



PRESS RELEASE



PLANKBRIDGE LAUNCHES SAUNA SNUG AT RHS CHELSEA FLOWER SHOW 2024

Dorset-based master hut makers Plankbridge return to their favourite spot in Ranelagh Gardens this year with a beautifully handcrafted 14ft **Sauna Snug**. Based on the proportions of the Victorian originals, this enchanting shepherd's hut design provides the ultimate wellness retreat at home.

The sauna is handcrafted from the finest sustainable Nordic aspen and accommodates up to four people comfortably. An adjoining changing area is clad in tongue-and-groove and features under-bench storage and coat pegs for neatly stowing away possessions.

The Sauna Snug is available as wood-fired for an authentically rustic sauna experience, or electric for modern convenience, and comes with a wooden sauna bucket and ladle and outdoor shower for a pre or post-sauna cleanse.

Available in a palette of restful heritage colours, it is designed to sit timelessly in the landscape, a cosy therapeutic space away from the stresses of modern life, whether tucked away in a peaceful corner of a garden or providing a healing addition to a glamping or hospitality property.

Says Plankbridge founder Richard Lee: 'We are very excited to be returning to Chelsea for our 12th year running with a design that really showcases the very best of Plankbridge craftsmanship. The Sauna Snug is built entirely by hand, from the wooden coat pegs and benches down to the window and door latches, which are made in our own forge over Dorset charcoal.

'Wellness at home has been gaining in popularity over recent years so it is wonderful to be able to create a beautiful, calm space in which our customers can soothe away their aches and pains and feel connected to nature just a stone's throw from their door. We can't wait to show Chelsea visitors what our talented team has achieved.'

The Plankbridge Sauna Snug costs from £37,700 plus VAT and will be available to view at Tradestand AR640, Ranelagh Gardens, RHS Chelsea Flower Show

Emma O'Kelly, author of Sauna: The Power of Deep Heat will be joining Richard and the team on the steps of the new Sauna Snug on Wednesday 22nd May at 11pm to talk about the joy of saunas and sign copies of her book

For high-res images and further information, please contact Claire Bowman, PR Manager email

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Notes to Editors

Plankbridge was founded in 2000 by Richard Lee and his partner Jane Dennison and is the only manufacturer of fine huts to be endorsed by the Royal Horticultural Society. From its 15,000 sq ft workshop in Piddlehinton, Dorset, the company employs a 25-strong team of master hutmakers, CAD designers, joiners, furniture makers and paint finishers to create huts with a variety of uses, from house extension and garden office to artist's studio, holiday let or children's playroom.

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THE RETURN OF THE OUTDOOR PRIVY

Joining the Plankbridge Sauna Snug on the tradestand at RHS Chelsea Flower Show this year is the new **Garden Privy** – a nostalgic throwback to the world of the Victorian gardener. This well-appointed facility can be wheeled into position and connected to the mains in the garden, beside a swimming pool or at an outdoor venue or glamping spot. Alternatively, it can be fitted with solar lighting and a compost loo for use in any remote, off-grid location.

In keeping with the traditional Victorian-style shepherd's hut, the Garden Privy is mounted on iron wheels and is clad in hard-wearing corrugated iron, which can be painted in a range of heritage shades from the Plankbridge colour chart. It measures 4ft x 4ft and features a small glazed window with oak shutters for privacy.

The Garden Privy was inspired by an outdoor privy that Plankbridge co-founder Jane Dennison remembers from childhood. 'My mother had an old red-brick privy in her garden that was covered in rambling roses and the perfect place for her grandchildren to play hide-and-seek in later years,' says Jane.

'We have a great deal of affection for beautiful old structures like these at Plankbridge, and thanks to the craftsmanship, imagination and talent of our team we are able to create elegant modern-day adaptations that will in turn last for generations. I can't think of a more fitting place to unveil the new Garden Privy than at RHS Chelsea Flower Show.'

The Plankbridge Garden Privy costs £11,760 including VAT and will be available to view on Tradestand AR640, Ranelagh Gardens. Bespoke versions of the Garden Privy are also available.

For more press information and images, please contact Claire Bowman, Head of PR
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