

# Hot industry topics at Harrogate

Visitors and exhibitors at Harrogate International Nursery Fair can learn how to boost their businesses thanks to a great line up of speakers offered by the Baby Products Association's Seminar Programme which takes place for the duration of the show in Hall H.

Discover what baby products parents were buying in 2015 and expected trends for the coming year from leading market research company GfK. Find out how second-hand baby goods sales are affecting new product sales from IOM Research Ltd; and discover how the catwalk influences parents' choice of pushchair from leading baby editor Sally Hall.

Retailers can also find out more about centralised stock control for multi-channel retailing and find out how the media landscape is changing and how best to target marketing to pregnant woman and new mums.

[CLICK HERE](#) to view the full Seminar Programme.

## Carry close

Exhibiting at Harrogate for the very first time is Britot, the multi-award winning baby carrier that offers unparalleled support to the wearer and closeness for the child. The company is delighted to offer 15% off all orders placed at the show.

**Visit Britot on Stand HP122.**



## Cheerful chews



Num Num teething jewellery comes in a variety of designs and colours making them both practical and beautiful for mums to wear. The beads are made from squeezable, food-grade silicone – kind on babies' bums and perfect for chewing whilst teething, or playing when breastfeeding. The range is competitively priced and the company is offer 10% on all orders over £100 placed at the show.

**Visit Num Num on Stand HP121.**

## Caring coconut

Kokoso Baby is excited to be exhibiting for the first time at Harrogate. The family-run business won the Boots 'Inspired by Baby' competition in 2015 with its premium 100% natural organic coconut oil specially selected for baby skincare. Packed full of amazing natural nutrients, this wonder oil can be used as a moisturiser, bottom balm, massage oil and can even help with cradle cap, baby acne and dry skin conditions.



**Visit Kokoso on Stand HP89.**

## Clean sleep

Expert bed makers, Harrison Spinks, will showcase its new 100% natural and hypoallergenic



NaturalStart mattress protector at Harrogate International Nursery Fair this year. The waterproof mattress protector will complement the NaturalStart premium cot mattress collection, which features a unique combination of patented BabySpring® technology and natural fillings, to ensure perfect postural support at each stage of development. As well as elevating comfort levels of the NaturalStart mattresses, the soft, stretchable mattress protector is allergen free and can be machine washed up to 90°C to prevent the growth of bacteria, fungi and dust mites.

***Visit Harrison Spinks on Stand A19.***