

Shortlist announced

Excitement is high as the BPA has just announced its Baby and Nursery Trade Awards shortlist – lots of great new products for retailers to come and see and ‘in the opinion of the judges’ what consumers are going to be talking about in coming months.

You can view the full list [HERE](#) – and don’t forget, if you would like to attend the BANTA Awards Dinner on Sunday evening at the Majestic Hotel there are still a limited number of tickets available. Thanks to our sponsors – the evening includes free drinks on arrival, plus wine with the three course dinner!

Thanks to our sponsors:

Growing your business

**nursery
today**

www.nursery-today.co.uk

The
Baby Show
With **MADE FOR
MUMS**

ABSOLUTELY
FOR STYLISH LONDON MUMS
Mama

East Coast re-brands



This Harrogate will be a really exciting event for East Coast Nursery, as it unveils its rebranding. Managing director Eric White explains why this is about so much more than a stylish new logo: “It’s been more than 6 months in development and has fundamentally changed the way we run our business, shaping our design, development, marketing, and sales strategies.” Following the launch of its “Say Hello” toy range, the rebrand promises to bring some very exciting opportunities for East Coast Nursery and its customers – see them at the show to learn more.

Visit East Coast nursery on stand A15.

Super soft

Abeille brings a classic nursery essential up to date. Cellular blankets are the only blankets recommended by midwives for newborns. The cellular construction means babies are kept warm in the winter and cool in the summer and there is no risk of overheating or suffocation.

No crispy cotton or dated shades here - these beautiful, extremely soft, 100% cotton blankets are currently available in three Farrow & Ball shades meaning there is one for every nursery setting. The pretty packaging makes it an ideal gift – one to be cherished as a treasured possession for years to come. **Visit HippyChick on Stand C29 & C35**



Quality from China

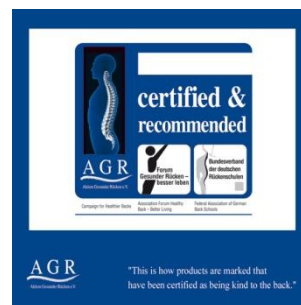


Three great products on the Chinese Pavilion include Bessybose baby bottles, Land Leopard strollers and Shanghai Orient hometex Co - a professional home and kids textile supplier. Bessybose is originally from Korea and its products are designed by its Korean based team and manufactured under international standards. Land Leopard strollers have aluminium frames which are smooth and light with strong waterproof fabric, big rear wheels and front swivels. Whilst Shanghai Orient hometex provides bed linen, readymade curtains and children's and nursery home textiles concentrating on duck and goose down, feather, silicone hollowfibre polyester/microfiber/ball fibre/bamboo/cotton/ wool and silk filled bedding items.

Visit the Chinese Pavilion on Stands A41, A42 and A43

Seal of approval

Clever Clogs Trading is proud to work with Ergobaby in its mission to create ergonomic products for parents and babies. The Ergobaby Swaddler and all the Ergobaby Carriers have been acknowledged by the International Hip Dysplasia Institute (IHDI) as being 'hip-healthy products'. Parents can use Ergobaby products, safe in the knowledge that they promote healthy hip development in infants. Soon, consumers will also see the AGR Seal of Approval on Ergobaby packaging, Ergobaby carriers are now certified and recommended by the AGR.



Visit Clever Clogs Trading on Stand C18

Don't underplay the hybrid



BabyStyle is set to fully reveal the Hybrid Edge at Harrogate, the demand and interest to see this iconic and intriguing new stroller cannot be underplayed. The Hybrid Edge has been marketed as a stroller without compromise and the opportunity is now here for Harrogate attendees to get up close and personal and see just how amazing this original new stroller is. There will be some cracking new stylish colours for the egg on display along with some unbeatable deals on two of the original smashing egg colours, enough of the egg related puns now! BabyStyle has lots of exclusive show offers and looks forward to seeing you over the course of the show this year at Harrogate.

Visit BabyStyle on Stand B44