

Press Release 7th April 2014

Nice doing business!

The 45th Harrogate International Nursery Fair closed its doors on a high on Tuesday 25th March after three buzzing days of business, seminars, networking and socialising.

Adrian Sneyd, show organiser, comments: "The consensus of the majority of people attending this year, both in an exhibitor and visitor capacity, was that it was yet another great show. The weather was kind, there was lots going on for the entire duration, and for the majority, business was brisk.

"The BPA's Seminar Programme was a new element to the show and most of the presentations attracted a huge turnout. GfK's insight into 'How customers are spending their money' was packed, with people having to stand on both occasions; and Emily Hill of Write My Site talking about blogging to the mummy market filled every seat in the Seminar theatre."

There are lots of positive comments about the fantastic atmosphere in Hall G which not only housed the Seminar Theatre, but also a Street Food Kitchen serving free burritos to visitors as well as booths offering ice-creams and smoothies. The North American Pavilion in the Royal Hall was also a talking point as it was the first time that this venue has been used for exhibition purposes since reopening after refurbishment in 2008.

The BPA's Baby and Nursery Trade Awards (BANTAs) were announced during a glitzy evening at Majestic Hotel on Sunday 23rd March – a full list of winners can be seen [HERE](#) – and the BPA's Concept & Innovation Award winners were also announced on Monday 24th March at the show. Details can be seen [HERE](#).

Priority booking for next year's Harrogate International Nursery Fair, which takes place from 29th to 31st March 2015, opens on 1st May 2014 and this year's exhibitors will have until the end of June to retain their stand space or request a change of position. After this, exhibition space will go on general sale and will be allocated on a first-come-first-serve basis. More information and booking forms can be found at www.nurseryfair.com

Here's what some of HINF's 2014 exhibitors have to say:

"Thank you for such a great show. We were overwhelmed and probably had our best show to date!" **Lia Murrain, 2012 Ltd**

"Attending Harrogate International Nursery Fair for the first time was productive and beneficial to our company. It was an excellent avenue to debut our Baby K'tan brand in the UK! Not only were we able to make many connections with retailers and press, we were able to find excellent partner options to distribute our line and will be launching in the UK in the very near future!" **Michal Chesal, President & Co-Founder, Baby K'tan, LLC**

"Having been out of the picture since exhibiting at Harrogate in 2011 we were apprehensive about the show, but needless to say it was a fantastic return for Babymule.

There's much to be said for showing the stores that your product has the longevity to stand its ground independently and we are really excited about the level of interest we had across the board. Thanks for having us!" **Claire Fuller, Babymule**

"We had a truly amazing show. I knew the quality of the visitor was high, but had not expected to be swamped with orders so quickly from two nationals and a host of independents! There was great footfall in the Queen's Pavilion and quality of the visitor to the stand was exceptional. We took orders on the stand and signed up Lumi Potti to our range too." **Elliot Bishop, Bebelephant**

"Harrogate was the first trade fair we had ever been to, let alone had a stand at! We really enjoyed it and found that not only did we get a lot of interest in the bumfy, but we also gleaned a lot of information from other stand holders. Invaluable!" **Penny Woodall, Bumfy**

"It was really valuable for Cuddledry to return to Harrogate this year as we were able to hold a huge number of meetings in a short space of time with our UK independent retailers and key accounts, international contacts and media partners, with significant new sales and prospects as a result. Watch this space for some very entertaining new designs inspired by conversations on our stand at the show!" **Helen Wooldridge, Cuddledry**

"We were really excited to meet current and new retailers at Harrogate and were pleased to be in a great position in Hall G where there was a friendly and enjoyable feel. We displayed new products from the first ever Little Tikes Nursery collection which we manufacture under license and had people taking a lot of pictures! Monday and Tuesday were busy which was great, in fact, we could have benefitted from more staff! We had some great visitors on the stand and it was certainly worthwhile attending." **Jo Ebdon-Muir, Diono**

"Brilliant show, all the main buyers came to visit us at our Fill n Squeeze stand and we managed to secure more deals than ever before!" **Rifat Jan, Fill n Squeeze**

"The show was awesome for us and we learned a hell of a lot again; the networking alone makes the show worthwhile for us. We got quite a few orders and made contact with some great people. Also, I have no sense of direction at all but the signage was incredible. Everything was so easy to find and it was impossible to get lost. Well done guys, thanks very much for such a fantastic show and we can't wait for the next one!" **Jodine Boothby, Gummee Glove Ltd**

"Harrogate International Nursery Fair is the perfect platform for us to showcase iCandy's greatest British designed and engineered pushchairs to date. Being at the forefront of innovation and style in the nursery industry means continuous innovation and improvement. After another successful year at Harrogate, we effectively raised yet again iCandy's brand awareness and attracted new business. We are inordinately proud of the much anticipated 2014 iCandy Collection and were delighted with the fantastic feedback we received after revealing the range to the UK Trade." **Martin Boyle, iCandy**

"A fantastic show in Harrogate - all the big buyers from all the biggest retailers came so it was an excellent opportunity to showcase our products. Fortunately the response was positive and we hope that Harrogate is the turning point for our new and exciting brand." **Nick Farnsworth, Little Champ**

"A really great show this year! We made some good contacts with both retailers and other partner brands, which we are looking forward to following up on. See you again next year."

Tess Clarke, Milton BabyCare

"We had a very good show. Alongside cots are definitely the 'in thing' at the moment. It was a very positive show for us with lots of following up now required. See you next year!"

Liz Newton, NSA

"We launched our new range of Petit Dreams furniture to the trade and weren't really expecting people to place orders, but people were taking complete sets! We couldn't have asked for a better show."

Charlotte Pavard, Primary Products

"This was our first time participating in Harrogate International Nursery Fair and we can only say good things about the show. Everything was organised perfectly, all information concerning stand and stand building was clear and prepared very well. We hope that interest in our offer will result in our participating in the show again next year."

Joanna Baer, Scorpio Poland

"Harrogate is always a favourite with Skibz and this year was no exception. It's now become similar to a mini break seeing our colleagues and customers that have become friends over the years, although we still never find time to actually go anywhere other than the exhibition hall! It was the perfect event at which to celebrate our 10th Birthday and we really appreciated everyone's kind words. All in all another successful show and we're looking forward to 2015 already!"

Helen Bristol, Skibz

"Just a quick message to say how great it was to be part of Harrogate International Nursery Fair this year. Smallest Ideas officially launched The Little Nappy Bag Hook on the Sunday and the response and feedback from all retailers large and small was fantastic. We met some great people who were also exhibiting at the show which made it that bit more welcoming."

Adam Joseph Calderbank, Smallest ideas

"For Snuza it was a long way to come from Cape Town, but thoroughly worthwhile as we achieved our objectives of finding an exclusive UK distributor for our portable baby movement sensor monitors, and to interact with many retailers and interested parties. We enjoyed the friendly people and the social activities. Thanks to all of the organisers."

Roger Gallagher, Snuza

"The team at the Harrogate International Nursery Fair continue to deliver year after year! We had an amazing show and were simply overwhelmed with the early excitement surrounding the launch of our new product. Winning the prestigious BANTA award was just the icing on the cake! The interest we experienced was fantastic and we were just nonstop. We couldn't have hoped for a better start with orders flooding in... we'll certainly be kept busy for the foreseeable future. Thank you again!"

Lynda Harding, Sweet Dreamers

“As first time exhibitors at Harrogate International Nursery Fair, we were delighted with the response to our baby giftware collections. Not only did we take orders on the stand, we also took some great quality leads from both independents and multiples. Gifts are a low-commitment, add-on line for any baby store and with the right offer, it’s a quick and easy way to increase sales.” **Sue, Widdop Bingham**

Here’s what some of HINF’s visitors have to say:

“The show was very interesting, and I was very impressed with all of the unique, smaller companies exhibiting this year. My stand-out products had to be the Oyster Light, and Emmaljunga’s Pink and Blue Pram. From an NSG point-of-view it was lots of fun, and I made a lot of new friends. I had to give a nod to the exhibitors in the American Pavillion as well. There were some really funky products being shown there, and some fabulous accents”. **Yas Ali, Babyland (Retailer)**

“The show was very good, there were lots of new and exciting products. We picked up quite a bit while we were there and it was definitely a show worth going to. We were only there for one day sadly as we had to get back to the shop, but it was a very valuable visit.” **Charlotte Creswick and Claire Greeham, Blooming Beau (Retailer)**

“It’s been great, very busy, much busier than it has been in previous years, lots to see and lots going on. The colours are much more vibrant which is good, let’s get some colour back in the industry again, it’s been a very interesting visit and it’s great to come and see all the companies I deal with regularly.” **Babytots Torquay (Retailer)**

“Harrogate is my favourite show for nursery and baby products. There’s such a wide array of exhibitors and we always end up finding something new. We specialise in affordable, quality items which have a developmental benefit and we’ve had a very productive show on that front.” **Debbie White, Happy Humbugs (Retailer)**

“We only came from Leeds and it was quite quiet on Sunday, but we have definitely seen some good stuff, and came to look at Baba Me’s new Lillebaby range. We have placed lots of orders and generally had a good time while we were there.” **Thelma, Baby Direct Ltd (Retailer)**

“We really got so much out of the show this year – it was lovely to see so many innovative and well developed products.” **Tina Summers, Loved by Parents (online publication)**

It’s very big, and we got very lost, but it’s a very useful show. There is always lots of information and this is my third show as I have only been open two years so I am a new retailer. I have found a number of exciting things this year and it’s great to see the new products coming out.” **Joanne Christie and Becky Dannatt, Tiny Tots Stores (Retailer)**

“We’re launching our online store, thoroughlymodernbaby.com, on 31 May, so we’ve come to Harrogate International Nursery Fair to get a feel for what’s hot in the industry. We have

been looking for everything from impulse purchases all the way up to the higher ticket items, and have found everything we need. We'll be working with Skibz and Jakabel, and we have plenty of follow-ups with suppliers in the coming weeks as we build up to our launch.

Coming to Harrogate has given us the perfect opportunity to get a feel for everything that is going on in the industry; it has been brilliant.” **Nicola Martin and Louise Millard, Thoroughly Modern Baby (Retailer)**