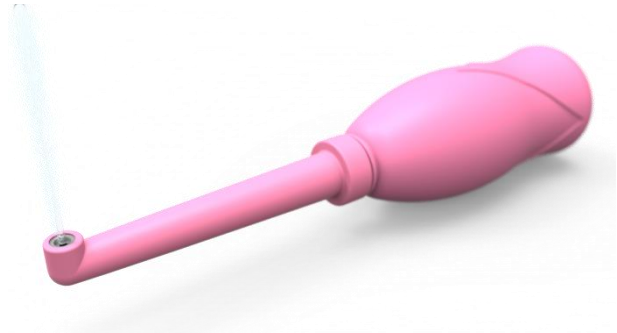


Award winners announced

Another great day at Harrogate today with celebrations throughout the halls following the announcement of the BANTA Awards and Concept & Innovation Awards on Sunday night.

For the first time ever, the judges unanimously awarded joint first prize for the Concept Award to finalists Laura Donnellan & Frances McCabe and Laura Meehan as both were considered to be outstanding entries. Laura & Frances' product is Femette, a post-natal cleansing bottle for use in the early days after birth; and Laura Meehan's entry is Squijit, a clever universal device which allows accessories to be attached to almost any make of pushchair or pram.



Frances comments: "We are absolutely honoured and delighted to have received this award. The Awards evening was brilliant and it was amazing to have our postnatal cleansing bottle chosen as a winner."

Winner of the Innovation Award this year is Samantha and Markus Warwick of Innovation Makers for their OmniO Rider – a fresh approach to getting around with babies as this clever pushchair is incredibly compact and can be carried on the parent's backs. The runner up was Adam Murphy of Shnuggle for his Shnuggle bath thermometer, a clever device which you drop into bath water allowing you to instantly see if the water is the correct temperature.

Seminars

The three BPA Seminars which took place in Hall H today were exceptionally well attended with almost every seat filled as delegates arrived to hear the latest market research statistics from GfK; the growing culture of grandparents buying baby products as primary carers by Studio Into; and how retailers can get the best out of social media marketing by Secret Pie.

There is still time to attend Harrogate today (Tuesday). The doors are open from 9.30am until 4.00pm.

