

Concept & Innovation 2023 Awards Winner announced

The Baby Products Association announced the winner of its 2023 Concept & Innovation Award today after much anticipation from the three finalists who attended Harrogate International Nursery Fair with their product ideas.



After much deliberation by the judges, who were impressed with the innovation behind each of the finalists' entries, the winner this year was Designability with an accessible pushchair suitable for manual wheelchair users, developed with mass manufacture in mind.

The Award was presented to Dario Canini of Designability by Marc Hardenberg, chair of the Baby Products Association. The company also received a certificate and prize of £1000 free legal advice from the Awards sponsor Sarah Ludlam of legal company Brabners.

Julie Milne of the Association commented: "Every year, the judges are impressed with the creativity of the entries received and it's always difficult deciding which stands out more than the others, as all products submitted will make a difference in the nursery industry. However, it was felt that Designability's entry could be life-changing for parents who are wheelchair users as it is the first product of its kind that will allow them to use a regular pushchair just like any other parent."



The two other finalists were **Cosy N Safe** with its Excalibur i-Size car seat which is unusually lightweight and has a unique extended harness system to 125cm; plus five position reclines approved for all stages: and

Cheeky Rascals with the Brezza Bottle Washer Pro which automatically washes, sterilizes and dries bottles and pump parts killing 99.9% of germs.

Visit the Concept & Innovation Awards finalists at Harrogate International Nursery Fair on Stands B30, B32 and B33.

BANTA Award Winner – TECH

When announcing the winners of the Baby Products Association's BANTA Awards yesterday, the TECH Award was inadvertently missed. The Winner of this award is: Cheeky Rascals with the Owlett Monitor Duo. The judges commented: "For those looking for a high tech solution at sleeptime – the Owlett offers an all-round level of technology coupled with easy use."

HIGHLY COMMENDED was Murrays Health & Beauty – Leapfrog LF2936HD 5.5" Full HD Colour Touch Screen Smart Baby Monitor.

The full list of BANTA winners can be viewed [HERE](#).

