

# Harrogate Nursery Fair News

## Cute sheep for a good night's sleep

Visitors to Harrogate will get the chance to see firsthand the qualities which made **ewan the dream sheep** from easidream woo judges in the recent Gift of the Year Awards.

This cute sheep scooped the top award in the Kids category and Lynda Harding, MD of Easidream Ltd comments: "It seems that people just can't seem to get enough of ewan – he's receiving awards and getting fantastic feedback from parents too. I can't wait for our new products in the ewan range to be ready for trade to view at Harrogate."

Since launching **ewan the dream sheep** in 2010, sales have increased rapidly with his popularity growing on the back of his proven effectiveness at helping settle babies and toddlers to sleep. An affordable RRP of £29.99 definitely makes him an ideal gift and with attractive trade prices together, with a new packaging design specifically for in store, he's definitely worth checking out at stand Q38. [www.easidream.com](http://www.easidream.com)



## Affordable support for new mums



Pregnant and nursing mums can always use a little bit of extra support and Emma-Jane provides just that! Its range of must have maternity and nursing lingerie, including bras, underwear, tops and accessories provide comfort and affordability and retailers can maximise sales and profits with minimal investment thanks to the multiple sizing of many garments. For example, new nursing bras 361, 365 and 442 come in four sizes (32-38 B-F cup) and will fit 24 conventional sizes! Visit the Emma-Jane stand A11 to see the full range – and help the company to celebrate its 25<sup>th</sup> anniversary.

## Show offer with a pull!

For safety conscience parents, the Buggy Tug is an essential safety accessory ensuring that pushchairs can't roll away without them and users state that it is so comfortable that they don't even know they're wearing it. At an RRP of just £3.99, this is a line that retailers simply can't afford not to stock – and what's more, all orders taken during the show attract free delivery. Visit stand Q24 for more details.



## Compact chemical-free cleaning

Visit Babytec's stand D20 to view its innovative Two Bottle Steam Steriliser, which doesn't require chemicals and reduces to a compact height ideal for travelling.



The Babytec Two Bottle Steam Steriliser is beautifully styled and adopts a unique design for use at home and when travelling. Simply add a small amount of tap water, load the bottles and accessories (including wide neck), press the start button and in under 11 minutes the bottles are sterilised and ready for use. When finished, simply invert the main body of the sterilizer onto the base and it is compact to the height of an average bottle.

***If you visited Harrogate Nursery Fair last year you will automatically be pre-registered for the 2011 show – however, don't forget to remind your colleagues and friends in the industry to sign up for fast-track entry to the show by visiting: [www.nurseryfair.com](http://www.nurseryfair.com)***