

Know your market

The Baby Products Association has announced its **Seminar Programme** at Harrogate International Nursery Fair with subjects guaranteed to inform and inspire visitors to the show this year.

With the General Data Protection Regulation (GDPR) coming into force on 25th May 2018 – every company from a sole trader to a multi-national will be required by law to put procedures into place to ensure they comply. Sara Ludlam of law firm 3Volution will explain the ins and outs and answer any questions you may have regarding your own business. Always popular at the show, market research company GfK will be revealing the latest baby product trends – what brands have been selling best and also the value of high end products.

Finally, The Insights People is one of the most comprehensive and dynamic market intelligence resources regarding parents from expecting mums to those with under 4s. Every week the company surveys 125 parents – which is more than 6,000 every year. It will explain how the shopping habits of these consumers have shifted over the last 18 months as new parents have access to ever increasing amounts of information.

All seminars are free to attend. Visit www.nurseryfair.com for more information.

Unique new chassis

Bebecar will be launching its brand-new Natura collection at Harrogate. The Natura pushchairs feature a unique realistic wood-effect finish on the chassis. You really do need to see it to believe it, and the reaction so far has been incredible. The wood-effect is complemented by a selection of tonal, nature-inspired fabrics in a choice of denims and damasks.

Visit Bebecar UK, on Stand G19



Affordable luxury



New for spring and summer 2018, Bébéboo has created a new travel system combining quality, comfort and security making it perfect for everyday use. Suitable from 0-3, Joli's multi-position back rest and easy fold chassis make it the ideal travelling partner. Complete with essential accessories such as a changing bag, parasol and three rain covers, the Joli offers a practical solution to all parenting needs - a luxury product without the luxury price tag. Joli is available in two designs – Luna and Nova.

Visit Bébéboo on Stand KS3

Creative keepsakes

From its Devon-based workshop, with a talented team of 'memory makers', comes the keepsake company LoveKeepCreate – specialists in creating one-off and totally individual

keepsakes. The company turns baby grows and muslins into cuddly animals; wedding dresses into dolls, favourite shirts into blankets and much more. With innovation at its heart, LoveKeepCreate is excited to showcase its new addition to the range at Harrogate – the new My 1st Year Bear with an interchangeable heart patch on the tummy for every month from when baby is born. This is a fun way for parents to share pictures on social media and with family and friends. The company will also present its Rainbow Rain collection celebrating rainbow babies – those who follow miscarriage or the loss of a child.

Visit LoveKeepCreate on Stand Q95.

