SPRING SUMMER 2010

HOMEBASE



INTRODUCTION

WELCOME TO THE HOMEBASE SPRING SUMMER 2010 PRESS LOOK BOOK. START YOUR SUMMER BY FLICKING THROUGH THIS COMPILATION OF WHAT HOMEBASE HAS TO OFFER FROM FUNKY OUTDOOR FURNITURE TO BEAUTIFUL ACCESSORIES TO 'ENHANCE' YOUR HOME. THEN TAKE A LOOK AT THE EVERYDAY ESSENTIALS THAT YOU NEED TO 'IMPROVE' WHAT YOU ALREADY HAVE, ALONGSIDE PRACTICAL ADVICE AND TIPS OF 'HOW TO' DO IT. WHETHER YOU NEED A DRILL TO PUT UP THAT SHELF THAT YOU NEVER GET ROUND TO, A WHOLE POTTING SHED TO START GROWING YOUR OWN VEG, AN EXTENDING TABLE AND CHAIRS MADE FROM FSC WOOD FOR ALFRESCO ENTERTAINING, OR EASY TO HANG WALLPAPER IN THE LATEST MOTIFS, HOMEBASE IS THE ONE STOP SHOP FOR YOU.

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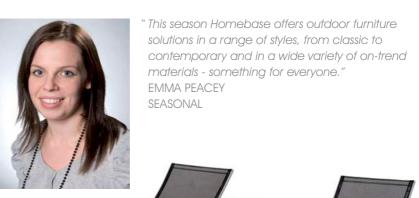
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OUTDOORS





SICILY SUN LOUNGER SET (33217)







PERU COMPANION SEAT (800573)



SUMMER STRIPE SUN BED (94426)



MONACO LOW LEVEL RATTAN SET (66522)



STAINLESS STEEL FIREPIT (728414)



STEEL FRAME GAZEBO (105280)



LIMA SOFA (83261)



SAHARA RAPID ASSEMBLY BBQ (903520)



WARWICK ROBLE WOOD TRESTLE TABLE (188975)

GLASS TEALIGHT DROP HOLDER (21791)







SUMMER STRIPE DIRECTOR'S CHAIR (416869)



NEW YORK PEDESTAL BBQ (581681)



SUMMER STRIPE DECK CHAIR (439899)



SUMMER STRIPE TERRACOTTA POT (27600)



FLORENCE FOLDING MOSAIC TABLE (217717) CHAIR 2PK (223508)

FSC WOOD

Homebase offers all wooden outdoor furniture in FSC certified materials including teak and Bolivian roble wood. Even the wooden trims on barbecues are FSC accredited.







HAMPSTEAD TEAK EXTENDING TABLE AND 6 RECLINERS (506037)



PERU SOFA SET WITH CUSHIONS (554648)



HAVANA TABLE, 6 CHAIRS, CUSHIONS AND PARASOL (500658)



OUTBACK 3 BURNER HOODED BBQ (105336)



PERU TEA TROLLEY (806664)





FESTIVAL FUN

From tents to folding chairs, picnicware to coolboxes, Homebase has everything you could need to have fun at a festival.



DENVER PORTABLE BBQ (570567)



TUTTI FRUTTI CAMPING CHAIR - RED (450817)



TUTTI FRUTTI PICNIC RUG (813431)



TUTTI FRUTTI PICNIC BAG (801073)



TUTTI FRUTTI CAMPING CHAIR - GREEN (462151)



PLATE (55211), BOWL (60955), CUTLERY (72084)

OUTDOOR KIDS

KIDS ANIMAL CHAIRS



"This year's range is geared towards keeping children interested right through the summer. Some of our toys have been designed for use inside or out to ensure the weather doesn't spoil the fun." WENDY MCKENZIE SEASONAL



FROG (826496)

LION (823235)





ABOVE LIMBO GAME (400464)

TEEPEE PLAY TENT (49650), SKITTLE GAME (212180), BADMINTON SET (217763), LITTLE LAWNMOWER (188138), FLYING DISC (234442), FOAM FLYER (245507)



GROW YOUR OWN ONE STOP SHOP



"Homebase is stocking a huge range of 'Grow Your Own' products to spur people on to start growing their own vegetables and fruits. There is such a wide choice from peach trees to strawberry plants, herbs to olives, which you can grow in your own back garden. It's good for the environment plus a great way to enjoy the outdoors."

AMY WHIDBURN
SEASONAL & HORTICULTURE





LEFT HAND PAGE
SPEAR & JACKSON TRADITIONAL DIGGING FORK (993672)
SPEAR & JACKSON TRADITIONAL DIGGING SPADE (959660)
GALVANISED WATERING CAN (402931)
GALVANISED METAL SHELF (SOLD AS LARGER PACK)
PLANTS FROM A SELECTION

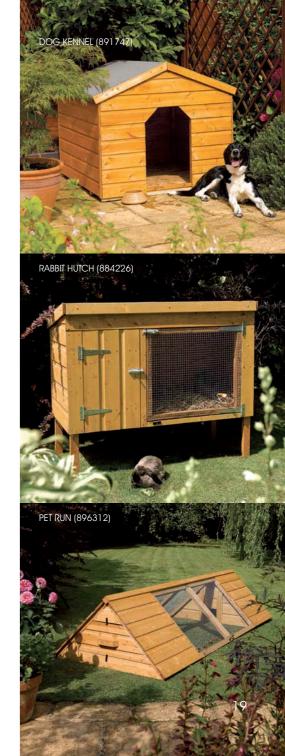
WILDLIFE

Encouraging wildlife into your garden helps to pollinate your plants and keep it looking fabulous. Feeding tables and nesting boxes will also entice birds, meaning your outside space can be full of life throughout the year.



PETS

Homebase has some great kennels and runs for your pets. Ideal for the warm days when your pets want to be out in the sunshine, but still have somewhere nice to get some shade. All our wooden items are made from FSC wood and will look good in any garden.







ABOVE TURIN OUTDOOR LIGHT (392669)

BELOW
BRIGHT SOLAR LIGHT – STAINLESS STEEL (148064)



ABOVE FISHERMAN'S OUTDOOR LANTERN (641467)

BELOW SUPER BRIGHT LIGHT (164892) COPPER EFFECT LIGHT (870670) STAINLESS STEEL LIGHT (159153)



INDOORS

INTERIOR LIGHTING

This season Homebase has a bigger lighting range than ever before to ensure maximum choice of style, scale and suitability. Whether you are looking for a centrepiece chandelier, or a small task lamp for reading, Homebase will cater for your needs.





MARIE THERESE CHANDELIER (698720)







ALYSSA EASY FIT PENDANT (636810)



STORAGE AND CLEANING



SOLID WOOD LINEN BOX (646485)



WALNUT STACKABLE SHOE SHELF (572809)



DUSTPAN AND BRUSH (694081)



VAX RAPID CLASSIC CARPET WASHER (455211)



BRUSH (109888), MOP (126589), BUCKET (137578), LONG BRUSH (120974)



ABOVE HENLEY WALLPAPER IN MELON DULUX FEATURE WALLS (351061) BELOW ZOE WALLPAPER IN RASPBERRY DULUX FEATURE WALL (434379)









OPPOSITE PAGE SOLACE IN CHARCOAL GRAHAM AND BROWN (66405) ELINOR IN GOLD GRAHAM AND BROWN (532521) ABOVE SOLACE IN TAUPE GRAHAM AND BROWN (60815)

PERFECT PAINT

A lick of paint does wonders to perk up a room – from punchy reds to soothing neutrals, cool blues to zingy citrus; a splash of colour can instantly transform a house into a home.

Homebase has a fantastic selection of paints to help you achieve stunning results. This is about to get even easier, with the addition of 48 new colours to its 100% UK manufactured paint range 'Home of Colour'.





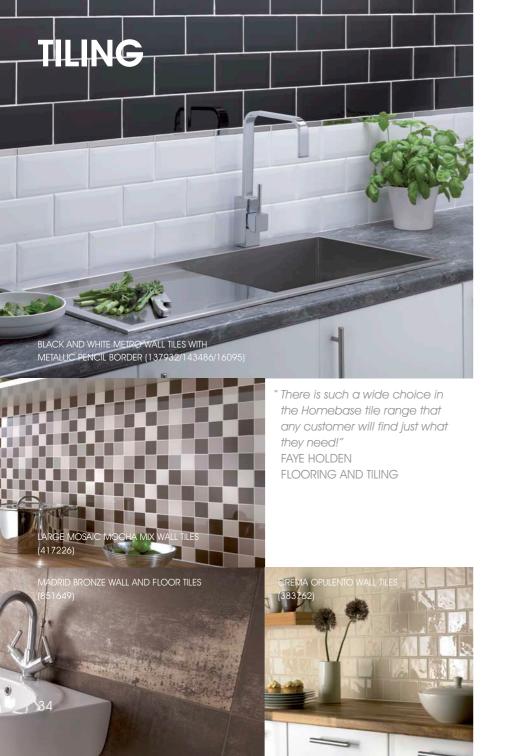
ABOVE
WALL IN SOOTHING WHITE (615216)
CANVAS IN DOVE GREY (53936)
HOME OF COLOUR PAINT

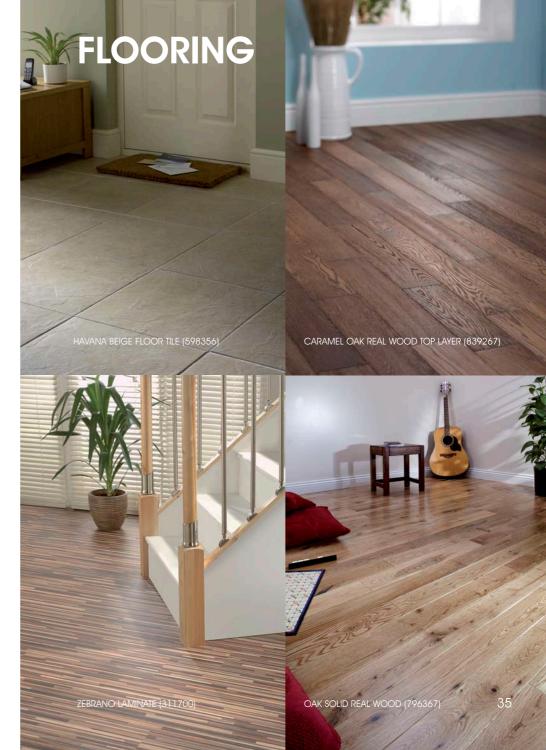
In stores now, the newlyextended Home of Colour range
now boasts 72 bold and vibrant
shades, with new colours
including Indigo, Soft Pebble,
Bubblegum and Dove Grey.
All paints are available in matt
and silk for a great quality finish,
guaranteed to give any room
in the home a fresh and stylish
new look. Home of Colour is
easily applied by brush, roller

ABOVE WALL IN SOFT PEBBLE (609734) HOME OF COLOUR PAINT

or paint pad and can be washed up quickly with just water.

With the addition of the 48 new colours, Home of Colour is also now the UK's largest standard own-brand paint range. Better still, Home of Colour is 100% British made; everything from the paint, right down to the tins and labels is all manufactured in the UK.





FINISHING TOUCHES BEDROOM



PROVENCE DRESSING TABLE
WITH STOOL (800321)
GLASS CANDLESTICK (45517)
4X6 GLASS BOBBLE FRAME (935788)
3X3 GLASS BOBBLE FRAME (942183)
MIRROR TRINKET BOX (699434)

BELOW
PROVENCE DOUBLE BEDSTEAD (765768)
PROVENCE DRESSING TABLE AND
ACCESSORIES AS ABOVE
PROVENCE BEDSIDE TABLE (777815)
AVA BEDLINEN (467396)
SILVER SATIN PLEATED CUSHION (239682)
WALL IN DOVE GREY (53936) HOME OF COLOUR PAINT
PURPLE VASE (712022)



FINISHING TOUCHES LIVING ROOM



Simply changing a few smaller elements of a room can make a dramatic difference. Homebase has everything from cushions to candle holders, vases to picture frames, that will give any room in your home an instant lift." PAMELA COLLARD HOME ENHANCEMENTS



FINISHING TOUCHES DINING ROOM

CUCINA TABLE AND 4 CHAIRS (467437), HAMPTON 12 PIECE DINNER SET (619302), JUG (524149), CUP (795142), SAUCER (741259)

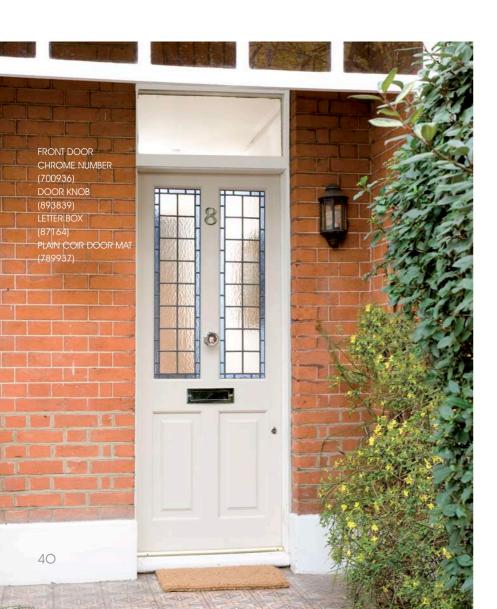


FINISHING TOUCHES ACCESSORIES

MEDIUM TANK VASE (547911), GLASS CANDLEABRA (948913), GLASS PITCHER JUG (227876), GLASS TEALIGHT HOLDER (832571)



FINISHING TOUCHES KNOBS AND KNOCKERS











NUMBER (427008)

SELF ADHESIVE (559254)

SLATE HOUSE ALUMINIUM NUMBER NUMBER ENGRAVED (869924)

BLACK IRON NUMBER (442662)

OVAL CHROME DOOR NUMBER (386642)











CERAMIC TOPIARY NUMBER (433155)

GLASS SILVER NUMBER (309191)

POLISHED CHROME NUMBER (590227)

BRIDGE BRASS DOOR (284255) NUMBER (168555)

SOLID BRASS







IRON HANDLES (270170)

ADINA ROUND ROSE HANDLES (302650)

MOTHER OF PEARL HANDLES (198447)







CLEAR DIAMOND **CUT GLASS MORTICE** KNOB (92714)



LION DOOR KNOCKER (423534)



BLACK FACETED DOOR KNOB (51102)



URN DOOR KNOCKER IN CHROME (114730)

HOW TO & DIY

HOW TO... DIY

Over the next few pages, you will be able to see all the things you can do to your home, yourself. From putting up a shelf to erecting a fence plus some great gardening tips and advice. For full details, Homebase stores have 'How To' guides for pretty much everything DIY so make sure you pick one up the next time you are in store.



"Homebase provides 'How to' guides to help people manage projects on their homes themselves. From putting up a shelf to insulating a loft, customers tell us they feel a great sense of satisfaction when they have done a job from the beginning to end. The 'How to' leaflets, which are available in store and online, are especially useful for those new to DIY."

SIMON YEOMANS

MARKETING

SCREWDRIVING AND SAWING

HAMMERING AND BUILDING A FLAT PACK



HOW TO... PUT UP A SHELF

Always use a pipe and wire detector before drilling into any walls. Make a mark on the surface where you would like the bracket and use a spirit level to ensure your shelf will be straight. Use a hammer drill to make the holes. Insert wallplugs and screw the brackets to the wall. Finally screw your shelf to the brackets to make sure it does not tip when in use.



TOOLS FOR THE JOB





SPIRIT LEVEL (110682)



BOSCH PIPE AND WIRE DETECTOR (277498)

BRADAWL (590336)





SCREWS (49215)

BLACK AND DECKER HAMMER DRILL (558479)



The most suitable paint for internal walls and ceilings is emulsion.

There are three main types of emulsion, each giving a different finish:

VINYL MATT

Vinyl matt emulsion gives a matt, non-shiny finish that is good for not showing small imperfections on the wall or ceiling (shinier finishes reflect back more light and highlight any



imperfections). Generally, however, it may not wear quite as well as the glossier emulsions.

VINYL SOFT SHEEN

Vinyl soft sheen emulsion gives a subtle soft-sheen finish and is a more durable surface than vinyl matt. It is suitable for areas that might need to be occasionally lightly washed or sponged.

VINYL SILK

Vinyl silk emulsion gives a high sheen finish and is the most durable of all the emulsion paints. It is good for rooms that are subject to a lot of moisture i.e. condensation. Some manufacturers also make specific kitchen and bathroom paints which are ideal for areas of high humidity.











PAINT





'Paint tends to change colour as it dries. If you choose a shade from a colour card, do not worry if it looks darker immediately after you have applied it. It's all in the preparation! The secret to a good result is to spend time getting your walls and ceilings in a good state for painting. Before starting, your walls and ceilings should be clean, dust-free, smooth and completely dry. You should wash them down with a detergent or sugar soap. Then rinse them with clean water and let them dry."

CARMINE RICHES

HOW TO... HANG WALLPAPER

Make sure you measure up correctly. Measure the total perimeter of the room and divide by the width of the wallpaper, this will total how many rolls you need.

Always prepare the wall by removing any loose plaster or old paper and fill any cracks to ensure a smooth finish. Start all-over patterns at a window then work away from the window in both directions. When cutting the paper, add 100mm for trimming, you may need more than this for a large print. Always cut the paper with the pattern side up. Paste your first sheet and hang, smooth out with a brush. For the next length, ensure the pattern matches and is edge to edge before you brush and secure into place. You will be able to see straight away how effective your work will be. See the Homebase website for tips on how to paper around plugs and windows as well as dealing with vertical corners.





HOW TO... TILE A WALL

Plan your tile layout so horizontal lines match up and you consider windowsills and doors. There are many adhesives available for attaching them, depending on where they are being used. Ensure you use a waterproof, yet flexible adhesive in a bathroom in case of movement around the bath. When fixing the first tile, it must be against a horizontal surface and place flat and firmly. Allow for grouting when fixing the next tile, vou can use matchsticks or plastic spacers for this. Continue to tile ground the room until finished. Then you will need to do the grouting. Let the adhesive set first then spread the grout, working on small areas at a time. Remove any excess and leave to dry. You can then buff up the tiles with a rag for a perfect finish.





SEALANT GUN (332045)



TILE ADHESIVE TROWEL (858732)



GROUT SPREADER (837657)



HOW TO... ERECT A FENCE

Firstly make sure you choose the right fence, whether it be trellis or closeboard fencing. Then decide if you would like concrete or wooden posts. Clear away any vegetation and treat the area with weedkiller. Use a string line and pegs to mark where the fence will go. It is important to keep the fencing panels off the ground to prevent rot, either by adding treated gravel boards or leaving 100mm gap at the bottom. Screw the panels to the posts and once in place, trim the top of each post so they are all the same height and looking great.





TOOLS FOR THE JOB SPADE (959660) SLEDGE HAMMER (858235) WOOD SAW (287654) WOOD PRESERVER (718309)

BELOW FSC TEAK BENCH (554576), SPEAR AND JACKSON FORK (993672), GALVANISED WATERING CAN (458787), LAP LATTICE FENCING (580608), LAUREL GLOVES, TWIN PACK (160475), BYPASS PRUNERS (80785)



WISE ONES

Homebase has selected certain store staff to be 'Wise Ones' to help them teach others key skills. Meet some of the great people in your local store:



Larry Roberts, 61, specialises in flooring and joined Homebase in March this year to work at the brand new Daventry store in Northamptonshire. Having run his own business in automotive glass replacements for the past 20 years, Larry decided to hand over control of the business to his son and opt to become a sales floor assistant at the store.

SALES FLOOR ASSISTANT DAVENTRY STORE



Mark Hewitt, 34, specialises in paint and joined Homebase just over two years ago where he took up the position of Showroom and Seasonal Sales Manager at the Southport store. Prior to this, Mark worked in a number of retail sales positions, including travel and mobile phones sectors.

SHOWROOM AND SEASONAL MANAGER SOUTHPORT STORE



Mala Franklin, 31, specialises in loft insulation and has been at Homebase for two years where she has worked in the position of Service Manager at the Blackpole store in Worcester. Prior to this, Mala worked in other service roles within the DIY industry and has built up a good knowledge of core skills.

SERVICE MANAGER AT WORCESTER
BLACKPOLE STORE

HOW TO... PLANT UP POTS

When planting up pots, always ensure you choose the right plants for their habitat. Choose colours that work best together and different heights to make an effective display. If you would like to move your plants around, choose a lightweight container for ease. Always use fresh compost as soil from your garden may contain weeds or harmful insects. Add some slow release fertiliser granules and water-retaining gel to give your compost and plants a boost. When planting, take your largest plant and dig a hole in the centre of the compost. Place the plant and then add more compost to fill. Press the excess down with your finger tips. Immediately water the container, even if it is raining.



HOW TO... BUILD A SHED

When building a shed, make sure there are two of you. Treat all the parts with a preservative to give your shed protection from all weathers and make it last even longer. Firstly lay the floor down and then erect the walls around it. Always use a spirit level to make sure they are vertical, but do not fix the wall panels before the roof. For the roof, fix the support bar first and then nail the roof panels in place. Roll out the roof felt leaving a 50mm overlap and tack it down. You can then fix the walls down with 50mm screws. Ensure you fix the walls in alignment with the joists and you can now enjoy your shed. You can always add fascias and finials as you wish.





VALUE TOOLS



" 2010 will be the year of people doing it themselves and Homebase will continue to be the one stop shop for everything they need. The Value range of tools has all the neccessities at great prices so there will be no excuse not to pick up a How To leaflet and get the job done."

ANDY GODDARD
DIY





TAPE MEASURE (847598)



SPIRIT LEVEL (110682)



HAMMER (195837)

SAW (795180)



14IN TOOL BOX (405509)
TAPE MEASURE (847598)
SNAP OFF KNIFE (116196)
SPANNER (26696)
SAW (795180)

5 PK SCREWDRIVER (105081) SCISSORS AS PART OF SET 16OZ HAMMER (120152) PLIERS (71830) WORK BENCH (458664)

TOOLS

TOOLS

OLYMPUS TOOL BELT (686618), SCREWDRIVERS (52314), MASKING TAPE (680786), SMALL SCREWDRIVER (94210), PLIERS (60653), TAPE MEASURE (80644), HAMMER (927480), SAW (287654)



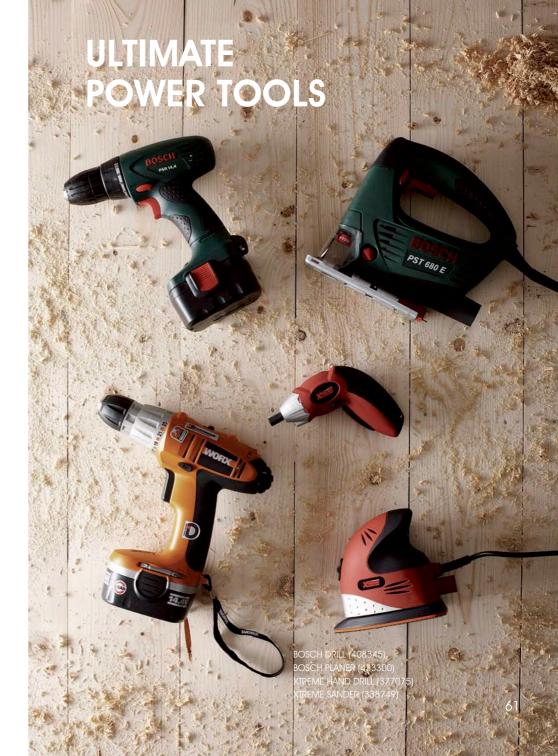




JUNIOR HACKSAW (769624) DRILL BITS (7mm -765249, 8mm - 770193, 9mm - 776384)

ULTIMATE GARDENING HAND TOOLS









ABOVE CONIFER HEDGE

CEANOTHUS

Hedges have so much to offer wildlife. They provide nectar from their flowers, food sources of fruit and nuts as well as a protected nesting environment for birds. They are also a nature friendly and attractive alternative to fence

panels, yet still provide security and privacy in your garden.

TOP TIPS

Keep your hedge trimmed back from an early age to encourage it to stay neat and compact.

Keep a distance between each plant, usually around 60cm.

Space conifers around 1m apart in a row.

Hawthorn, hornbeam and beech are best when planted in staggered rows around 40-50cm apart.





ABOVE PYRACANTHUS HEDGE

LEFT SCABIOUS

To encourage butterflies, birds and other wildlife into your garden, certain plants are a great attraction. Scabious are particularly attractive to butterflies and hoverflies are drawn to any yellow plants and flowers.

TOP TIPS

Allow plants such as teasels, sunflowers and echinops to set seed as they provide a good source of food for seed-eating birds.

Always ensure your garden includes shrubs and trees to provide nesting sites for birds.

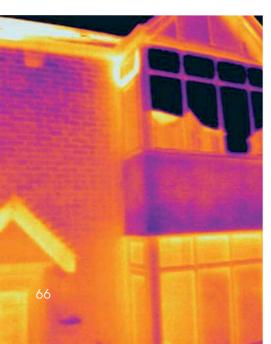
Native wild flowers are more suited to our climate and conditions so need less attention and are not as prone to serious pests than many exotic flowers.

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ENERGY

21ST CENTURY LIVING PROJECT THERMAL IMAGING

Homebase and the Eden project are exploring the sustainability of homes and lifestyles for a year - 'the 21st century living project'. 100 families were invited to learn how to be more eco-concious from the quality of their building to their car use. The study revealed less than 8% of homes use energy efficient light bulbs or have sufficient loft insulation. Each family was given £500 plus support and advice on how to improve. The Penrose family found the results really interesting. A 'thermal image' picture was taken of their home to show the main areas that heat and energy were escaping. The reds and oranges are where energy is being wasted and as you will see from the image below, the Penrose family had a lot of work to do. The family were really keen to use their £500 and dedicate the year to thinking more 'green'.



THERMAL HOUSE

EDEN

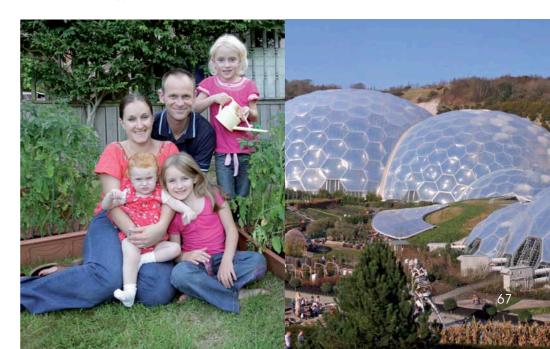
"Sustainable living is about saving money and energy. A lot of people group sustainable living with the organic and fair trade side of being green and think it's expensive. We need to educate people and show them it's about cutting down waste and being more efficient."

ROSI WATSON

CORPORATE RESPONSIBILITY

BELOW
THE PENROSE FAMILY

BELOW EDEN



ENERGY

The whole world is becoming more energy efficient and aware of their actions when it comes to wasting energy. Homebase makes it very easy for you to make your house more energy efficient while reducing your bills. Check out the 3D interactive energy house online - get a chance to explore each of the rooms in your home and you will find all kinds of energy saving advice to help you save money. You can save up to £35 a year just by using energy efficient light bulbs throughout your home or £150 a year by insulating your loft. See the Homebase website for many more tips and advice.



"Thanks to recent advances within the world of energy efficiency there are a great deal of products on the market that can suit every home and every budget. Energy saving light bulbs, insulation and much more is available from Homebase stores to help you live more sustainably."

DAVID CATTRALL ENERGY SAVING

ENERGY

Insulating your loft is an easy way of keeping your home warm and reducing your heating bills by up to 15%. Homebase has an easy to follow guide on how to insulate your loft which you can pick up in store or download from www.homebase.co.uk/diyguides.

Insulation should be at least 270mm in depth although the thicker you have it, the warmer your home will be and therefore bringing your fuel bills down even further. It is not only the loft that you can do yourself. Insulating your windows, draught proofing your home and lagging your pipes and tanks will all play a part in keeping your home cosy and warm for the winter and cool for the summer.



ENERGY STYLISH AND SUSTAINABLE

BE ECO CHIC WITH HOMEBASE ENERGY SAVING LIGHT BULBS

Lighting is one of the simplest ways to create ambiance in your home with the right light fitting really setting off the look of a room. Choosing the light bulbs to use in your fittings can have a big impact on the finished effect as the mood of a space is subtly determined by the level of illumination. Energy saving light bulbs can make a big difference to the environment and your pocket, without compromising on style.

The shape of the energy efficient bulb has come a long way. The tubular design has been replaced by an assortment of shapes, which won't look out of place if any of your fittings are designed with the bulb showing.

Andrew Carnie, Category Manager for Electrical, Lighting & Storage at Homebase says; "Chandelier style fixtures can add a sophisticated and elegant feel to any room.

To avoid taking the attention away from the feature of the light fitting, energy saving candle style light bulbs look identical to the non energy saving alternatives."



PHILIPS GENIE 11W



PHILIPS ECOCLASSIC 30 CANDLE 28W



PHILIPS ECOCLASSIC DIMMABLE 42W

Andrew goes on to say, "Even in pendant style light fittings where the bulb is exposed, energy saving replacements will look right at home. Homebase has a range of energy saving bulbs which includes options to give off a warm glow and look like a normal bulb."

"Modern energy saving light bulbs take a matter of seconds to warm up to full brightness and a 'Softone' option provides a warm glow. There are also brighter alternatives, for more practical spaces," says Andrew.

The new energy saving halogen bulbs don't compromise on the quality of brightness or aesthetics. Andrew maintains, "Although halogen bulbs consume less energy than traditional bulbs, halogen lit rooms tend to have more fittings to achieve the desired effect, and so will consume more energy."



PHILIPS TORNADO 20W



PHILIPS BRILLIANT SPOT HALOGEN 20W



PHILIPS ECOCLASSIC DIMMABLE SPOT 42W

70 71

FOR FURTHER INFORMATION, PLEASE CONTACT THE HOMEBASE PRESS OFFICE AT IRIS PR ON O2O7 922 8122 OR EMAIL HOMEBASE.PRESSOFFICE@IRIS-PR.COM OR VISIT OUR ONLINE MEDIA CENTRE AT HOMERETAILGROUP.COM/HOME/MEDIA/HOMEBASE