

9<sup>th</sup> July 2021



## Do you have an innovative new product?

The Baby Products Association announced the launch of its **2021 Concept & Innovation Awards** in March, when Harrogate International Nursery Fair was planned for June 2021. Because of Covid restrictions, the show was moved to October and consequently the Awards (which are always judged and presented at the show), were also postponed.

The Association has now extended the deadline to **Friday 27<sup>th</sup> August 2021** – so if you have a new product idea (which may be still in its early design stage; might already have a prototype – or is ready to market but hasn't been launched and offered for sale prior to Harrogate International Nursery Fair in October 2021, then you can enter.



**Robert Anslow of the Association explains: “As a trade association we are keen to promote excellence and innovation in the nursery industry and these annual awards encourage this.** Over the years we have been presented with some extremely interesting and innovative ideas. Some of these proved to be too ambitious in terms of manufacturing costs and realistic retail prices and there are always concerns about how some of the designs will be able to comply with rigorous testing and safety standards.

“The Baby Products Association judges are a team of experts with many years combined experience in all aspects of baby products from

design and manufacture, to safety and compliance to retail and marketing. They have been able to advise and guide entrepreneurs and help and support them in their journey to market.”

Entries are invited from anyone with an interesting and unique baby product idea – this could be from companies already working in the sector, mumpreneurs (or dadpreneurs!), to college and university students – the only criteria is that the product must not be launched into the market place prior to the trade show in October. Entry forms can be downloaded from the website at [www.b-p-a.org](http://www.b-p-a.org)