

## **Dulux launch new Heritage and Simply Refresh ranges at Homebase**

**Milton Keynes, UK: 29 March 2021** – Dulux has partnered with home and garden experts Homebase to launch its new Heritage and Simply Refresh paint ranges, which will provide customers with even more choice when choosing paint for their decorating projects.

The Heritage range is premium in look and feel, with a colour palette inspired by classic shades from the history of British architecture and design, reimagined for the modern-day home. Quality and durability meet to create 112 stylish shades that offer both style and substance.

This range features a unique premium quality velvet matt emulsion for walls and ceilings, an eggshell for wood and metalwork and an undercoat, all developed to meet the highest standards of both the professional decorator and the DIYer. The Heritage range can also be mixed at Dulux paint desks in Homebase stores, giving customers the freedom to choose the colour that works for them.

This month also sees the launch of Dulux Simply Refresh, its brand new one coat paint range. To make decorating as easy and as fast as possible, Simply Refresh has been created to freshen up walls in just one coat, without compromising on durability. Simply Refresh is available in two ranges; the One Coat range is formed of 30 modern, neutral shades, and the Feature Wall range comprises of 15 striking on-trend colours.

**Jason Hines, Homebase Trading Director for Decorative, says:** “We’re delighted to welcome Dulux Heritage and Simply Refresh into our extensive paint range, allowing us to offer our customers even more choice. Over the last year, we have spent more time at home than ever, and we know how important it is for our customers to create homes they love.

“As the exclusive national retailer of the Heritage range for six months, we’re excited to be able to provide our customers with the premium, high-quality paint they’re looking for.

“Whether our customers are looking for quick fixes or complete makeovers, we’re a one-stop shop for all the products and advice needed for any home decorating project.”

**John Kourtoulos UK & Ireland Sales Director for Dulux Paints says:** “As we all spend more time in our homes, there is an increasing appetite to invest in our surroundings to create beautiful spaces. Heritage by Dulux has been created to meet the growing demand for a premium aesthetic paint. It’s also important that this high quality is matched with reliability and we’re proud to launch a range that does just that.”

Dulux Heritage and Simply Refresh are available in store and online now. For those looking to shop online, the Dulux Heritage range can be found on a bespoke launch site created by ecommerce specialists The Hut Group: <https://www.homebase.co.uk/paint-decorating/paint/dulux-heritage.list>

**ENDS**

### **Notes to Editors:**

#### **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>.