

## Homebase 'powers up' with Stanley Black & Decker power tools

**London: 3 December 2020** – Home and garden expert Homebase has entered into a long-term partnership with Stanley Black & Decker, offering customers even more choice when it comes to finding the right tool for any project, whether you're crafting or doing DIY around the house.

Homebase will now stock over 90 innovative power tools from the Black & Decker and Stanley FatMax ranges, as well as the iconic Black & Decker Workmate in three versions, which was originally launched in 1972.

The expansive Black & Decker range will appeal to novice DIYers who are looking for advice and non-intimidating, easy-to-use tools to help with smaller home projects and crafting hobbies. For the more experienced DIYers, an upgraded Stanley FatMax range will support those looking to tackle more challenging, bigger projects such as more assembling decking or drilling into masonry or brickwork.

Customers who need help finding the right tools for their project will now have access to a wealth of information in-store and at their fingertips through easy to follow, step-by-step guides via a QR code.

By scanning with a mobile phone, the customer will be shown specific and helpful product information about the jobs the power tool is best suited to, plus any advice on accessories needed to complete the project.

**Chris O'Boyle, Trading Director, Everyday Repair and Maintenance (EDRM) for Homebase says:**

"This is an exciting partnership for Homebase, and one that'll see our customers benefit from the expertise, knowledge and innovation Stanley Black & Decker can offer through their expansive range of power tools. Working together we can give customers the confidence and know-how to dream big and turn their home projects into reality."

**Lee Bernstone, National Retail Sales Director at Stanley Black and Decker says** "We're really pleased to partner with Homebase to bring our extensive range of power tools to its customers, whether they're shopping instore or online.

This long-term partnership will continue to bring new and innovative products to Homebase customers and help simplify how they buy their tools through the new instore point of sale guide. Whether you're a novice, DIY enthusiast or tradesperson, customers will be able to find the right tool for the job quickly and easily."

The partnership will kick off with a digital marketing campaign, inspiring customer to 'dream big' this Christmas. Through a range of 20 second creative videos, the campaign shows power tools as 'the gifts that give more' when the gift-wrapped box turns into an inspired finished project. The campaign will launch on 30 November and will run up until Christmas Eve.

The full range of Stanley Black & Decker products are now available to view online and purchase in all 151 Homebase stores

**ENDS**

### **For more information**

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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>.