

## Concept & Innovation Awards finalists announced

Three finalists of the Baby Products Association's Concept & Innovation Awards have been announced after 'dragons den' style presentations to a team of industry experts. These finalists will be invited to present their product ideas at Harrogate International Nursery Fair from 15<sup>th</sup> to 17<sup>th</sup> October 2023 where the winner will be revealed.

Finalists include **Cozy n Safe** with its **Excalibur i-Size car seat** which is unusually lightweight and has a unique extended harness system to 125cm; plus five position reclines approved for all stages: **Cheeky Rascals** with the **Baby Brezza Bottle Washer Pro** which automatically washes, sterilizes and dries bottles and pump parts killing 99.9% of germs: and **Designability** with an accessible pushchair suitable for manual wheelchair users, developed with mass manufacture in mind. The pushchair can be used by a disabled parent or carer and those who are non-disabled – one product for all offering freedom for disabled parents.



**Visit the Concept & Innovation Awards finalists on Stands B30, B32 and B33.**

## Calm & Soothe



Since 2002, Cloud b has been the pioneer in the creation of products designed for children's well-being and good sleep. Its mission is to educate, empower and inspire families to find peaceful sleep. Cloud b's products have earned a reputation for quality and innovation over the past 20 years. Its musical toys and nightlight collections are designed to help calm and soothe children to help them achieve better sleep. Cloud b is distributed by BTL Diffusion Ltd.

**Visit BTL Diffusion on Stand C28**

## Strolling light

This year's Harrogate Nursery Fair will offer visitors to the Ickle Bubba stand a sneak peek of its brand new travel system, along with a contemporary new home offering. Visitors will also get to see Ickle Bubba's latest addition to its stroller family in the flesh – Aries, the brand's lightest stroller yet. With a new and energetic sales team on-hand to demonstrate products and talk through exciting brand updates, wholesale partners and prospective customers can expect to discover a retail-focussed team who are dedicated to ensuring the brand is given the best chance to succeed within the wholesale sector.



**Visit Ickle Bubba at Q41**

## No more bumps



Safehead is thrilled to share its award-winning journey that revolves around giving little ones the freedom they need to explore and learn. From Unsteady Feet to Independent Minds, all of its products are developed with the theme 'Freedom for Little Explorers'. We understand that a parent's worry is real, but so is a baby's curiosity!

Taking the spotlight at the show is SafeheadBABY, an innovative, award-winning, patented, soft flexible headgear weighing less than 100 grams designed for babies and toddlers learning to walk. Trusted and Recommended by Parents worldwide! Get a glimpse of its expanding product range. Now Stocked in the UK.

***Visit Safehead UK on Stand C44***