

Gain industry knowledge at Harrogate

The Baby Products Association has confirmed a fantastic line of speakers for its Seminar Programme at Harrogate, including leading market research company GfK which will describe how consumers are no longer simply buying products, but are seeking richer retail experiences; and expert media planners Generation Media which will give the results of its study to identify six different groups of mums and how best to target each to achieve brand engagement.

The UK's number one baby and toddler blogger – Harriet Shearsmith, who has over 1 million followers a month and has 60,000 highly engaged followers on Instagram – will describe how brands can work effectively with social media influencers.

Finally, for anyone who has a new baby product idea, but isn't sure what route to take to get it to market, intellectual property expert, Sara Ludlam of law firm 3Volution will explain the difference between patents, copyright and trademarks and how registering a design at the optimum time can make all the difference between commercial success and failure.

Full details about the seminars and timetable are on the website at www.nurseryfair.com

Dry and hygienic

Latvian company Farmeko started producing disposable under-pads in 2008 – the only producer of disposable underpads in the Baltics– and a leading supplier for retail chains and pharmacies for this type of product.

SanaSet baby underpads are excellent for the care of babies, particularly at nappy changing time or to keep baby dry and comfortable whilst travelling. They also provide additional hygienic protection against moisture in the cot.



Visit Farmeko on Stand BH31

Structured intimacy



The launch of the new Izmi Carrier means that parents can enjoy the soft intimacy of a fabric sling with the support and comfort of a buckled carrier. Designed by an expert baby wearing consultant and approved by the International Hip Dysplasia Institute, this revolution carrier combines the best of slings and carriers to baby comfy, safe and close all day.

Simon Russel of Cheeky Rascals said: "We are excited to launch this new hybrid baby carrier as parents have been telling us for ages that they love the soft intimacy of a sling but still want the structure of a buckled carrier – now they can have both!"

Visit Cheeky Rascals on Stand B2 and B40

On the move

The Thule Urban Glide is an all-round sports stroller with a sleek and lightweight design making it perfect for urban mobility or jogging on a favourite route. It has been designed by outdoor enthusiasts focusing on intuitive features and materials that make it easy to use, ready to handle the

toughest conditions, whilst keeping parents and children safe and comfortable. Thule products are designed to fit parents, children and active lifestyles.

Warm and safe

Huggle Me Close is a revolutionary R44 crash tested system which will be officially launched at Harrogate. The award-winning, patented system is the only way to avoid the dilemma of warmth over safety in a car seat whilst enabling parents to transfer their child from the house or buggy and



back to the car without having to remove outer clothing. Incorporated into snowsuits, coats and travel sleeping bags enables safe use in car seats. If you are interested in licensing this revolutionary system to incorporate it into your own brand range, come and speak to the team.

Visit Huggle Me Close on Stand BH33.

