

## It's Almost Show Time!

The countdown is nearly over — this time next week, you'll be stepping into the vibrant halls of the Harrogate Convention Centre, surrounded by inspiration, innovation, and the very best the nursery industry has to offer.

As the UK's only nursery trade show, *Harrogate International Nursery Fair* is your unmissable opportunity to discover exciting new product launches, fresh colourways, and brilliantly innovative designs that are sure to captivate you — and delight your customers too. Make sure you've set aside plenty of time to explore! With four halls packed with the latest new products, including fresh ideas from 22 brand new exhibitors (or brands returning after a long break) – you are guaranteed to find plenty of ideas to inspire your next season's buys.

Don't miss a thing — view the full exhibitor list and start planning your visit now at [www.nurseryfair.com](http://www.nurseryfair.com).

## Thoughtfully designed

Dedicated to making car travel safer for children, with their innovative forward thinking designed products, Axkid's car seats are all developed in line with the brand's core commitment to "safety above all".

Axkid will showcase its multi award-winning car seats and accessories at Harrogate, including **Spinkid**, **Minikid4**, **One3** and the game-changing **Up**. The collection of car seats all offer unrivalled safety, versatility and comfort for children from birth to 12 years. The Axkid **Up™** is a fully adjustable forward-facing thoughtfully designed car seat to provide protection, superior comfort, and a genuinely tailored fit for children aged 4 to 12, this new launch has marked a significant step forward in child car seat safety in 2025.



Visit the stand to discover why Axkid is the right choice for your store, and see why all our car seats are changing the way new parents in the UK are thinking about safety and comfort in travel for their child. All Axkid retailers benefit from full, extensive, regular training and support from their dedicated sales team and trainers.

**Visit Axkid on Stand C2**

## Thread of Kindness

Folk & Thread is a UK-based organic baby bedding brand, co-founded by the UK's leading experts in baby-safer sleep product design, with over 25 years of experience. Already a multi-award-winning brand—including Made for Mum's and Indy Best — its collection is

beautifully designed, rigorously tested, and made from ethically sourced, eco-friendly, super-soft materials. Meet the founders, explore the award-winning range, and discover how every product sold supports its Safety Check Donations Programme and Safer Sleep Education. With every purchase, a thread of kindness reaches families who need it most—helping create safer, healthier sleep for every baby.

**Visit Folk & Thread on Stand C17**



## Sweet Dreams

BabyBjörn, the trusted Swedish family company, introduces two innovative sleep products to UK parents: the **Baby Crib** and **Baby Cradle**.

The **Baby Crib** features airy mesh sides and an integrated mattress for safety and comfort. It transitions seamlessly from bassinet to cot, suitable from newborn to two years, and its lightweight Scandinavian design is both stylish and practical. The **Baby Cradle** gently rocks to soothe newborns up to six months. With airy mesh sides and a wooden stand, it's perfect beside your bed. Designed with input from medical experts, BabyBjörn ensures unmatched safety and peace of mind.

**Visit BabyBjörn on Stand C3**



## Whale of a time

Kindsgut is a German, family-run brand that combines sustainability, style and functionality in products for modern families. Its bestseller is the adorable potty in 'Whale' design – loved by parents and children alike. With its playful ocean look, it makes potty training a positive experience while blending harmoniously into any home. Safe, stable and made from child-friendly materials, it is both practical and beautiful. Alongside the potty, Kindsgut offers durable toys and everyday essentials that are eco-conscious and thoughtfully designed.

**Visit Kindsgut on Stand C44**

