

Looking for inspiration?

With children on school holidays, many of us are enjoying a well-earned break with the family and work commitments are far from our minds. However, time flies and before you know it, October will be on our doorsteps and the majority of the nursery industry will be hot footing to Harrogate to attend the UK's only trade show specifically for the baby products industry.

If you are a nursery retailer or department store buyer, the summer months are a good opportunity to see what young parents are using and buying – whether its light-weight strollers and sun shades or products to make travelling with babies a little easier. One thing is for sure, when you arrive at **Harrogate International Nursery Fair**, you will see first hand some of the newest and most innovative products that the industry has to offer.

Don't forget to register for the show (it's free to attend) which takes place at the Harrogate Con at www.nurseryfair.com

Fully charged

Say hello to the all-new ewan Deluxe - the same gorgeously soft, utterly adorable sheep, but with a brilliant twist! The iconic sleep aid that has helped millions of parents and babies get a peaceful night's sleep, is now available with a new and improved removable control pod – that's fully rechargeable, includes 10 sleep inducing sounds and offers continuous playback!

Banishing the panic and stress caused by the unexpected midnight battery change, the cute and cuddly sleep aid, is now fully rechargeable via the USB control pod – genius!



Visit Sweet Dreamers on Stand B13

This rocks

Membantu is a Danish brand dedicated to improving sleep for babies and parents. Its premium cradle hammock, crafted from organic cotton, creates a calming, womb-like environment that helps babies settle and sleep. Paired with an innovative cradle bouncer, which gently rocks the hammock at adjustable speeds, it offers hands-free support for sleep-deprived parents. Membantu means 'to help' – and that's exactly what it does. Trusted by thousands of Nordic families, Membantu now bringing better sleep to the UK.

Visit Membantu on Stand B21



Good shot

The Zoo Family – where childhood memories come to life through the lens of innovation and creativity. Founded in 2019 by the creative duo, Céline and Alain. Driven by a quest for the perfect kids camera, Céline and Alain embarked on this journey when they couldn't find a beautifully designed camera that seamlessly blended good image quality, user-friendly functionality, and an eco-conscious ethos. Thus, The Zoofamily was born, capturing the essence of childhood with a focus on photography and simplicity.



Visit Zoo Family by Haus Distribution on Stand C34