

Watch out for exclusive show offers

With just weeks to go until the UK's only nursery trade show, exhibitors are now putting together some exciting, exclusive show offers, so retailers and buyers attending can guarantee to pick up more than a bargain or two.

So far, we have Cozy n Safe offering five percent discount; Merrygoround UK offering free delivery on orders over £200 plus a free set of MuslinZ 100 percent cotton swaddles (worth £40 RRP) with orders over £500; and Nubeluna Baby Accessories offering five percent on new season products – all only available on orders placed at the show. There are many more offers highlighted on the show website at www.nurseryfair.com – with more being added daily.

Be sure to attend Harrogate International Nursery Fair to see the latest new product launches the industry and grab yourself some fantastic offers.

Don't forget to follow the show on Facebook and Twitter - @nurseryfair (using #nurseryfair)

Safety and comfort

Silentnight's new Safe Nights mattresses will help little ones sleep soundly and grow up healthy throughout precious development years. All mattresses contain Eco Comfort fibre and are foam free for a pure sleeping experience that's free of nasty chemicals. They also come with washable covers to give busy parents the flexibility they need when dealing with inevitable accidents through the night. The range is made in the UK and has been tested to the highest standard, offer support and comfort that babies need through the night.



Visit Silentnight Group on Stand Q18



Italian by design

Hugs Factory is an Italian furniture brand and will be exhibiting at Harrogate for the first time in March. Creating comfortable, convenient modern and a totally new concept of baby furniture, experience the know-how and Italian craftsmanship which comes together to create an exquisite collection of children's furniture, perfect for contemporary families. Design, functionality, space-saving and durability are the main features and all products are made from solid wood.

Visit Hugs Factory on Stand Q24

Calming white noise

Whisbear The Humming Bear is an innovative sleep aid that helps newborns with a smooth transition from a prenatal to postnatal life by recreating soothing sounds of the womb. Whisbear is the first sleep aid featuring the CRYsensor - an intelligent device that automatically activates calming white noise when a baby starts crying. It is also a sensory toy that promotes both - fine motor and sensory development skills. Its paws contain magnets so it easily attaches to cots, prams, car seats. It comes with a lifetime guarantee.



Visit Whisbear The Humming Bear on Stand Q76

Everything covered

Blinky is a 'go-anywhere' buggy blanket that has all eventualities covered come rain or shine – and hopefully sleep. It is one of the only buggy blankets on the market with all the covers you need built in, meaning that mums only need to remember the baby, the buggy and the Blinky. Blinky is a fleece lined, reflective buggy blanket with a rain cover, sun shade and sleep shade, all built in. Each shade zips independently on the integrated hood and can be stored neatly in the pouch when not in use. Best of all, the entire thing is wipe clean and machine washable.



Visit Blinky on Stand Q67