

You need to be there...

Momentum for the UK's only baby trade show is growing as Harrogate International Nursery Fair (which takes place from 29th to 31st March 2020) reports further major brands returning, plus a good selection of new exhibitors promising some exciting fresh product launches for the coming year.

For anyone in nursery retail, this is a not-to-be-missed event providing a one-stop-shop for everything for babies from pushchairs and car seats, to nursery furniture and sleep accessories to toys and gifts.

Over the new few weeks we will be giving you a taster of some of the great new products that you can expect to see – and some exclusive show offers making a trip to the show even more worthwhile.

For more information visit www.nurseryfair.com

Favourite brands return

In 2019, Artsana UK and Ireland celebrated double digit sales growth across three major brands and at the forefront of this increase were the independent nursery retailers. As Artsana expects to grow even more rapidly, it continues to strengthen retail partnerships. Hence the company's return to Harrogate International Nursery Fair showcasing the extensive **Recaro**, **Chicco** and **Boppy** ranges across indoor, car safety and outdoor categories. The Artsana team will be discussing unique opportunities including large media investment and retailer support across Chicco car seats with a special focus upon Seat4fix, Recaro car seats and travel system ranges and the award-winning sleep-time family.

Visit Artsana for Recaro, Chicco and Boppy on Stand Q96



Love Scandi chic?



Noordi from Norway, where great design is a way of life – with a brand philosophy to 'put children first' has a focus very much on baby's comfort and safety. The Noordi design team is passionate about creating incredibly well engineered prams and travel systems that are light, functional and stand the test of time. Beautifully tailored carrycot fabrics, including eco-leather, makes Noordi extra special. There's something quite unique about this Scandi brand – customers love its 'presence' and are impressed with the attention to detail – but to see for yourself check out the Noordi Luno, Noordi Fjordi and Noordi Sole.

Visit Noordi on Stand Q123

Stand number: Hall Q, Q51

Perfect for ‘Goldilocks’

Not too hard and not too soft – Little Chick London’s new Toddler Pillows offer the perfect level of comfort and support for children transitioning from a cot to a bed.

Babies shouldn’t sleep on adult sized pillows which are too big and soft for little, developing necks and heads. The Little Chick London pillows come in a classic rectangular shape, or for more fun a gorgeous star shape, each with their own pretty cotton jersey cover. The cover of the classic shaped pillow is machine washable; and both pillows are filled with breathable, anti-allergy hollowfibre and are fully washable. Just like baby bear, toddlers can now have a pillow that is ‘just right’ promising a restful night’s sleep for little ‘Goldilocks’ everywhere.

Visit Little Chick London on Stand Q72b



Sleep tight safely

Purflo is the UK’s original baby safe sleep brand started by concerned new parents who worked with a world leading professor of infant health and development physiology to create cleaner, safer and healthier sleeping environments for babies. Purflo believes baby sleep should be safe and sound and only develop products parents can trust. In 2020, Purflo will launch two new products:



The Sleep Tight Baby Bed – a ground-breaking new bed certified safe for overnight, unsupervised sleeping eliminating concerns raised by traditional nests and sleep positioners. The Swaddle to Sleep Bag – a travel friendly sleep bag that grows with baby from swaddle at birth to a sleep bag at 4 months old.

Visit Purflo on Stand Q51