

The UK's only destination to discover new baby products

As a nursery retailer, can you really afford not to attend the UK's only nursery trade show? Whilst you might scour the internet seeking different brands from pushchairs, nursery furniture, toys and accessories – where else can you discover exciting and innovative new products that your customers will undoubtedly be asking for in months to come.

Harrogate's Hub is a must-see destination at the show, with numerous new companies presenting never-seen-before products before they hit the market place. Stocking these fabulous new ranges will help to make your nursery store stand out from the crowd, creating a retail destination for all new parents and anyone seeking the latest innovations in baby care.

Check out the website for details of some new products you can expect to see at the show, as well as exclusive offers available only to visitors. Don't forget to pre-register at www.nurseryfair.com

Soothing chews

Nibbling teething jewellery is a stylish range of paediatrician approved jewellery made with 100% food grade non-toxic silicone, which is not only safe, but soft and soothing on babies' gums. Nibbling was launched in 2013 by Emily Sunderland Sutter; mother-of-three and ex-fashion designer. She saw a gap in the market for BPA-free multi-tasking teething jewellery that is practical as well as stylish. Her 2017 collection features necklaces, pendants, dummy clips, bracelets, teethers, rattles and sensory teethers for children with special needs. The sensory range was developed alongside a top London speech and language therapist.



Visit Nibbling Teething Jewellery on Stand BH35.

World-wide inspiration

Bolton-based children's brand Belo & Me has enjoyed rapid expansion thanks to its innovative products for parents looking for something a little bit different.



Owner, Rachel, scours the globe for products that are a little bit different and the brand has recently launched its own line of products which continues to drive growth. She comments: "Our wardrobe dividers have been enthusiastically received with sales of over 10,000 sets in just 10 months. The newest addition to our own brand range is our illustrated milestone cards with cute characters to mark baby's magical journey through babyhood."

Visit Belo & Me on Stand BH23

Pearly comfort

Cebuszka is a multifunctional pillow for pregnant women, young parents and children presented by Ceba. It is large, comfortable and promotes relaxation and significantly improves comfort for mums- to-be and later baby. This Polish brand is filled with Styrofoam micro-pearls with a diameter of 0.5mm to 1.5mm – small balls that pour under the influence of the body, gently massaging and taking care of the spine and well-being. Cebuszka Multi helps in sleep and rest and when the baby arrives into the world, it facilitates feeding in a comfortable position.

Visit Ceba on Stand A40

