



Homebase and Hearst UK venture outside as they launch an exclusive range of sheds, summerhouses and greenhouses

Milton Keynes, UK: 18 February 2021 – Homebase is launching an exclusive range of Country Living sheds, summerhouses, and greenhouses at a time when customers are continuing to search for new ways to create extra room in their homes and gardens.

This is the newest range to be launched as part of the home and garden expert's three-year partnership with the leading premium content and experience business, Hearst UK, and its magazine titles.

There are 29 different structures in the range, and each are handmade in the UK from sustainable materials. This collection, with its wide range of shapes and styles, gives customers a huge selection to choose from, with styles that will suit all types of gardens or projects.

The collection ranges from freestanding or attached practical potting sheds and greenhouses suitable for working in and storing garden tools, to larger summerhouses for those looking to create a home office, extended playroom, or an indulgent bolthole.

Each structure is handmade to order. It's pre-treated and painted one to two, unique Country Living heritage colours before being installed by Homebase trusted suppliers.

Stephen Pitcher, Trading Director for Garden and Seasonal, Homebase, says: "We're excited to launch our new range of outdoor structures with our partner, Hearst UK, at a time when we know our customers are looking for creative ways to add extra space to their homes and gardens. Together we've created a fantastic collection that's on-trend, is of the highest quality and delivers brilliant value for money for our customers."

Sharon Douglas, Chief Brand Officer, Lifestyle, Homes and Weeklies, Hearst UK comments: "We love working with the team at Homebase to develop products using our expertise and audience insight. The Country Living team are hugely proud of the range, and we're sure it's going to be a huge hit with Homebase customers."

With each purchase, customers will receive a one litre tin of top up paint for maintenance, a three-year guarantee on their outdoor structure and up to 15* years anti-rot warranty. The full range is available to purchase online at Homebase.co.uk from 22 February 2021.

Ends

*dependent on structure

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**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, Dwell, ELLE Decoration, Villery & 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>.

About Hearst UK:

Hearst UK publishes 24 brands including Good Housekeeping, Cosmopolitan, Esquire, ELLE and Harper's Bazaar. Our print and digital brands reach over one in three UK women and one in four UK men every month, and our trusted content engages them wherever they are. We sell over four million magazines a month, we reach 29+ million UK digital unique users and we have more than 79 million likes and follows via our social media platforms. We also have a growing operation offering accreditation through our state-of-the-art product testing facility at the Hearst Institute.