

We'll see you there

This time next week, Harrogate International Nursery Fair will be well underway and if pre-registrations are anything to go by, the halls will be packed with visitors grabbing the opportunity to see new product launches from around the world.

Everything is pointing to a great show for everyone involved; the apparent upturn in the economy; mild weather providing great travelling conditions; and lots of exciting new aspects to give added value such as the BPA Seminar Programme, industry awards and quirky new catering concepts. If you are still teetering as to whether to attend, we can guarantee you'll regret not coming to HINF this year, so grab your order books, jump in a train, plane or automobile and join the entire nursery industry next weekend! There's lots more information at www.nurseryfair.com

Innovative bath hammock

Baby's Journey, a US based manufacturer, is proud to launch its hero bath time product at Harrogate this year - featuring smart innovation to help make bathing infants easier.

The Baby's Journey Bath Hammock features a patented Roller-Sling feature designed to cradle newborns from 0-6 months during bath time to help make the experience calm and relaxing for both parent and child. The sling simply retracts after use and the sturdy and secure base folds compactly making it ideal for storage and travel. The Bath Hammock is available in a variety of patterns and carries a suggested retail of £22.99. **To find out more about Baby's Journey, visit Stand D4.**



Food on the go



Sili Squeeze is a convenient, reusable, silicone food pouch designed for active families with young children. Now parents can easily feed their little ones with healthy homemade baby foods, smoothies and readymade yoghurts when out and about. No mess, no fuss – just fun!

Sili Squeeze *Original spill-proof spout* is ideal for beginner eaters (6 months+) and the *Eeze free-flow spout* is suitable for toddlers and young children who are independent eaters. The food-grade silicone pouches come in three convenient sizes (60mls, 120mls & 180mls), and all Sili Squeezes are top-drawer dishwasher safe. **Come and see for yourself on Stand QP48.**

Australian sleep brand hops to Harrogate

Australian company Bubbaroo took the UK by storm last year with its collection of swaddles, sleeping bags and blankets and has gone on to win prestigious UK awards as well as being featured in top national consumer publications. The team is



thrilled to be putting a face to its brand at Harrogate and is looking forward to meeting retailers to showcase the existing collection, as well as launching some rather exciting new lines that are sure to rival market competitors. **Visit Bubbaroo at Hall H Stand 24.**

Rear face for longer



Axkid is excited to be exhibiting at Harrogate for the first time. As specialists in rear facing car seats, Axkid will be displaying its Scandinavian seats which allow parents to rear face their children up to 25kgs (approximately age six). The show will also see the launch of the brand new DUOFIX car seat, a seat which can be used with both ISOfix and seat belt in a rear and forward facing position. **Visit Axkid on Stand C52 to find out more.**