

# Everything you need to know about digital marketing

The BPA has announced its line up of speakers for the Harrogate International Nursery Fair seminar programme and promises a holistic insight into social media and digital marketing, as well as up-to-date information on pertinent industry subjects.



Joanna Brassett and Lisa Johansson of Studio INTO will explore the role of grandparents and look at how the intergenerational use of children's products can boost sales; Ross Hewitt of Secret Pie will describe how nursery stores can increase business and footfall through social media, email marketing, search engine marketing and smarter website management; and Nadia Khaldi of Generation Media will describe the online journey to becoming a mother and how retailers can tap into that market.

Other topics covered include the latest market research facts and figures relating to the nursery sector from GfK; findings from recent UK 'Check it Fits' car seat clinics run by Road Safety Officers and Good Egg; plus the latest safety standards affecting sales of baby sleep products. Download a [SEMINAR PROGRAMME](#) for full details.

## egg is hatching...

BabyStyle is set for the launch of its new, luxury brand 'egg' at Harrogate International Nursery Fair this year. The egg will be exhibited on BabyStyle's stand, where the team will be demonstrating the features of the egg and welcome retailers to explore it for themselves. Managing director, Andy Crane comments: "We are looking forward to the launch of this new and exciting luxury brand and product, we have been working hard behind the scenes for many months to ensure the egg delivers the premium quality we set out to achieve." **Visit BabyStyle on Stand, B44**



## Birthday celebrations for Clair de Lune

Dawson Rodgers & Company continues to manufacture its ever popular nursery brand Clair de Lune here in the UK and celebrates 72 years of business this year. Managing director, John Rodgers comments: "We have been attending Harrogate International Nursery Fair

for around 30 years and are proud to be attending once again this year!" **Visit the Clair de Lune stand, H4**, to see new products and receive some fantastic show offers.

## Play inspired furniture

Kidsaw, the simple assembly children's furniture company, has chosen Harrogate International Nursery Fair to launch its exciting new ranges. Kidsaw would usually showcase new products at furniture events, but its new



junior beds, table and chairs, toy boxes and play kitchen units, (to name just a few), have been designed to attract a younger two to six year age group. Kidsaw has gone through considerable growth over the last few years, including a move to a larger warehouse and showroom and so nursery led products were the obvious next step. ***Kidsaw will be showcasing on Stand A33.***



## One of a kind

The new Reboarder from Concord is the first iSize approved for newborns and has exceeded the expectations for specialists thanks to its broad range of applications. In terms of handling, the Concord Reverso is far ahead of other Reboard seats with convenient rotating wheels allowing the leg supports, and in particular, the angle of sitting or lying to be adjusted. ***See the Reboarder first hand on Stand C25.***