

## Want to read about latest new baby products?

Lots of people have been getting in touch asking how they can subscribe to our newsletters to find out about new product launches taking place at the show. To receive our news, you simply need to pre-register online and you will automatically be subscribed. If you have a friend or colleague who would like to be kept in the Harrogate loop – please forward this to them and we look forward to getting in touch!

Full information about the show and an exhibitor list is available on the website at [www.nurseryfair.com](http://www.nurseryfair.com)

## Flying high

Kite is a children's wear brand built on fabulous design, quality that lasts and a desire to protect the planet and will showcase its new Autumn/Winter 2013 collection at Harrogate.

Developed for children aged from baby to 11 years old, the clothes feature distinctive design elements that have been influenced by the beauty of the Kite's natural surroundings in Dorset.

All of the garments in the new collection have been made using the softest organic cotton or fleece made with at least 50% recycled materials. They have a unique and casual look distinctive to Kite and a quality that is comfortable, hard wearing and long lasting.



**Visit Kite on Stand H25**

## Quiet and calming

Magic Mitten from New Zealand is a hand-held patented baby calming aid designed to be effective, safe and portable to soothe babies when they are upset.



The product is designed to be offered up to a baby's ear to deliver white noise at a safe and fixed volume level and not audible to others. The clever design allows it to be easily used whilst holding the baby or can be offered whilst the baby is in a crib, car seat or pram. The device can be easily used when out and about, just pop it in your bag and use

it anywhere, anytime. During use the sounds cannot be heard by others in the immediate vicinity making it very unobtrusive.

***Visit Magic Mitten on Stand QP56***

## **Better by design**

Starting in 2004 with the ambition to develop the most complete pushchair, Joolz has grown into a brand that does exactly that and more. Its pushchairs are designed around the human body: the products are complete and comfortable for both parent and child. For example, the pictured limited edition Joolz Day Tokyo is decorated with symbolic,

playful patterns of illustrations, created by Japanese designer, papercraft artist and illustrator Hiyoko Imai.

Joolz cares for its customers and the world we are living in. This shows in the products and services as well as the associates and partners the company works with.

Joolz loves to contribute to happy times: from pregnancy to the first day in school – calling it *Positive Design*.

***Visit Joolz on stand B04***

