

Tiger agrees landmark display partnership with British Garden Centres Group



Specialist garden building retailer [Tiger](#), a part of Woodlands Home & Garden Group, have just agreed a landmark deal with the British Garden Centres group which will bring Tiger showsites to 35 UK garden centres over the next three and a half years.

The groundbreaking and exclusive agreement follows a successful pilot program launched in April at British Garden Centres flagship garden centre at Brigg in Lincolnshire and prompted both parties to commit to a long-term partnership, extending their collaboration for an additional five years at the Brigg site.

The move is another significant step forward for Tiger's offline strategy, which aims to create a network of franchise-operated locations across the UK to complement their existing online success and build on its position as the UK's market leader in garden buildings.

Since opening their first site at Woodthorpe in Lincolnshire in 1987, British Garden Centres have expanded rapidly and now have over 60 sites across the UK with plans to open more over coming years as part of their growth plans.

Ged Lees, Managing Director at Woodlands Home & Garden Group comments: “As part of our growth strategy, we are incredibly excited to be partnering with the prestigious British Garden Centres Group, and the partnership reflects the shared culture, values, and growth ambitions between the two businesses.

We are delighted to have signed this exclusive deal, which will allow us to showcase our Tiger garden buildings throughout the United Kingdom, as we believe they play a crucial role in every garden centre. We eagerly anticipate the opportunity to welcome customers and provide them with a close up opportunity to find their perfect space from our range of high quality sheds, summerhouses, garden offices and log cabins.”

Charles Stubbs, Co-founder, and Director at The British Garden Centres Group comments: “Here at British Garden Centres, we strongly believe that gardens are a place to relax and enjoy the outdoors. Therefore, in our garden centres we strive to inspire visitors with the endless possibilities that await them in their own personal outdoor spaces.

We are excited to collaborate with Tiger in this fantastic new venture. The Tiger brand has experienced growing popularity over the years, primarily due to its distinctive brand features, captivating TV commercials and its rich heritage. After the successful pilot scheme at Brigg, we can’t wait to get started with our longer term plans.”

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For more information and interview opportunities, please contact Lucy Askew
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About Tiger

Located in the heart of Yorkshire, Tiger (previously Tiger Sheds) is one of the UK’s leading garden building specialists and has a growing collection of sheds, summerhouses, and log cabins. A family-owned business with over 100 years of heritage, Tiger is renowned for providing excellent quality products and offering unprecedented levels of service. This includes the TigerFlex® range of sheds, which originated with the first modular sheds nearly a decade ago, and has evolved with flexible, configurable design options and more choice than ever before. For those looking to find their dream garden building, Tiger Sheds offers the complete bespoke design and build service to help you craft your perfect space.

Now with an established range of exclusive designs from small timber storage to bike sheds, storage sheds to larger summerhouses, workshops to extra-large log cabins, every Tiger garden building is handmade to order with the finest quality timber in their three Yorkshire workshops.

For more information visit: <https://www.tigersheds.com/>

About British Garden Centres:

British Garden Centres (BGC) is the UK's largest family-owned garden centre group with 60 centres around the country. The group is owned and led by The Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire.

BGC was launched in 1987 with the opening of Woodthorpe Garden Centre by brothers Charles and Robert Stubbs. Since 2018 it has expanded rapidly with the acquisition of 50 garden centres allowing it to grow from its heartland to the business it is now with 60 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 2,700 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres and Woodthorpe Leisure Park and Woody's Restaurant & Bar.