

Finalists Announced for the 2025 Concept & Innovation Awards

The Baby Products Association (BPIA) is delighted to announce the three finalists for its prestigious 2025 Concept & Innovation Awards. The finalists will showcase their groundbreaking products at Harrogate International Nursery Fair, taking place 12–14 October 2025, where the overall winner will be revealed.

This year's finalists are:

- **Avioly** with the Avionaut Pixel 3 Car Seat – an ultra-lightweight child restraint made from EPP, a material similar to motorcycle helmets and 100% recyclable. The design features an improved seat angle and ergonomic benefits, making it particularly suitable for newborns and pre-term babies.
- **Mozomoza** with a compact bamboo stroller – completely plastic-free and suitable from birth, offering an eco-conscious solution for modern parents.
- **Nora Baby UK** with the Smart Turn Lux – a fully automated child restraint that can rotate, recline, stream music via voice command or app, and includes an integrated air-cooling system.



Brabners

The Concept & Innovation Awards are once again proudly sponsored by Brabners, a leading law firm that will provide the winner with £1,000 worth of free legal advice.

Visitors to Harrogate International Nursery Fair are invited to visit the BPIA stand (Stand B12) to see the finalist products up close. The overall winner will be announced on the afternoon of Sunday 12th October.

Travel comfort

KneeGuardKids is the world's first fully adjustable footrest designed for child car seats. By supporting children's legs, it ensures proper seating posture — a factor proven to improve both comfort and safety during travel. Correct posture helps reduce fatigue, prevents slouching, and keeps the harness system working effectively in case of sudden stops or accidents. Easy to install and compatible with most forward-facing car seats, KneeGuardKids offers



parents peace of mind and distributors a unique, innovative product that meets growing demand for child travel comfort and safety solutions.

Visit KneeGuard Kids on Stand C22

Introducing Big Sophie

The Sophie la girafe team looks forward to another year of attending Harrogate International Nursery Fair with its award-winning icon of the nursery sector. Don't miss out – as they will be pouring bubbles to celebrate a new brand for the UK and introduce you to Big Sophie. Join us on the stand to see beautiful new lines, in stock and ready to ship now for the Christmas sales!

Visit Sophie la girafe on Stand C14

Handy hydration

Meet the Infantino My 1st Tumbler – the perfect sidekick to keep little ones hydrated! Thoughtfully designed for babies learning to sip on their own, this adorable 255ml tumbler is made from lightweight, 100% premium silicone and has already become a hit with parents and little ones. It's perfectly sized for small hands, spill-resistant, and available in 9 vibrant colours – from soft pastels to bold pops. Launching into UK pharmacy and grocery channels via Murrays Health & Beauty from 14th October.



Visit Murrays Health & Beauty on Stand B18

Modular innovations

smarTrike is a leading innovator in modular products that grow with children offering fun, safe, and stylish scooters, trikes, and strollers for ages six months to 12 years. Designed with parents and kids in mind, its products combine durability, comfort, and innovative features for everyday adventures. Come by and see its exclusive new products - perfect for active families looking for quality, convenience, and excitement on the go.

Visit smarTrike on Stand C12

