

What's new for Harrogate?

Harrogate Nursery Fair continues to grow steadily each year, attracting new exhibitors not only from the UK, but from across the world with 20 countries represented at the show this year. Not to be missed is the new North American Pavilion – so a trip to Hall H to see what the eight participating USA companies have to offer is highly recommended.

Also new for 2013 is the BPA's Concept & Innovation Awards, which are sponsored by Progressive Pre-school magazine. The four finalists were chosen from a short-list of entrants who presented their product ideas to a 'dragon' style panel of judges in January. Come along to Hall G to see these incredibly interesting and innovative 'potential' new products. The winners will be announced on Monday 25th March.



Don't forget to [PRE-REGISTER](#) for FREE attendance to the show – and if you have colleagues who might be interested in seeing the biggest selection of brand new baby product launches the UK has to offer, please forward this newsletter to them.

Birth to pre-school carriers



Gemini, **visit Stand A12.**

Brand new to the UK market is a product launch from the award winning baby carrier manufacturer Beco which will be showcasing the new Beco Soleil – a soft structured buckle carrier designed to carry babies from birth to pre-school and beyond.

Beco is committed to creating products that are practical, well made and long lasting and with its amazing easy-to-use features, improved ergonomics, elegant design and mix-and-match accessories, the Beco Soleil is everything modern parents have been looking for and more.

To view Beco's full range of baby carriers including the 4-in-1 Beco

Incredibly cute and cuddly

Aden + Anais has brought a legacy of muslin together with fashion forward design to create a line of products that are as stylish as they are useful and as simple as they are beautiful.

The Easy Swaddle has simple snaps that secure and adjust with ease and the breathable muslin helps parents to create the perfect swaddle to encourage sleep. Also coming soon are Musy Mates putting a fun twist on traditional security blankets. Available in various sizes, Musy Mates are perfect cuddle companions for little



hand and will become a most cherished childhood friend.

Visit aden + anais on stand B28

LittleLife adventures



Following significant product development for 2013, LittleLife will showcase its latest collection of cute and practical products at Harrogate Nursery Fair. In addition to a brand-new child carrier, LittleLife unveils its latest Animal Adventure and Swim Adventure ranges. Building on the phenomenal success of its Animal Toddler Daysacks, the brand introduces new, coordinating Animal Lunch Packs as well as matching Safety iD Straps and Ultralight Poncho Towels.

Visit LittleLife on stand H28