

## Open for business

The doors of Harrogate International Nursery Fair open today and visitors are expected to arrive in their hordes to see the very best of what the nursery industry has to offer. Six halls of the Harrogate International Centre packed to bursting with everything from prams and pushchairs, car seats and cribs to toys, gifts and accessories. The Baby and Nursery Trade Awards (BANTA) judges will be meeting this morning to peruse the shortlisted entries and also deliberate over the Concept & Innovation Awards finalist's entries ready to announce the winners at the BANTA Awards Dinner tonight.

If you are unable to make it to today, the show is open tomorrow (Monday from 9.30am until 6.00pm) and on Tuesday from 9.30am until 4.00pm. We hope to see you there!

## Exciting new launch

Following the phenomenal success of SnüzPod, the award-winning bedside crib, Harrogate will mark the launch of Snüz, an innovative and contemporary nursery brand that will sit within The Little Green Sheep family umbrella brand. As well as the home of its flagship SnüzPod, the essence of Snüz will be fresh, innovative and product focused. Customers can expect unique and functional products, which have been cleverly designed with both parents and babies needs in mind. Stylish and contemporary, Snüz will create simple and premium products. ***Snüz will officially be unveiled on Stand A20a.***



## In the bag



Ardega is exhibiting the brand JL Childress offering a range of innovative and durable travel products fit for many travelling situations such as travelling abroad with the family or going out for a walk with all you need at arm's length and having lunch on a hot summers' day. JL Childress has brought the Gate Check Bag collection, the Ultimate Car Seat Carrier and the highly popular Pushchair Handlebar Organisers in many shapes and sizes to accommodate the majority of buggies and pushchairs. ***Visit Ardega on Stand C44.***

## All round positioning

Ergobaby has spent several years developing the unique structure of its 360 Four Position Carrier. Carry baby in four carry positions; front-inward, front-outward, back and hip. In all four carry positions, babies will be in a frog-leg, natural sitting position with their knees slightly above their

hips, aligning with the recommended carry position from the International Hip Dysplasia Institute. The carrier's innovative design features a structured bucket seat to support baby in an ergonomic seated position and maintain ideal hip and spine positioning. The revolutionary carrier seat is designed with buttons for an adjustable width that grows with the baby to ensure comfort and ideal hip positioning. ***Call by for a demonstration at the Ergobaby Stand C24.***

