

Major brands explain new car seat regulations at Harrogate

There is considerable confusion about the new regulations concerning child restraints and booster seats, especially since the new Regulatory supplement was entered into force on 9th February. The Baby Products Association is working with major car seat manufacturers at Harrogate to give clarity to both retailers and anyone involved in this sector of the industry.

A number of leading brands will be attending the show with the specific aim to educate visitors about the new regulations; plus safety in general in relation to these products. This currently includes Cybex from Columbus Trading Partners and Maxi-Cosi from Dorel, with further companies to be announced. These stands will be an important port of call for anyone serious about their business wanting to ensure they give their customers correct advice from an informed position.

Visit Hall M at Harrogate International Nursery Fair for more information. Don't forget to register online at www.nurseryfair.com

Goo to chew

My Friend Goo is a natural rubber teether specifically designed to take the teething problems out of parenting. The easy to hold hollow shape allows a baby to use the teether independently, helping to develop fine motor skills, providing the most soothing and satisfying surface to bite and chew. Research suggests this has therapeutic benefits and helps to develop language and communication skills. It is free from chemicals, eco friendly and appeals to the senses. Easy to clean and completely sealed so it will not harbour mould. My Friend Goo is CE certified and has met all safety requirements.



Visit Cloud Cuckoo on Stand BH17

Sleep British

British bed manufacturer Slumberland has launched its first cot mattress collection which will debut at Harrogate this year. The company knows a thing or two about sleep and has designed the



Slumbertime collection with both babies and parents in mind. Knowing that when babies get the best night's sleep possible – so can parents. From a household name you can trust, Slumberland has designed a soft breathable sleeping surface which regulates the baby's heat and benefits from anti-allergy Actipro treatment to provide a healthy sleep environment.

The Slumbertime Cot Mattresses feature long-lasting responsive springs to provide the best comfort and support throughout a baby's precious development years and are proudly made in the UK.

Visit Slumberland on Stand M34.

Keeping fit

New to the market is Sportee Mommee; a brand where sports fashion meets maternity wear. Created by sportswear designers to enable mums-to-be to stay active, feel comfortable and look stylish during pregnancy. All garments use premium, high stretch fabrics to fit perfectly around a growing baby bump.

Designed and manufactured entirely in Britain, Sportee Mommee offers agility in product development and flexibility in meeting customer requirements.

Visit Sportee Mommee on Stand BH28

Foxy friend

Cloud b presents this adorable snuggly plush fox, updated with a coat of softer shades of orange and paws of gentle greys; which plays tranquil sounds to help calm and comfort children to sleep.



Frankie the fox is a stylish and playful fox that plays the sounds of Sunny Days, Forest Walk, Brook and Daydreams. The perfect companion for a calm and restful night for baby and parents. Frankie the Fox has a hoop and loop tab for easy attachment to the baby's crib and offers 23 minute and 45 minute timer options to continually soothe baby with calming sounds.

Visit Cloud b on Stand C96

