

Welcome to Harrogate!

A very warm welcome to everyone arriving in Harrogate this morning to participate in the UK's only nursery trade show. The halls have been a hive of activity for several days with companies from around the world arriving to exhibit hundreds of exciting new products. Don't miss The Hub in Hall B which has lots of brand new companies showing their ranges to the industry for the very first time. Also, anyone who is confused about the new car seat regulations, visit the Baby Products Association's Car Seat Advice Centre in Hall M, where industry experts will be on hand to explain the ins and outs – and also give advice on this type of product.

Finally – don't forget to join the Harrogate International Nursery Fair and Progressive Preschool teams for free drinks and canapes in the Royal Hall of the Harrogate International Centre straight after the show today. This will be followed by the presentation of the Baby Products Association's industry awards sponsored by Nursery Today.

Enjoy a glass of bubbly



This year, PHP Gift & Baby will be focusing on a full refresh of existing best-sellers. It will be unveiling its most extensive print collection to date across the Widgey brand of multi-purpose pregnancy, breastfeeding and maternity pillows and it will be expanding the Widgey pillow family to include several new SKUs. The company will be showcasing a completely new product innovation that taps into the millennial mum's social media habits – and believe that buyers will love this and add it to their ranges along with favourites like award-winning SafeDreams cot-wrap and soft toys. With a new name and brand refresh, visit the team to discover more and enjoy a chilled glass of champagne.

Visit PHP Gift & Baby on Stand C69

Simply teething

Matchstick Monkey is becoming a favourite with parents and babies for fast, fun and pain free teething. In bright, bold colours that little people adore, Matchstick Monkey is a teething toy and gel applicator that provides relief right to the source of the pain. Thanks to easy grip arms for little hands to hold on to and bumps on the back of the monkey's head that massage irritated gums, Matchstick Monkey lets babies take control of pain relief. It's bendy, curly tail works as a hook for buggies and car seats too. Each toy is made from high quality, eco-friendly materials and is both dishwasher-safe and freezer friendly.



Visit Matchstick Monkey on Stand BH41

Winning combination



Introducing Fred, a brand committed to innovative safety solutions, which has created a new collection of exceptional childproofing products; promising peace of mind for all the family.

Exceeding current home-safety standards, the Fred range consistently delivers high quality products alongside clever features and thoughtful design. This winning combination means that not only is it easy to assemble, but that every product will stand the test of time, thanks to the thoughtfully selected, long lasting and durable materials.

The new brand, which is being brought to the UK by Cheeky Rascals, includes sleek, transparent stairgates, invisible magnetic locks, door stoppers, ingenious stove and hob guards, anti-tip kits; to name but a few. With revolutionary quick and frustration-free installation, parents can spend less time worrying and more time enjoying their family.

Visit Cheeky Rascals on Stand B2 and B40

Muscle toning

Babycare TENS, producers of the market leading Obstetric TENS machine – The Elle TENS is happy to introduce the world's first FDA approved, wireless post-labour TENS machine, the ITENS. Merging wearable technology with effective and lasting pain relief, the ITENS is a Bluetooth device controlled via an app on your mobile phone.

Babycare TENS will also be focussing on continence, 1 in 3 women suffer from some form of incontinence during their lives (especially after childbirth). The SensaTONE is an ultra-simple, yet powerful, digital Pelvic Floor Stimulator which retrains and strengthens the pelvic floor muscle by inducing variations of the Kegel exercises.



Visit Babycare TENS on Stand C68