

International expansion for Harrogate

The countdown is now on for the UK's only nursery trade show which is now a truly international event for anyone involved in baby and pre-school products, from nursery and feeding equipment, through to toys, early learning, clothing and gift ranges.

Once again Harrogate is a sold out show in 2013 and buyers are guaranteed eight Halls packed with the latest, innovative baby products with the chance to see many fabulous new launches before they hit retailer's shelves this summer.

For the very first time, Harrogate warmly welcomes our US counterparts with 10 companies participating in a North American Pavilion, introducing some exciting American designed products to the UK market. With 20 countries exhibiting at the show this year, retailers and buyers will have the opportunity to view international ranges right on their doorstep.

Over the next few weeks we will be highlighting the best of what our exhibitors have to offer – so please forward this Newsletter to likeminded colleagues – and don't forget to pre-register for the show. Full information is available on the website at: www.nurseryfair.com

Great Gizmos appointed distributor for Plan Toys

Buyers seeking eco-friendly wooden toys can view the latest collection from Plan Toys, as Great Gizmos was granted full distribution rights in January and will be showcasing the range at Harrogate.



Great Gizmos' director Judith Dayus commented: "We are delighted to be granted the Plan Toys distributorship. We have for many years had wooden toys in our collection but the addition of this brand means we have one of the most comprehensive wooden toy portfolios in the market. The excellence in quality and the green credentials of this brand makes it a

definitive choice for parents of younger children and it is our intention to ensure that the collection is as widely available to the consumer as possible. "

Visit Great Gizmos on Stand A7

Home cooking to go

Parents wanting to feed their babies freshly cooked home-made food, but with the portability and convenience of shop bought are guaranteed to love the latest new product to launch at Harrogate – the Fill n Squeeze System. This allows parents to cook food, hand-blend and then fill into convenient pouches to either freeze or chill until required.

The pouches are BPA free, freezer, microwave, bottle warmer and steriliser friendly and include name and date labels. When ready to use, simply squeeze the contents onto a spoon – or the child can suck food directly from the pouch making them extremely convenient for parents, but great fun for children too. Rifat Jan, creator of Fill n Squeeze said: "When I first came up with the idea, I was

convinced that something like this must already exist. When I realised there was nothing like it on the market, I was compelled to develop a system to help parents to prepare, store and feed fresh homemade food.”

Visit Fill n Feed on Stand H19

