

Ready for business

Harrogate International Nursery Fair opened its doors today, welcoming retailers and buyers from across the UK for three days of new product launches, category innovation and face-to-face sourcing. The buzz will continue into this evening, with exhibitor hospitality in full swing and a handful of key stands offering visitors valuable time to network and strengthen supplier relationships after the show closes at 5.30pm.

The show runs tomorrow and Tuesday, offering plenty of opportunity to walk the aisles, meet brands and spot the next big sellers shaping the 2027 nursery market. We look forward to seeing you!

If you haven't already – register for the show [HERE](#)

Download the show's Digital Show Guide [HERE](#).



Hegen UK scoops BPIA Concept & Innovation Award with clever, grow-with-me feeding system

Smart design, durable PPSU material and interchangeable lids impress judges at Harrogate International Nursery Fair

Hegen UK has been named the winner of the Baby Products Industry Association's (BPIA) 2026 Concept & Innovation Awards, with its cleverly designed, multifunctional feeding and drinkware system winning over the judges at Harrogate International



Nursery Fair today (Sunday 18 October).

Presented by Sara Ludlam of award sponsor Brabners, the award recognises Hegen's innovative approach to feeding products, combining distinctive design with practical features designed to make life easier for parents and extend the product's useful life.

Made from PPSU (polyphenylsulfone), a durable, high-performance material, Hegen's feeding system stood out for its combination of thoughtful engineering and everyday practicality. The judges were particularly impressed by its distinctive square-shaped bottles, which stack neatly for convenient storage, and the clever lid mechanism that secures without the need for screwing.

However, it was the system's versatility that really set it apart. With interchangeable lids allowing the same product to evolve from a baby feeding bottle to a sippy cup, beaker and, eventually, a drink bottle for older children, Hegen offers a solution designed to adapt as little ones grow.

This longevity of use, combined with smart storage and an easy-to-use closure system, made Hegen a standout winner in a field of exciting new ideas.



Sara Ludlam of Brabners, the specialist intellectual property (IP) law firm sponsoring the awards, said: "Innovation is vital to the continued success of the nursery industry, and it is fantastic to see businesses developing products that combine clever design with genuine practical benefits for families. Hegen is a great example of how thoughtful product development can create something distinctive, versatile and commercially exciting. At Brabners, we understand the importance of protecting the intellectual property behind great ideas and helping businesses make the most of their innovation. We are delighted to support these awards and celebrate the talent shaping the future of the industry."

Hegen was selected from three outstanding finalists, alongside Eimear Campbell with Swishroll™, an ingenious solution for cleaning stroller wheels, and Natasha Artwell with Little Pair, a new concept in portable support for twins.

The BPIA Concept & Innovation Awards champion the fresh thinking, creativity and entrepreneurial ambition driving the nursery sector forward. By giving emerging innovators a platform to showcase their ideas and connecting them with experienced industry professionals, the awards help turn promising concepts into products with real commercial potential.

Alongside industry recognition, Hegen will receive a valuable package of professional support designed to help maximise its commercial success. This includes £1,000 worth of legal advice from Brabners, a product development support session from Plan A Product Development, and mentoring from Marc Hardenberg, Chair of the BPIA.

The BPIA congratulates Hegen on its achievement and applauds all three finalists for bringing fresh ideas, thoughtful design and a spirit of innovation to the nursery industry.