

4<sup>th</sup> April 2018



## The British nursery trade at its best

Harrogate International Nursery Fair 2018 finished on a high as both exhibitor and visitor feedback reveals that for the majority of those attending it was another immense success.

Penny Franks, editor of Nursery Today magazine explains: "Nursery Today has always supported our only UK trade show and will continue to do so. Having spoken to many independent retailers and exhibitors during the three days, it was evident that this year was a huge success for all. Many commented on how cohesive the event was this year in its layout and how the friendly and relaxed atmosphere provided the perfect platform to conduct business."

Kerry Haynes of Media Snug reiterated this comment saying: "I really enjoyed the show and had lots of press meetings. I liked the layout of the halls and there was a warm and friendly atmosphere throughout."

Claire Alexander of Mummy Loves Organics presented her range of essential oil massage candles at the show and commented: "The layout has been really good for us. We saw lots of independent retailers and many major buyers – and felt that the atmosphere was very relaxed and friendly. Rather than rushing about, people had more time to stop and talk business."



It will be many weeks before exhibitors can accurately evaluate their experience, as leads will be followed up and orders placed once retailers have had a chance to peruse catalogues and consider their purchase options. However, Rachelle Harel of RHSM Group was able to comment immediately, saying: "Across both of our brands (Little Chick London and Breathablebaby) we had our best Harrogate ever in terms of opening new accounts and taking orders – what more can I say."

Neil Millard of Boori added: "A fantastic return to Harrogate for Boori. We had a number of well received new products to show our existing customers and (hopefully) impress a few new ones with. Our hall and position worked really well for us and as usual the Harrogate team was on hand to help out with anything else we needed. Very much looking forward to being back next year."



The dates for Harrogate International Nursery Fair 2019 have been confirmed as 24<sup>th</sup> to 26<sup>th</sup> March, with many exhibitors already confirming their intention to return. Adrian Sneyd, show organiser, said: "We are delighted with the outcome of this year's show – comments received from both exhibitors and visitors demonstrate that people want a UK nursery trade show and have voted with their feet and order books. We welcomed many returning brands and

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hope that the results of the 2018 show will encourage more companies to come back and exhibit their ranges to the British nursery trade next year.”

Bookings for next year’s show will commence in early May, so look out for more information soon to secure your stand – or go to [www.nurseryfair.com](http://www.nurseryfair.com)

