

New names and a Sunday night to remember!

Harrogate is where the nursery industry comes together to discover what's next — and this October there's plenty to see. With new brands, fresh product ideas and the chance to meet the people shaping the future of the sector, save the date – 18th to 20th October as the place to be for retailers, buyers and industry professionals looking to get ahead.

A particular highlight this year is the **New Brands Zone**, showcasing industry newcomers bringing fresh thinking to the market. Look out for **Will & Finch** (Stand C17), specialising in products designed for dads; **The Silicone Straw Company** (C18) with its colourful reusable straws; **Hello Boo** (C19), creating gifts to capture precious moments; **Shady Car Shades** (C20) with clever shades that allow car windows to be wound down; and **Woodvale Studios** (C21), where design and innovation lead the way.



And then there's Sunday night!

At the end of the first day on 18th October, make sure you head to Hall M, where some of the industry favourites will again be hosting their legendary opening-night parties. Come for the business, stay for the buzz! This Hall will have extended opening until 8pm so you can roll right through to then enjoy Harrogate's famous hospitality at its many bars and restaurants!

Effortless parenting

The Anker team is excited to be bringing the Anker eufy Baby range to Harrogate this year. Visit the company's stand to discover expert innovations for effortless parenting. On display you'll find its award-winning wearable breast pumps, the all-in-one bottle washer, wireless baby monitors and milk warmers and coolers built for feeding on the go.



Visit Anker on Stand B12

Intelligent travelling

Born in Vienna and making itself at home in the UK, Swandoo makes child car seats with innovation at the core, comfort built in and design that refuses to blend in. Kids grow. Plans change. Cars get messy. Swandoo designs for all of it. From first rides to preteen years, its award-winning range is made for real family life, with thoughtful details that make every journey easier. The company takes safety seriously.



With 500+ retail partners across 24+ countries, Swandoo keeps growing, and so does its range. Want a look at what's coming next? Come and see us at the show.

Visit Swandoo on Stand A12.

Grab a freebie!

The Silicone Straw Company, making a show debut in the New Brand Zone, invites visitors to pop by its stand to not only see its colourful UK made range of reusable silicone straws, but to grab a FREE gift of a silicone straw in its own handy travel tin. Discover the company's bestselling products and find out why retailers are choosing a practical alternative to soggy paper straws!

Visit the Silicone Straw Company on Stand C18

