

HomePlates Set To Make Its UK Television Debut!

DIY decorators and interior design professionals will all love the latest range of colourful, stylish and safe light switch covers (“switchplates”)

London (Monday 4th October) – US-based HomePlates Worldwide LLC is preparing to build on interest generated in their unique light switch covers at trade shows earlier* this year by premiering their products directly to UK consumers via the Ideal World shopping channel on October 10th at 6 pm. Further, HomePlates is slated to become a sponsor of E! Entertainment Television programming during the month of November.

HomePlates are a simple DIY tool that replaces boring standard light switch covers with designs to suit any room and any style. Unlike similar products, which are often flimsy stick-on covers using double-sided tape, HomePlates are sturdy, injection molded, fire retardant and flame resistant ABS plastic plates that fit directly over existing light switch covers. Most importantly, HomePlates are safe, having gone through rigorous testing, resulting in them being awarded the British Standard for electrical accessories BS5733 AMD 1995.

The uniquely designed, handcrafted product range offered by HomePlates has proved a huge success in the American home improvement market over the past ten years. Their U.S. website, www.homeplatesonline.com, receives over half a million hits a month!

The British public spends six billion pounds a year customising and personalising their properties. However, one thing that stands out in every home like a sore thumb is those boring white switch covers. HomePlates, with their wide range of alternative covers, provides a unique solution to this decorating problem. Installation is simple and requires absolutely no rewiring. Each cover fits directly over all brands of UK switchplates. The HomePlates Collection features hundreds of designs from elegant classics to bath time themes for children. Alternatively, - customers can actually design their own cover by providing photos, artwork, fabric swatches, etc.

Barbara Hobart, Owner of HomePlates says: “Interest in our switch covers has been tremendous following our Spring launch at the major trade shows and coverage in magazines such as World of

Interiors. Now we want to make our unique product more widely available to the public and the Ideal World television shopping show is the first step. We will be offering a select group of designs on Ideal's Sunday Consumer Choice segment, but our website continues to offer over 500 designs. HomePlates can be fun, stylish, kitsch, funky, sunny or sophisticated to match your mood and your décor. Most importantly, they are also robust and safe. Home improvement and good interior design are important to UK consumers and our switch covers provide a unique touch. UK consumers will love them!"

Ideal World is available on Digital Satellite channel 635, NTL channel 855 and on Freeview channel 22. E! Entertainment Television is available on Sky channel 193. The full range of switch covers can also be seen and ordered online at www.homeplates.co.uk

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Notes to Editors:

*HomePlates were launched in the UK early in 2004 at the Top Drawer and Spring Fair trade exhibitions.

About HomePlates

Established in 1994, HomePlates began designing and manufacturing handcrafted decorative light switchplate covers. Our line began with approximately 25 images, and the collection has grown to over 500 images, both licensed and original.

HomePlates specialises in custom work and will create any picture, theme, or design for the wholesale buyer at no additional charge and no set-up fees. We have created custom work for a number of high profile companies. They include: The Coca-Cola Company & The Campbell's Soup Company for which HomePlates manufactured and designed a Limited Edition series of 5000 signed and numbered switchplates for their respective Collectibles Catalogs.

HomePlates are carried in gift & specialty shops, home decorating stores, and mail order catalogs across the US. Our work is also carried in a variety of Museum Gift Shops including The National Building Museum in Washington, DC.

HomePlates has been featured in many national magazines in the States, such as Cat Fancy, Women's Day, Ladies Home Journal, Better Homes & Gardens, and numerous newspapers.

HomePlates ships its products directly to the UK customer from its mailing facility near Dorset, thus keeping shipping charges local for its retail and wholesale customers.

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