

BPA offers an exciting line up of speakers at Harrogate

Many companies use Facebook and Twitter to promote their business, but have you ever wondered how to really engage with your customers and influence their buying habits? Emily Hill of *Write My Site* will be presenting a seminar at Harrogate International Nursery Fair on Monday 24th March explaining how writing a blog is a highly effective tool in influencing the mummy market. Also,



Emily Hill, *Write My Site*

leading market research company *GfK* will explain how the sudden drop in birth rate in 2013 has affected baby product sales and will show just how and where new mums like to spend their money.

Retailers involved in the sale of child car restraints can discover the full implications of the new European i-Size Regulation which will affect almost every family with children across Europe in coming years in a seminar presented by *Transport Research Laboratory (TRL)* and design and engineering consultancy *Inneva*. Finally, do you need to protect your business from employees walking out with your best ideas? And are you

ready to deal with employees requests for flexible working further to recent changes in the law? Law experts from Lupton Fawcett will be on hand to explain how to protect your IP and answer all of your questions concerning Employment Law. Seminars are free of charge and take place in Hall G of the Harrogate International Centre. For full details and times of seminars visit <http://www.nurseryfair.com/seminars.asp>

Celebrate re-branding

Harrogate marks the official launch of Maguari, the new single corporate identity formed by uniting Bibs and Stuff and its Dutch sister company ISI.BV. Visitors to Harrogate are invited to join the Maguari team for a glass of bubbly and free gift and view some must-see items including Buddy – a breast feeding pillow from ISI.Mini, plus relaxing nightlights and sleep trainers from Baby Zoo. As the exclusive UK distributor from New York based Skip Hop, Maguari will also showcase products previously only available in the USA. **Visit Maguari on Stand H3**



6Carry and sleep collections

Laminvale will be presenting two brands at Harrogate – **Amazonas** and **Perlimpinpin**. Amazonas is one of the leading manufacturers of hammocks worldwide operating in over 40 countries and will be offering its original cotton hammocks from Brazil and also its successful baby and child product line Amazonas Baby World with a variety of hammocks, baby carriers, hanging chairs for children and baby hammock stands. Perlimpinpin brings its collection of sleeping bags and matching ultra-soft blankets with eye-catching designs. Organic bamboo, ultra soft muslin, cosy plush and velour are only a few of this brand's signatures. Visit **Laminvale on Stand H15**.



phil&teds and Mountain Buggy at home in UK



This year marks a new beginning for phil&teds and Mountain Buggy with a new UK based team focused on building the brands and supporting retailers. The innovative brands dedicated to helping parents adapt&survive and live life without limit have a fresh new approach for in-store merchandising, dedicated sales support and exciting new products on offer.

Share in the enthusiasm and visit the team to be inspired and discover the latest from these leading brands, including the innovation award winning Mountain Buggy nano - the ultimate travel companion, and new luxury phil&teds pushchairs. **Visit phil&teds on Stand 110 in Hall A**

A stomping new design



Ickle Bubba will be exhibiting at Harrogate for the very first time and is the brain-child of husband and wife team Fran and Veronica Vaughan who set about providing one of the most stylishly affordable travel systems on the market. The 'Stomp Collection' is a modern, fresh design, provided at unbelievable value for money whilst offering one of the highest retailer profit margins in the wheeled goods business. In its first six months, Ickle Bubba has partnered with over 50 independent retailers who have been eager to stock the 'Stomp Collection'. **Visit Ickle Bubba at stand A102**