#### **About SmartPlant**

SmartPlant ensures everyone can enjoy beautiful, healthy plants, all year round, both indoors and outdoors. No jargon, just easy-to-follow advice and tips when you need it from the UK's very best plant experts.

App Features:

- Free to download monthly plant care for all plants
- SmartPlant barcode scanning technology in Homebase stores offers automatic care notifications for plants bought
- Premium membership allows the user unlimited questions, photo IDs and access to a personalised plant care calendar
- Hundreds of horticultural experts available for instant advice, help and guidance
- Quick and accurate plant and pest identification
- Live Skill on Amazon Alexa
- Over 20,000 plants to search through in-app for inspiration
- Deep content including videos, images and general plant care information
- New plant recommendations, so people can learn about plants and get indoor and outdoor plant inspiration

[www.smartplantapp.com](http://www.smartplantapp.com)

Available on the following platforms:

iOS: <https://itunes.apple.com/gb/app/smartplant-identify-care/id891720914?mt=8>

Android: [https://play.google.com/store/apps/details?id=com.desmart.plantsnapp&hl=en\\_GB](https://play.google.com/store/apps/details?id=com.desmart.plantsnapp&hl=en_GB)

Alexa: <https://www.amazon.co.uk/SmartPlant/dp/B077HS65F6>

**About Homebase**

Founded in 1979, Homebase is one of the UK's leading home improvement and garden retailers. The company operates stores across the UK and the Republic of Ireland.

Its product range includes painting and decorating, plants, garden tools and accessories, and kitchens – all available in-store or online at [www.homebase.co.uk](http://www.homebase.co.uk)