

13 October 2024



## Concept & Innovation Award winner announced

The Baby Products Industry Association announced the winner of its 2024 Concept & Innovation Award at Harrogate International Nursery Fair today. June Pennykid and John Suttie were presented with a trophy and prize of free legal advice from sponsor Sara Ludlam of law firm Brabners; and Marc Hardenberg, chair of the BPIA.

Their product The Home System by Penny+Kids is an innovative concept in modern nursery furniture which grows and evolves with the child from a Moses basket, to a high chair, a junior chair, a play pen/cot, and a pre-school play table and chair. This is a beautifully crafted solid wood structure using natural materials which become part of a stylish family home.

The three runners up were Allan Ireland Park with Baby By U, A multi-function baby chair, bassinet, lounger & rocker with castors to move it from room to room to ensure constant supervision;

Jacqui Nancey with Easi-breather colic relief baby mattress - a comfortable, ergonomically designed and perhaps controversial baby-friendly mattress for newborn babies aged zero (0-6) to six months of age; and Thomas & Peter Hearn with the Foot Swing - designed to provide enhanced leg support to young children in a CRS, reducing discomfort, and improving overall child safety and well-being during car journeys.



Ends