

7 November 2016

## Snap up a slice of the UK market

With Christmas now firmly on the horizon, the nursery industry is now gearing up for the most significant event of 2017 – Harrogate International Nursery Fair.

Focus is firmly on the UK's only nursery trade show and regular exhibitors which are serious about business and confident in the unrivalled opportunity the show offers have already snapped up prime positions. In the pushchair and stroller category, not to be missed companies include favourites such as BabyStyle, Hauck, O'Baby, East Coast, Thule and Little Saints to name just a few. Offering a host of popular brands include distributors such as HippyChick, Little Saints, Skip Hop, Maguari and of course Cheeky Rascals which will once again be sponsoring the café area in Hall B.

Those seeking quality bedding, baby textiles and nursing pillows should make a note to visit Sheldon, Aden & Anais, Breathable Baby, Cuddles Collection and Thereline; and new to the show this year is well-known brand Slumberland with its range of quality cot mattresses.

There are also numerous new companies signing up for next year, offering retailers lots of exciting new products that they have probably never seen before. These include Carriwell with a range of nursing bras, Em's 4 Kids with baby ear protection and Little Tree with a collection of natural baby care products.



Adrian Sneyd, show organiser, comments: "We are delighted to welcome so many new exhibitors to the show next year, including a number of international companies offering retailers an even greater choice of products. With so much uncertainty in the economy at the moment, UK retailers and buyers are less likely to travel to international trade shows next year and consequently overseas suppliers realise that they need to be at Harrogate if they want to capture the UK market."

Now is the best time to secure a prime position at the show, so if you are looking to increase your sales opportunities in the UK, be sure to return your booking form as soon as possible. Full information and booking forms are on the website at [www.nurseryfair.com](http://www.nurseryfair.com)

Ends

**Notes to editors:** For more information, contact Christine Scippo on 01525 374020 or email: [info@k-communications.co.uk](mailto:info@k-communications.co.uk)