

## Stay and play

Due to popular request this year, Harrogate International Nursery Fair is extending its hall opening hours until 8.00pm for those wishing to 'Stay & Play' a while longer.

This will give both exhibitors and visitors a unique opportunity to network and unwind after the show. Adrian Sneyd, show organiser, shares: *"Some exhibitors have expressed interest in hosting after-show drinks on their stands, offering an optional chance to stay and socialise once the halls close for business at 5:30 pm (4:00 pm on the final day).*

*"However, do please note that while those already remaining in the halls are welcome to stay on, we aren't permitted to allow entry after the normal close of show time (5.30pm), when registration at entry is no longer operating. So, its exit only after 5.30pm; be there early to not miss the parties!"*



## Fully electronic

The Nora Baby team is thrilled to announce its very first show launch – bringing two incredible brands to the stage! JoviKids, a stylish and affordable travel brand making family journeys easier with strollers, car seats, and accessories designed to impress. Alongside, it is also proud to unveil Welldon – introducing what it believes to be Europe's first fully electronic car seats, a true innovation in safety and convenience. This exciting double launch marks a huge milestone for Nora Baby, combining style, technology, and practicality like never before. The team can't wait to welcome you, share its vision, and showcase the future of family travel.



**Visit Nora Baby on Stand M8**

## Must-have keepsake

Brand new to Harrogate International Nursery Fair! Little Paws Big Memories' unique hand and footprint memory book helps families capture precious early years. Record memories, milestones and growth through their tiny hand and footprint, alongside beautiful illustrations of animals. The accompanying clean-touch ink pads are essential for busy parents who want quick, easy prints with no mess. Fully inclusive with no pre-set questions, this book allows every family to record their journey in a way that feels right for them. Be one of the first retailers to stock this must have keepsake!

**Visit Little Paws Big Memories on Stand B22**



## Practical solutions

Shefa Trading Limited (Shefa Kids) is one of the UK's leading suppliers of baby changing units and children's furniture, offering stylish and practical solutions for modern families. Its range includes functional changing dressers with removable tops and exclusive colour prints, designed for safety, durability, and everyday convenience.

With a UK warehouse in Leicester, the company provides a fast and reliable drop shipping service for retailers of all sizes, ensuring direct delivery to customers nationwide. Discover the latest collections and why Shefa Kids is a trusted name in nursery furniture.

***Visit Shefa kids on Stand B15***

## Support baby safety

The Lullaby Trust's mission is to prevent all sudden and unexplained infant deaths. But this cannot be done alone. This year, the charity will be visiting Harrogate connecting with brands who want to be part of this life-saving mission.

As one of the UK's leading authorities on baby safety, the Lullaby Trust has built a reputation that families trust. Its supporters know it only partners with brands which are committed to safety and whose products align with life-saving advice. By working with the Lullaby Trust, you could position your brand as one of our trusted partners and connect with millions of new and expectant parents every year through meaningful collaborations.

If you'd like to talk about how you can work together to save lives and strengthen your brand's reach and credibility, Nicole Weeks, corporate partnerships manager for the Trust would love to connect with you at the show – contact [nicolew@lullabytrust.org.uk](mailto:nicolew@lullabytrust.org.uk)

