

# Gain recognition for outstanding products at Harrogate

## The Association's industry awards are now open for entry!

With the UK's nursery industry eagerly anticipating the return of **Harrogate International Nursery Fair** in October, and numerous major brands already signed up for the UK's only baby trade show; the Baby Products Association is excited to announce the launch of its industry show awards – the Baby and Nursery Trade Awards (BANTAs).

The BANTAs have always been the highlight of the show, and retailers and buyers attending look out for the products which the judges (who are all industry experts) have deemed to be the best in the show. Products are judged on several criteria which the judges believe make them attractive to consumers, including safety, functionality, desirability, and value for money.

Julie Milne, membership & technical manager for the Association explains: "The BANTAs are very different from consumer awards, because they take into account specific elements of a product that the judges believe will make them retail effectively – as well as being safe and desirable to the consumer. For example, a fabulous new pushchair with an RRP three times higher than similar products, might well win a consumer award for outstanding features, but the BANTA judges might consider it less marketable for retailers due to the prohibitive price point. It is because of this, that colleagues in the industry place the BANTAs with such high esteem."



This year, there are nine categories to enter: *Travel, Child carriers, Furniture, In the Nursery, Textiles & Soft Accessories, Baby Essentials, Safety, Toys & Educational* and *Best New Product*. Entries will only be accepted from companies exhibiting at Harrogate International Nursery Fair from 17<sup>th</sup> to 19<sup>th</sup> October 2021. Entry forms can be downloaded [HERE](#) – the deadline is 5.00pm on Friday 17<sup>th</sup> September 2021.