

Homebase extends partnership with SmartPlant giving customers even more plant care advice at their fingertips

Homebase will be the first national home improvement and garden retailer to add its complete plant range to the SmartPlant App, helping customers choose exactly the right plant for their home and garden. After a year-long trial with Homebase, the SmartPlant mobile App will continue to give customers access to expert knowledge and advice on all home and garden plants, from its soil preference to when to prune.

Approximately 95 per cent of the British and European plant growers who supply Homebase have already signed up to the SmartPlant App. The remainder of its suppliers will onboard by the end of 2020.

David Gillespie, Plant Buyer at Homebase, said: "When buying plants, our customers will now have expert advice at their fingertips thanks to our extended partnership with SmartPlant. We've been helping customers bring plants into their homes and gardens for over 35 years, and along with our in-store experts, customers can now have the confidence to buy the plants that suit them through the App. They will also have better information as to how to care and look after them to make them look better for longer."

The SmartPlant App, which was launched in 2017, allows customers to unlock information about specific varieties of plants by scanning the QR code on plant labels at Homebase with their mobile phones, as well as provide ongoing information about at-home care. Customers can sign up to receive regular updates in the form of videos and top tips from over 100 garden experts such as Huw Richards & Chelsea award winner, Raymond Evison, on how to look after their plants successfully.

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Notes to Editors:

SmartPlant makes plant care simple for plant owners of all ages and abilities. No jargon, just easy-to-follow automated advice and tips when you need it from the UK's very best plant experts.

App Features:

- Free monthly plant care for all plants.
- SmartPlant scanning technology.
- Hundreds of horticultural experts available for instant advice, help and guidance.
- Quick and accurate plant and pest identification.
- Live Skill on Amazon Alexa. Simply ask, "Alexa, ask SmartPlant what I need to do with my magnolia?", and their plants will have a voice
- Over 20,000 plants for in-app inspiration.
- Detailed content including videos, images and general plant care information.
- New plant recommendations, so people can learn about plants and find what they love.

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
- **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.