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Contact:

Email: adrian@nurseryfair.com, robert@nurseryfair.com, simon@nurseryfair.com

Phone: 01902 880 906/ 01902 882280 **Fax:** 01902 671974 **Web:** www.nurseryfair.com

Robert Anslow, Alpha House, 9 Tipton Street, Sedgley, Dudley, West Midlands, DY3 1HE



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Datateam Business Media Ltd,
London Road, Maidstone,
Kent ME16 8LY
Tel: 01622 687031
Fax: 01622 757646
www.nursery-industry.co.uk

Editor:

Becci Knowles
01622 699140
bknowles@datateam.co.uk

Publishing Director:
Paul Ryder

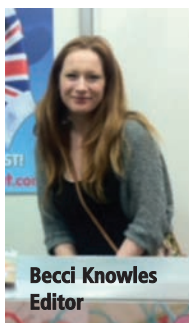
Advertisement Manager:
Charlotte Morgan
01622 699149

Handbook & Buyers Guide:
Sam Baughan
01622 699162
sbaughan@datateam.co.uk

Art Editor:
Kirsty Hood
01622 699186
khood@datateam.co.uk

Production Manager:
Claire Noe
01622 699164
cnoe@datateam.co.uk

Welcome



Becci Knowles
Editor

It's been a hectic few weeks here at Nursery Industry. The Awards were a real success, nearly 200 industry professionals were there to toast the achievements of their friends and colleagues in what was described as a well-organised, credible and ethical ceremony. Congratulations to the Winners who all campaigned brilliantly for votes in the run-up to the event. A big well done to our Highly Commended's and Finalists too. I am sure the increased marketing activity that the awards encouraged will pay dividends for all the brands that took part in the process.

Feedback to the awards has been excellent. All who attended commented on the professionalism of the Awards and how they were completely different to anything that currently exists in the sector. Datateam Business Media has already started putting plans in place for The Nursery Industry Awards 2013 and is delighted that the wider industry has backed the concept and would like to see the Awards grow and prosper, to the benefit of the trade. We have published a round-up of the event in the centre of this issue - with comments from our Sponsors and Winners.

Of course the evening of celebrations followed a busy day at The Baby Show, which included dedicated trade elements - turn to page 6 to find out more.

Also this month, we bring you the latest news (p4); Ni Legal (p11); talk to Suncrest Trading in Ni Voice (p12); Bonnieboo Baby in Retail Spotlight (p13); and in Ni Viewpoints Gerard Barclay, Managing Director of EDPA, new owner of Oliver's Babycare and Mark Grondin, SVP of Marketing, at Shopatron.

This in addition to Highchairs (p16), Potties & Toilet Training (p18); Sleep Solutions (p20) and Feeding (p23).

Becci

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What's the difference?

In association with:

The Nursery Industry Awards

This year, the first Nursery Industry awards were launched by one of the largest independently owned publishers in the UK, Datateam Business Media. Designed to celebrate the nursery world, the event took place on the evening of Friday 26th October at the 5* Royal Garden Hotel, Kensington.

Run by the industry for the industry, find out what our supporters and winners had to say in this Awards special.



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The first Nursery Industry Awards a huge success!

Nearly 200 members of the industry attended the Nursery Industry Awards on Friday 26th October to celebrate award winning products, people, retailers and services. There was a great atmosphere in the room as we waited to hear who had won in each category, following a voting process in which over 2000 individuals had their say.



The Results!

Best Independent Retailer (Sponsored by Tippiotoes)

Winner - Winstanleys Pramworld
Highly Commended - The Nappy Lady

Best Online Retailer (Sponsored by Nursery Industry Magazine)

Winner - Kiddicare
Highly Commended - Winstanleys Pramworld

Best Multiple Retailer (Sponsored by The Baby Show, Olympia 2013)

Winner - Babies r Us
Highly Commended - Mothercare UK

Best New Retailer (Sponsored by Nursery Industry Magazine)

Winner - Huggle
Highly Commended - bonnieboo baby

Best Sales Representative (Sponsored by Nursery Industry Magazine)

Winner - Charlotte Stanley of Cheeky Rascals
Highly Commended - Dom Goodwin for Britax

Best Marketing Campaign (Sponsored by Nursery Online)

Winner - BT & Mothercare (joint campaign)
Highly Commended - Cuddledry

Best E-tailer / Use of technology

(Sponsored by The Baby Show Birmingham 2013)
Winner - Kiddicare

Highly Commended - Pushchair Trader

Best Wheeled Goods Brand (Sponsored by Nursery Industry Magazine)

Winner - Maclaren
Highly Commended - Baby Jogger

Best Car Seat Brand (Sponsored by Bubblebum)

Winner - Britax
Highly Commended - BeSafe

Best Sleeptime Brand (Sponsored by Nursery Industry Magazine)

Winner - The Gro company
Highly Commended - SnoozeShade

Best Feeding Brand (Sponsored by Nursery Industry Magazine)

Winner - Milton Babycare
Highly Commended - Joie UK

Best Changing Brand (Sponsored by Nursery Industry Magazine)

Winner - Bambino Mio
Highly Commended - Ruby and Ginger

Best Safety Brand (Sponsored by Nursery Industry Magazine)

Winner - Britax
Highly Commended - Splash About

Best Nursery Design Brand (Sponsored by Nursery Industry Magazine)

Winner - Stokke
Highly Commended - By Carla

Best Play Brand (Sponsored by Nursery Industry Magazine)

Winner - Smart Trike
Highly Commended - Tippiotoes

Best Organic Brand (Sponsored by Nursery Industry Magazine)

Winner - Nature's Purest
Highly Commended - Piccalilly

Best Travel Brand (Sponsored by Nursery Industry Magazine)

Winner - Trunki by Magmatic
Highly Commended - LittleLife

Best Wholesaler (Sponsored by Nursery Industry Magazine)

Winner - Baby Brands Direct
Highly Commended - Babyprice

Best Distributor (Sponsored by Nursery Industry Magazine)

Winner - HippyChick
Highly Commended - Cheeky Rascals

Most Innovative Product (Sponsored by The Baby Show ExCeL 2013)

Winner - My Carry Potty
Highly Commended - Vital innovations - vital baby nurture breast-like feeding bottles

Personality of the Year (Sponsored by Nursery Industry Magazine)

Winner - Cara Sayer of SnoozeShade
Highly Commended - Paul Walters of Tippiotoes

Nursery Brand of the Year (Sponsored by Joie UK)

Winner - Stokke
Highly Commended - HippyChick

Find out what the industry had to say about this fabulous new event in our dedicated Nursery Industry Awards supplement in the centre of this issue, with comments from the winners!

JPMA Innovation Award for Safety First BoostApak

Dorel Juvenile Group launched the Safety First BoostApak at the ABC show in Louisville last month, and were overjoyed when it received a prestigious JPMA (Juvenile Product Manufacturers Association) award. Internationally recognized, the JPMA Innovation Awards highlight the most exciting and innovative new products in the juvenile marketplace today. Entries are evaluated by a selection committee of trade media representatives and industry retail buyers, and judged on their innovation, marketability, trend-setting potential, appeal and usefulness.

Dave Taylor, CEO of Dorel commented: "We are honoured that the JPMA has recognised our products for their trusted and industry leading innovation in the parenting space, Dorel continues to strive to develop quality products to address the everyday needs of parents and to ensure the safety of children."

Rob Law, Trunki MD added: "It's great to see Trunki BoostApak being as well received in the US as it has been in the UK and continuing its award-winning streak!"

www.dorel.com

Cheeky Rascals launches new www.Buggyboard.info

Cheeky Rascals is launching a revamped user friendly website for BuggyBoard to make it easier for retailers and consumers to check how the BuggyBoard Maxi and Mini fits. The new www.Buggyboard.info can be searched by pushchair manufacturer and model to find specific instructions that provide the optimum fit for all pushchair brands. In other news, after an eighteen month battle with eBay, the online auction site has agreed to create a new product category for 'stroller boards'. Previously, eBay has allowed sellers to use 'Buggyboards' to advertise products that are not manufactured by BuggyBoard, which had caused confusion and post-sales issues for customers, retailers and Cheeky Rascals, distributor of the BuggyBoard. "This is a really significant step for BuggyBoard. It has taken a lot of negotiating with the mighty eBay but we are really pleased to have come to a suitable agreement," said Sarah Denyer, Marketing Manager, Cheeky Rascals.

"When people decide to buy BuggyBoard, they are buying more than a product; they are purchasing a brand promise and that promise is meant to deliver a robust, high quality, safe ride-on for kids with excellent after sales support. In recent years we have had to take steps to protect the BuggyBoard brand and, in a nutshell, if it doesn't say BuggyBoard on the product then it's not a BuggyBoard."

Cheeky Rascals feels strongly that it is in the interest of retailers - and their customers - that it is made clear that any other ride-on platforms available cannot be sold as BuggyBoards.

www.cheekyrascals.co.uk



Little Saints exclusive UK distributor for Difrax

Difrax who are the market leaders in Holland for babies' bottles have announced that Little Saints will be the exclusive UK distributor of the brand. Established in Holland forty-five years ago, Difrax designs and manufacture bottles with an ingenious membrane in the base that prevents a vacuum forming as the baby feeds, which can help to avoid colic. Also available from Difrax are a wide range of soothers in five different sizes, from premature up, with the softest teats for the smallest soothers.

Vivienne van Eijkelenborg, Managing Director of Difrax commented: "Everything Difrax does is devoted to babies and their parents. Every year we develop new and innovative products such as the anti-colic S-bottle and the butterfly shaped soother for newborns, which helps prevent skin irritations. We are looking forward to working with Little Saints to grow the brand in the UK".

Peter Holm, Director, Little Saints, said: "Adding Difrax to our portfolio of well designed nursery ranges from around the world is a perfect fit, and we are confident that the range will soon be as successful in the UK as it is across Europe"

www.littlesaints.co.uk



Slow Toys 2012 announced at Selfridges

The winning products in the Slow Toy Awards, which were officially unveiled at Selfridge's Oxford Street store at 9am on Tuesday 30th October, are a fabulous selection that truly reflect the Slow Toy message. The successful toys include; the innovative Wonderland Eco House, the imaginative Rory's Story Cubes, the beautifully crafted Triangular Activity Centre, the fascinating Wondercube, the magical Play to Z Stacking Hoops, the creative P'kolino Multi Solution puzzle and enchanting Oobicoo.

Thanks to Selfridge's, the Slow Toys of 2012 will not only be on display for all to see they will be on sale at its prestigious toy department throughout the festive season.

The Slow Toy movement and its awards aim to recognise the 'real toys' on the market that are well made, inspire the mind and provide children far more than the noise and flashing lights commonly associated with the toys of today. Commenting on the awards and the exciting news announcement, Founder of the original movement and the brains behind the awards, Thierry Bourret, said: "I have always longed for this level of appreciation for good quality, well-made toys that encourage traditional play and stimulate a child's imagination. I am overwhelmed that not only have we found seven wonderful products, we have also managed to team up with one of the country's most prestigious departments stores to help spread the word!"

www.slowtoymovement.com



Mamas and Papas takes maxi-cosi under their wing

Maxi-Cosi has teamed up with global retailer Mamas and Papas. The partnership will see Maxi-Cosi's range of award winning car seats available in seven stores.

Andrew Ratcliffe, Managing Director of Dorel UK, said: "We are very excited to be building up a relationship with Mamas and Papas and extending the availability of Maxi-Cosi products."

www.mamasandpapas.com



Out'n'About appoint new Account Manager

Out'n'About, distributors of popular brands Phil&Teds, Mountain Buggy and their own Nipper range, have recently appointed Ali McDougall as an Account Manager.

Ali will service retail accounts in the Southern Area of the UK focusing on key independent accounts.



General Manager, Blair Wilson says, "We are excited to have Ali join the sales team. With Mountain Buggy unveiling an evolution across the whole range, and the introduction of several new products for all our brands, Ali has the skills needed to play an essential part in the launch process."

Commenting on his newly appointed role, Ali says: "I am not a new face in the company, whilst studying for my degree I gained experience across several departments within Out'n'About. I am proud to be working with these well established brands and have already started to develop relationships with our retailers."

Out'n'about has always had a passion and commitment to the amazing products and brands they distribute. They are the pioneers of concepts such as the Phil&Teds/Mountain Buggy/OutnAbout University which help retailers to provide customers with all the product knowledge they need. Equally they ensure the sales team have constant contact with the retailers, and the after sales are dependably friendly and helpful. Ali is keen to promote all the core values delivered by Out'n'About and ensure all new products are successfully launched in the UK market.

www.outnabout.com

Further growth for Harrogate

For the second year running, Harrogate Nursery Fair is almost sold out five months before its doors open to the 2013 show; and consequently the organisers are moving into more new halls at the Harrogate International Centre next year.

Hall G is situated on the ground floor and promises to attract visitors flocking to see the latest new launches from companies such as Britax, Graco, Joie, Bebetto and Boori (which returns to the show with its exclusive range of high quality furniture) while also making use of the VIP Lounge which proved so popular last year.

Adrian Sneyd, show organiser, comments: "Harrogate Nursery Fair is certainly growing and demand for space appears to be increasing year-on-year. The show has seen a notable increase in overseas exhibitors and more international visitors – probably because the spring timing contrasts with most other international nursery trade shows which take place later in year." Harrogate Nursery Fair 2013, which takes place from 24th to 26th March, now spans eight halls packed with almost every nursery product imaginable. As well as all of the regular well-known brands which return each year, the show also welcomes numerous first time exhibitors and there is a possibility of new international pavilions – which if come to fruition, will create an entire new dimension to the show.

Also, working closely with the Baby Products Association (BPA), Harrogate Nursery Fair is home to the Baby and Nursery Trade Awards (BANTAs), bringing some healthy competition to the show and also for the first time, the BPA's Concept & Innovation Awards. These widely recognised Awards which helped to launch brands such as The Wean Machine, Chillipeeps and Monkey Swimmers encourage innovative new product development in the nursery sector and promise to attract significant interest from buyers seeking exciting new product ideas as well as international press.

Adrian adds: "Harrogate is more accessible than ever before, with British Airways recently reinstating its Heathrow to Leeds/Bradford flights for just £55 each way, plus direct rail lines from London and the M1 right on the doorstep. With its wealth of quality hotels and restaurants at very affordable prices, not to mention its historic interest, Harrogate is a favourite destination for the UK nursery industry."

For more information about exhibiting or to register as a visitor go to

www.nurseryfair.com

Trade elements at The Baby Show a success for organisers



The 10th anniversary event of The Baby Show took place at Earls Court, London, from 26-28th October, featuring 1000s of products for new and expectant parents, babies and toddlers from over 300 brands. Friday 26th October included dedicated trade elements designed to accommodate the many buyers, distributors and retailers who attend The Baby Show every year.



To ensure visitors made the best use of their time at the show, Nursery Industry produced the official 'Trade Trail' on the show's behalf. It was available to all visitors and highlighted all the stands that had an interest in business conversations. By lunchtime the majority of copies had already gone, as trade visitors snapped up what was to be a very useful guide indeed!

The dedicated Trade & Exhibitor lounge hosted a series of exciting presentations where visitors could get an insight to the latest trends and developments.

The Baby show Consumer Insight Presentation with Allegra Strategies - "How Mums Shop" was very well attended. Consumer behaviour and the trends that come with it were under analysis, enabling the trade to get a feel for consumer spend, preferences and brand loyalty.

Immediate Media, publishers of Practical Parenting and Pregnancy, Prima Baby and MadeforMums, presented their "Parenting Survey" at 3pm. This interesting talk enabled buyers to better understand the considerations of parents and what influences their purchases of baby products; the brands they buy, the channels they are using and their level of spending.

Rattles to Riches Competition Final Live at 1.30pm

Back by popular demand was Rattles to Riches, which offers future nursery product entrepreneurs an entry platform to the industry. The level of interest this year was amazing making the standard of entries very high indeed.

Joining the panel of judges from Asda, Mothercare, Kiddicare and Lloyds Pharmacy, was guest judge Tom Pellereau - expert innovator and winner of The Apprentice 2011. Categories of product included Sleeping; Feeding 0-6 months; Feeding 6 months plus and Health Care.

Nicole Muller, Portfolio Director, The Baby Show said: "Our congratulations go to Rob Ritchie - yet again, the winner of Rattles to Riches just goes to show that necessity really is the mother of invention!"

The Vapour Ring helps babies breathe and feed more easily when they have a blocked nose. It was invented by Rob Ritchie, a clever dad, in response to his own problems when his baby was struggling to feed with a cold. It fits all wide neck feeding bottles to hold decongestant vapour under baby's nose. Working with 4little1, the Vapour Ring has been launched under the popular Baby nose-clear brand and is now available in Boots.

SGS were on board as safety consultants and were there to offer support throughout, along with Cathy Bryan of Nursery Online who has pledged marketing support to the Winner.

Show popular with trade and consumer visitors

The Baby Show Earls Court welcomed 21,615 visitors through its doors over the course of the 3 days, all of whom had the opportunity to engage with over 300 exhibiting brands.

The show attracted a number of high-profile celebrity mums and dads once again this year, including BBC News' Kate Silverton, TV Presenter Jenni Falconer, singer Michelle Heaton and Emmerdale actor Chris Bisson. Gavin & Stacey actress Joanna Page, expecting her first child next year with actor husband James Thornton, also dropped by to make the most of this unique shopping experience and hear from our baby and childcare experts; Professor Robert Winston (BBC's Child of our time), Annabel Karmel MBE (The Baby & Toddler Mealplanner), Clare Byam-Cook (Celebrity breastfeeding expert) and Jo Tantom (Sleep routine expert).

The wide range of on-site facilities continues to be a key motivator for the show's target audience to attend. There were 14 features at Earls Court including the baby changing and tommeie tippee feeding areas, both fully equipped with free essentials, the free Fisher-Price crèche, and complimentary shop-and-drop and collect-by-car services. The British Red Cross First Aid challenge, launched at the show, trained record numbers in life-saving first aid skills and was an integral part of the expert advice sessions at the show.

Nicole was delighted with the response to the show, she said: "Once again The Baby Show delivered for its visitors and its exhibitors. We are now focussing our efforts on the 2013 marketing strategy and content and will be announcing our plans in the coming month for next year's series of national The Baby Show events."

Richard Bamforth, Director of Sales, DCUK commented: "The Baby Show Earls Court was very busy for us and we saw another year on year increase in sales. The Baby Show events continue to put UPPAbaby on the map and we have already rebooked for next year."

Nicola Jenkins of Avant Direct added: "Earls Court was excellent for us. We launched FunkyBox, which received a great reception. The Show was extremely well organised - we rebooked onsite!"

"It was new ground for us going to a consumer show," said David Welsh, Managing Director Joie UK. Commenting on their sponsorship of the cafe and the Joie Test Tack surrounding it, David added: "We were very pleased with our branding; it gave a great first impression and definition of the products and what Joie is all about."

Back to its birthplace: The Baby Show returns to London Olympia in 2013

Nicole Muller, Portfolio Director, The Baby Show comments: "We are excited about bringing The Baby Show home to its birthplace at Olympia, where we launched 10 years ago. Olympia has received substantial investment in recent times and the venue reflects the quality that visitors and exhibitors expect from the UK's market-leading pregnancy and parenting event brand. Our new location will allow us to further enhance our show content and provide an improved event experience for both consumers and trade alike."

Nicole continued: "We would like to thank all our visitors, exhibitors and partners who made The Baby Show events in 2012 a success. We very much look forward to developing and implementing our new market strategy for 2013 which will benefit both the industry and consumers alike."





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After a busy day away from home, the last things you want to worry about are an uncooperative cot and a fussy tot. The chic Nuna SENA™ and SENA mini™—thanks to our clever zigzag leg design—pop open easily into a soft, sturdy dreamland, and then refold with just one hand for a quick getaway the next morning.

The SENA series belong to a Dutch-designed family of smart baby gear, so you know its revolutionary design is also evolutionary: growing beyond newborn through toddlerhood, and even doubling as a playspace.

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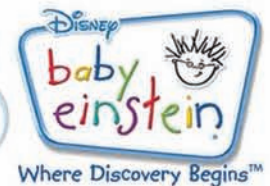
Thanks For Voting Us Wholesaler of the Year 2012



Baby Brands Direct is more than just a wholesaler, it is now the award winning Wholesaler of the Year 2012! We believe we have won this prestigious award because we offer retailers a wonderful resource for buying stock. Our website is packed full of information to help you learn more about the brands and products we stock and we also send out regular updates and will be sending out our new colour catalogue soon.



HELLO KITTY





tel: 0845 370 8370

email: sales@babybrandsdirect.co.uk

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Everything You Need For Christmas

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SleepCurve

brother max



annabel karmel



Angelcare

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Dr Brown's

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MAM

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Sassy



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hauck

FUN FOR KIDS



TOMY

Barbie



RainbowDESIGNS



A BPA delegation travelled to Louisville, Kentucky, USA in October to explore the country's only nursery trade show - ABC Kids Expo.

Now in its 10th year, ABC has almost 850 exhibitors and more than 12,000 total attendees. With a return to Las Vegas next year, the 2013 show looks set for even further growth and the BPA is definitely considering a UK Pavilion, presenting new business opportunities for its members.

Robert Anslow, BPA Managing Director, comments: "We would like to thank the ABC organisers for their fantastic hospitality. The entire BPA team was impressed with the size and scale of the show and can certainly see the benefits of staging a UK Pavilion at ABC next year."

According to feedback from members, expanding into international markets is certainly the way forward for the BPA and whilst in the USA, the team took the opportunity to meet with organisers from baby trade shows in India and China. Both of these markets should not be underestimated and the trends and statistics presented showed the incredible extent of opportunities for companies entering these markets.

For example, even with its 'one child policy' the population of 0-12 year olds in China exceeded 200 million by the end of 2011 and 15 million new-borns are being added to this figure each year. In fact, the beneficial impact of this policy equates to a far higher spend per single birth due to the focus of attention onto that individual child and the combined purchasing power of six adults including parents, grandparents and great grandparents; with just one child to invest in, families are trending towards higher end products and a 'money is no object' attitude.

Retail sales for baby and children's products in general reached \$180 billion among which 0-3 years products generated \$45 billion in revenue with an annual growth rate of 15%. By 2015, the market size for 0-3 years is expected to exceed \$83 billion; and with the Chinese consumer trend for British branded products, it is certainly a factor for UK baby products companies to consider.

Children, Baby, Maternity Expo (CBME) is in its 13th year and takes place in Shanghai from 17th to 19th July 2013 promising 138,000 square metres of exhibition space housed in 12 halls, 1400 exhibitors covering 2100 brands and an estimated 60,000 visitors – and is certainly on the BPA's agenda for a visit next year.

With the Indian baby products market displaying similar trends to China, another show to watch is the new CBME India which launches at the Bombay Exhibition Center in Mumbai from 11 April to 13th April 2013.

Robert continues: "Organising just one UK Pavilion at Kind und Jugend in Cologne is hugely time-consuming for the BPA team, so whilst we have aspirations of taking members into all of these new territories, logistically we

have to take it one country at a time and it looks set for Las Vegas next year."

Representatives from ABC, USA are looking to have a presence at Harrogate Nursery Fair in March 2013 which may potentially include a small US Pavilion. CBME Shanghai have also expressed an interest in attending so British companies will have the opportunity to gain more information at the show. Robert Anslow and BPA chairman Luke Burns also met with the Juvenile Products Manufacturers Association (JPMA) and plan to work closely with its US counterpart in the future. It was interesting to learn that the US is experiencing a similar commerce situation to the UK with a downturn in the economy hitting independent retailers hard. Future meetings are planned with a view to exploring initiatives to benefit trade in both the US and UK. Another topic discussed was the a greater harmonisation of safety standards which would incorporate discussions with the European Nursery Products Confederation (ENPC) and also discussions on recalls from the Consumer Products Safety Commission (CPSC) and RAPEX.

Business in Europe

The first study of the ENPC was presented in September giving an insight into the European nursery market and aiming to quantify the childcare products sector in five major EU countries.

The study shows that this market equated to €2.8 billion in 2011 corresponding to wheeled equipment, car seats and feeding products. Per country this represents €768 million in France, €707 million in the UK, €539 million in Germany, €444 million in Italy and €351 million in Spain. The study identified a strong link between public spending on family benefits per average number of children born in the families. There is also a strong link between the Gross Domestic Product (GDP) per capita and the annual spending per child in Europe in four of the five countries. Also, new parents are increasingly older meaning higher spending power, with the average age of a first time mother at 30 years for the UK, Germany, Italy and Spain in 2009 and around 28 years in France.

Online sales of baby products are also increasing, representing 15 per cent of purchases in the UK and 13 per cent in France. Spain, Italy and Germany have much lower levels of online purchases at six per cent, five per cent and three per cent respectively.

New members

The BPA would like to welcome the following new member:

Acosy Bumpers Ltd of Reading

Tel: 07720 637342

Email: Victoria@acosybumpers.co.uk

Website: www.acosybumpers.co.uk

Contact: Victoria Morgan

A small business providing 'cot safe' foam bed products for babies, toddlers and older children including bed bumpers which sit under the sheet. The company also supplies small wedges to lay under a mattress to gently elevate the head to assist with breathing during periods of coughs, colds, asthma and reflux.





'The empire tries to strike back'

Big Battles over Little Playthings

In July of this year, the Supreme Court gave its judgement in the long-running epic *Lucasfilm -v- Ainsworth*.

Amongst a number of issues determined, one significant part of the judgement related to the issue as to whether the iconic helmet worn by the Imperial Stormtroopers in the Star Wars films was a sculpture, and as such protected by the law of copyright. Nicholas Worsnop explains...

Lucasfilm (being a triumvirate of a Californian corporation and an English company both owned by George Lucas, the creator of Star Wars, and thirdly a Californian corporation responsible for the group's licensing activities) sued Andrew Ainsworth for, amongst other things, copyright infringement initially in the United States and subsequently in the English Courts. Mr Ainsworth had, amongst others, been commissioned in the mid-1970s by Mr Lucas to design the Stormtrooper armour. The final version, well known to millions, was produced as a vacuum-moulded helmet by Mr Ainsworth. Fifty of these were made for use in the original Star Wars film, released in 1977. The costume designs subsequently received an Oscar.

In 2004, Mr Ainsworth began to make and sell the helmets to the public. Lucasfilm perceived this, amongst other things, as a breach of their copyright and sued Mr Ainsworth accordingly.

The matter finally came before the Supreme Court in March 2012. Lucasfilm argued that the helmet was a sculpture. As such, the Copyright Designs and Patents Act would afford protection for 70 years from the date of the death of the artist. The Court at each previous instance had found that this was not the case, and that the helmets performed a utilitarian function. Lucasfilm argued



Nicholas Worsnop

before the Supreme Court that such a finding was "eccentric", in essence their argument being that the Stormtrooper helmets were not functional, and the previous courts could only properly find it as having a functional purpose "within the confines of a film".

The court noted that there had to be a difference between a true replica historical helmet used in, for example, a film depicting the Second World War as that truly had served a function. Here there clearly had to be a difference. The helmets were not real in the sense that they had ever served a purpose. They were, of course, fictional, set, as the Judge stated, "in an imaginary, science-fiction world of the future".

Despite this fact, the Supreme Court upheld the earlier findings that the helmets still served a utilitarian purpose, albeit as an "element in the process of production of the film". The primary use of the helmets was as a prop, serving a purpose.

In my view, there is logic in this finding. A sculpture, regardless of artistic merit or value, is aesthetic. It is something purely to view. A helmet's primary purpose, whether in the real world or a fantasy world, is to be worn.

The helmet would undoubtedly also have been protected by design rights, but the period of protection for designs is significantly less than that afforded to a sculpture.

So, unfortunately for Lucasfilm, it was another defeat for the Dark Side.

This is a very important decision for your industry. Take a baby's mobile for example. Is this a utilitarian toy, to which design rights attach, or a sculpture to which copyright attaches? This could mean the difference between 10 years protection and 70 plus years protection for your design.

Nicholas Worsnop,
Partner
Intellectual Property | IT team
Chadwick Lawrence LLP
Web: www.chadwicklawrence.co.uk





A stroke of design genius

Becci Knowles visits Suncrest Trading to find out what's new

Baby Joule Nursery burst onto the scene at the end of 2011 with its gorgeous range of bedding, toys and accessories and has now been awarded Best Interiors Collection in the coveted Junior Design Awards 2012. The eclectic British style that made Joules a household name translates beautifully into a range of sleeping bags, curtains, bedding, Moses baskets and toys that parents will want to keep and pass down through the generations.

In a recent meeting with Suncrest Trading as the licensee, I was set to speak about this range in particular, only to find that the company's achievements do not end there. Discovering a number of products in development on display in and around the studio, the company's by-line, 'The experts behind the specialists' suddenly made sense. Encapsulating what it is to create innovative products on behalf of major retailers, it soon became clear that there is far more to Suncrest Trading than meets the eye.

The 'unsung heroes' of design (except of course to their clients, who hugely appreciate the beautifully crafted range of toys and bedding they provide), it's no surprise that this talented team is utilising its skills to develop their own brands too; from the Suncrest Play to Learn range to the Koto changing bag and recently acquired FunToSee range of wall décor too. Suncrest Trading is an interesting company to talk to as they really understand what it takes to bring products to market via different routes and can identify the unique challenges of each.

Arriving at the building, Commercial Director Bryony Coles explained how it had been completely renovated before the company moved into it in 2000. The traditional brickwork and wooden flooring neatly juxtaposing with the clean, contemporary lines and fittings speaks volumes about the company's creative vision.

Founded in 1989 Suncrest has over 20 years experience designing and supplying beautiful products for babies and toddlers. From cot bed quilts to sleeping bags, blankets, cuddle robes, cot bed bumpers, curtains, cot tidies, comforters, Moses baskets, mobiles, nappy stackers and toys – there is very little that the team can't create. They are experts in supplying own label nursery bedding and toys to major multiples and their exciting licensed offer (including Baby Joule) has strengthened their market position further.

Bryony, together with Design Manager Kate Gamble led me into the design studio to meet the artists behind the products.

The studio is divided into different work spaces where a dedicated designer looks after set clients. "Confidentiality is very important when designing private label products, the multiples we work for are in competition with one another and it's important that we provide each of them with a high quality bespoke

service," explained Bryony.

Jackie designs for Babies R Us. Asked how she works, she told me: "I start by doing some research then I put some ideas together to show to the buyer. I see what ideas the client has and incorporate that into the design. We work to quite detailed specifications and will usually have a sample within a few weeks of the initial briefing. We start with the bedding and then move onto the toys."

Kate explains that mood boards are crucial to the development of ideas and themes when creating ranges. It's interesting to see how different colours, textures, patterns and items contribute to a product's identity and how the different ranges have developed as a result.

Vicky works on all the licensed ranges and has picked up a lot of the design work for the recently acquired FunToSee range of wall murals too. She is currently working on some build your own advent ranges, the Guess how much I love you collection, some new bedding for kub and in a very exciting development - the UK introduction of Little Suzy's Zoo. This exciting new range includes a nursery bedding set (cot quilt & bumper); Moses basket; musical cot mobile; sleeping bag; cuddle robe and wash mitt, and comforter will soon be available. She says: "It's always nice when the client gets excited about what you are doing – I love bouncing ideas around and picking up on what they like." Bryony added: "The independents will offer a lovely launch platform for Little Suzy's Zoo and the Guess how much I love you ranges."

Vicky also looks after the Suncrest Play to Learn range, so that one designer manages and has the vision for all of it. From Riley Gigggle Stick to the Basil Bee Linking Toy and Walter Worm Wriggle Back these bright and colourful toys are highly affordable (50% of it is under £10) and great quality too.

Next I meet Sarah. Sarah looks after the M&S account and has done so very successfully for the past two years. She is the brains behind the bright Play and Go toys which offer both activity and play value. She is also working on a range of bedding and plush toys for the retailer in neutrals, pinks and blues. Sarah's eye for colour and texture in bringing much loved characters to life is a skill that she, Jackie and Vicky have in abundance.

The team is headed up by the hugely talented Kate and her ethos and approach has created a dynamic which clearly gets the best out of everyone. "Often we help each other hand stitch samples; we give advice and support each other with the creative process where appropriate." The large table in the centre of the room is the hub of the studio and the team are often huddled around it discussing materials, colours, styles and creative direction.

Sarah has just created some dolls for M&S along with the packaging. Kate told me: "We work as a team to present everything to the buyer. We try to visualise the product in store and normally have something to show them within a month of briefing."



Zoe has the vital role of liaising with the manufacturing house in the Far East, organising the critical path to ensure everything runs smoothly and on time. The company's Technical Manager, Kevin Bingham visits the factories at least once a month so that he can be sure it is operating as it should and that quality is second to none. Besides sending samples out to the Far East the studio also has a huge printer to run off full size artwork for bedding, such is the attention to detail.

Quality and safety underpins everything the company does. Despite growing pressure from retailers to increase margins, if it is to the detriment of either they simply won't do it. In fact many retailers, who have sought out similar product ranges with bigger margins, have quickly discovered that where they may have gained in one area, they have lost in others. This is why Suncrest has such a loyal retail base. Tony Ryall, Managing Director explains: "The conflict we have is margin requirements. We won't compromise on safety to make prices lower we would rather look at other markets. Retailers want better margins and we understand that. They might get that, but they soon realize at what cost," he said.

Tony adds: "We have 25 people to operate the business and expectations are high. Everyone wants to take the risk out of their business decisions, as there is no margin for error. We have to operate smarter, be efficient and perform as our retailers expect. The market place has shrunk so we are increasingly looking at growth overseas and branching more into brands."

FunToSee, along with Koto, is part of this strategy. Bryony commented: "FunToSee is a perfect fit for Suncrest. The consolidation of these two complementary brands allows us to offer an extensive product range to the nursery and toddler sector as well as offering a creative range of whole room solutions moving forward.

"This acquisition allows us to continue to develop the very best in design, manufacture, quality, originality and customer service".

With this in mind, I think we will be hearing the name 'Suncrest Trading' a lot in 2013 – watch this space!



Ni Retail Spotlight

Highly Commended in the Nursery Industry Awards!



We talk to Victoria Page of BonnieBoo Baby

When and why did you start trading?

My mother Michelle and I started trading not long after the birth of my daughter, Bonnie. Someone bought me a blanket from Spain and I wanted more; realising we could not get any in the UK of the same quality, we travelled to Spain and approached a manufacturer in order for us to supply them to the UK.

What products do you stock?

We stock a range of luxury blankets in different sizes/colours, dressing gowns (to match the blankets) and maternity feeding pillows (also to match the blankets). We also sell gifts and more recently, Christmas gifts/toys.

What do you look for in brand and product?

We look for quality and durability. As mothers we know that blankets need to stay in shape and remain soft for delicate skin, even after being washed regularly.

How important is display and merchandising to the customer experience and sales?

Display is very important; how products are packaged makes a massive difference to the customers as we are selling luxury items. They need to look beautiful, not just feel it.

What have been the major trends this year and what do you anticipate for 2013?

The biggest seller this year for us has definitely been the maternity feeding pillow - the covers are not only as soft and luxurious as our blankets, but they are also removable (a must when it comes to feeding baby). We anticipate that the multi-purpose pillows will remain to be a major trend for 2013.

Describe your client base?

Our client base is made up mainly of expectant parents looking for a touch of luxury for their newborn.

How do you ensure first class customer service?

We work tirelessly to make sure our customer service is at its best. We are available through email 7 days a week, and if there are any delays we are in constant contact with the customer to keep them updated.

How do you communicate with new and existing customers? What marketing tools do you use?

The quickest and most efficient way to communicate to new and existing customers is through email. Our business has only been running a year so other than social media networks, marketing is not something we have really looked into as of yet.

Our online platform is of utmost importance as it is our only point of sale, therefore customers need to gain a good impression of what we have to offer, in terms of service and products.

What are your plans for development in 2013?

In 2013 we will be aiming to extend our exclusive range of quality products.

Investment in technology is critical

Gerad Barclay, Managing Director of EDPA, new owner of Oliver's Babycare



Gerad Barclay

We were delighted to acquire Oliver's Babycare, one of the longest established and respected names in the nursery industry. We look forward to strengthening the brand further. EDPA owns several other nursery websites (www.babymonitorsdirect.co.uk, www.babysecurity.co.uk and www.nursery-furniture.co.uk) therefore Oliver's will benefit in many ways from being under the EDPA umbrella. For example our strong buying power and exclusive relationships with some suppliers allow us to offer a wider product range than smaller independents, and some great

deals. EDPA's philosophy is always to offer a combination of good deals, wide product range and high quality service, and we can do this because of our size.

Almost every major high street and online retailer has taken a position in the nursery industry in the last few years. This means the independent retailer is fighting larger retailers for an ever decreasing share of the pie. The Internet is a fabulously convenient shopping medium therefore it is hardly surprising that customers now reach for

their mouse rather than their car keys.

The Internet is especially suited to the nursery industry as it allows parents to have the bulky purchases they need for a baby delivered to their homes. The speed of the 'professionalization' of the Internet has caught out some independents that do not have the skills, finance or resources to plan and implement a unique marketing strategy.

There has been a tendency to believe that a customer's primary motivation for choosing a store is price. This cannot be true any longer, if it ever was. Independents selling simply on price are unable to sell cheaper than the majors who have massive buying power. If price was the only determinant then premium retailers would not exist. Customers want good deals, wide product range and great service. There is room in the market for independents providing this. I would add a word of advice to new small businesses, setting up from their homes. Customers are more savvy now and suspicious of a residential rather than a commercial address. Try using a serviced office which does not need to cost a lot, but looks more professional. **Investment in technology is critical for online nursery retailers.**

The number of customers placing orders via mobile devices is growing fast as online payment security becomes more trusted and customers more familiar with the technology. There is no option for independents but to make sure their online store is formatted for mobile devices. This was one of our first priorities after taking over Oliver's Babycare. Many customers also like the option of instant 'live chat', something we offer at EDPA. It is important, as well, to respond quickly to all forms of contact from customers. We reply to emails in 2 – 3 hours or 24 hours at weekends. When customers ring our stores they talk to real people. In order to survive in the current market place, retailers regardless of size must offer what customers want.

Shopatron bridges the gap between brand and retailer

Mark Grondin, SVP of Marketing

For branded manufacturers, selling online these days isn't as easy as flipping a switch.

It's arguably financial suicide to ignore the rising popularity of eCommerce, but it can be just as dangerous for brands to neglect their retail partners by selling directly to consumers online.

Success for branded manufacturers in this evolving digital world comes through striking a balance between online and offline sales channels. Some brands attempt to achieve this goal by implementing dealer locator buttons on their marketing website, or with the addition of "product-to-product" links to big eCommerce sites. Still, some others will ignore their retailers and sell directly through their websites to consumers.

Unfortunately, none of these solutions work well. And any one, or even a



Mark Grondin

combination of these options, can damage the brand. Giving shoppers a list of local dealers to call just puts the effort on the shopper to find the product they want—a bad experience for them. Sending shoppers to a big eCommerce site leaves no guarantee that the shopper buys a brand's product, and it annoys all of a brand's other retailers. Sell direct, and all of a brand's retailers will be angry. (In a 2011 Retailer Survey conducted by Shopatron, 64% of retailers said they would reduce or stop buying from brands that sold directly to consumers online.)

So what's a good brand to do?

Retail-integrated eCommerce.

Retail-integrated eCommerce allows branded manufacturers to sell online and pass orders to local retailers for delivery to the customer. In this unique process, when a shopper purchases from a brand's website, that order is placed into an order exchange. Then the order is awarded to the retailer nearest to the consumer who has the ordered products in stock. That retailer then ships the items to the customer or puts them aside for in-store pickup.

This simple process has some great benefits. It guarantees more sales for the brand, both online and through stores, because retailers stock more product. Retailers love retail-integrated eCommerce because it gives them incremental sales and new customers who can come into the store to pick up online orders. And customers get the product they want, quickly, from a local retailer they trust.

Shopatron is the largest provider of retail-integrated eCommerce globally. The company has a growing clientele of 35 nursery brands and 650 dealers in North America and Europe. According to a survey by one of Shopatron's clients, Young America, half of mums went online to purchase new products for their baby in 2011. So it's no surprise that nursery brands who use Shopatron increased year-over-year sales by 14%, to date, in 2012.



themiraclebag

New Range Available from January 2013
www.themiraclebox.co.uk



Suncrest



Little Suzy's Zoo leaps off the page and into the Nursery!

Suncrest has created a beautiful nursery range around the hit bedtime stories of Little Suzy's Zoo by children's book author and illustrator, Suzy Spafford. Witzy, the adorable main character, is a cute and cuddly baby duck who goes on wonderful adventures with his friends.

Babies will love to feel the soft contours of Witzy's plush face and velvety bill - and the soft palette of colours makes this a perfect range for boys or girls.

Made from premium soft cotton, these products can be washed and washed and still stay soft and cosy.

The range includes a cot quilt and bumper set, cuddle robe with washmit, Witzy comforter, musical mobile, snugly sleeping bag and a beautiful maize moses basket with hood, fitted sheet, liner and appliquéd coverlet.

■ Contact jaimie@suncrest.uk.com or call 0116 2328800 to order stock or for more information.

■ Web: www.suncresttrading.com

By Carla® Contemporary and stylish products for you and your baby



www.bycarla.co.uk

Join us on [@bycarla_uk](https://twitter.com/bycarla_uk), and [f](https://www.facebook.com/bycarla_uk) for the latest products, offers and competitions.

Including little ones in the chatter at tea time

We find out why highchairs are so important

Family meal times are crucial for baby's learning and development - at the same level as the rest of the family, baby can see and hear everything that's going on, while in a low baby chair, there is little opportunity for social interaction at a key time in their development. Highchairs are, therefore, one of the most important purchases a parent will make.

First used when baby is sitting up confidently alone, a high chair needs to be strong, durable and easy to clean. Retailers should ask customers which room mealtimes are to be taken in to help them make the most practical choice. A compact and easy to fold pushchair is useful if space is limited, while in the larger home, something in keeping with the décor and which grows naturally with the child might be just as important.

Safety and functionality should always be considered first; finding the right colour and style will then follow. Retailers should recommend highchairs that have a wide base and low centre of gravity. Wheels and locking mechanisms should be checked in store so that customers can be confident that baby will be secured safely. Baby should not, however, be left alone in the high chair - parental supervision is vital at all times.

While a highchair with wheels is great if baby is to be moved from room to room, the strength of the locks must be checked regularly to prevent any accidents. Similarly, if a customer opts for a folding highchair, retailers should demonstrate that the folding mechanism locks well and operates easily, ensuring it can not be folded accidentally while in use.

The key questions for consumers are: How comfortable is it? Will it cater for his changing needs? How much room will it take up? Does it have a harness? Is the tray a good size? How easy will it be to keep clean? Is the seat cushioning replaceable?

Customers will of course have a budget. A multi-function highchair that converts into a separate low chair and table when baby is a toddler will save the consumer money in the long run, despite being a little more expensive than the standard option at the outset.

There are a range of additional features that retailers should discuss as part of the sales process. From extra padding to reclining seats; adjustable footrests to removable seat covers and trays; divided trays to an extra or double layered tray, there are a number of options.

Not all highchairs come with a harness. Consumer safety guide Which? explains: "Many high chairs can be fitted with a harness - either four - or five-point - even if one isn't supplied. You can fit a harness yourself if the high chair has D rings. Check your high chair's user manual. If the chair is compliant with a harness, it will say so. The D rings are positioned at the back of the seat or just under it," it adds. Retailers should therefore demonstrate how to use and attach the harness, before completing the sale.

From bibs to cups, bowls to spoons, the purchase of a highchair necessitates a whole range of other feeding equipment, allowing retailers to maximise on this important purchase with a host of 'add on' sales.









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affordable quality



Dine & Recline Highchair from the East Coast Nursery Rest & Play Range

The multi-functional, multi-position Rest & Play Dine & Recline Highchair offers a safe and comfortable place for baby to eat, drink, relax and play.

Suitable for use from around 6 months the Dine & Recline has 5 seat positions allowing it to be adjusted for use at family meal times and helping baby to learn vital social skills. The multi-height seat also makes it more comfortable for parents when feeding baby.

To allow for playtime or relaxing the backrest has 3 recline positions as does the footrest ensuring maximum comfort. The top feeding tray is removable and dishwasher safe and the large padded seat can be easily wiped clean.

When not in use the Dine & Recline folds and is free standing and the tray can be attached to the back of the highchair. An integral 5 point harness comes as standard and two front wheels make it easy to move.

Also available from East Coast is the extremely popular Multi-Height Highchair which is available in a natural or white finish.

■ Tel: 01692 408802 ■ Web: www.eastcoastnursery.co.uk

KABOOST from Ardega

- The compact and fully portable chair booster

KABOOST is a compact and fully portable chair booster that easily raises the height of kitchen and dining chairs allowing children to sit at the table at the right height, enjoying the benefits of eating with the family and building valuable social skills.

KABOOST will fit virtually all 4-legged chairs and stays attached even when the chair is moved. KABOOST snaps on to a chair in just seconds and raises it to two height options, allowing it to be adjusted as the child grows.

Engineered to improve the stability of chairs when used KABOOST will hold up to 300lbs and the rubberised non-slip feet will not scratch floors.

Ardega Nursery Distribution is a leading distributor of new and innovative products with major brands including Motorola Baby Monitors, Samsung and RespiSense; Ardega also distribute Child Safety & Travel products from JL Childress, BebeMam and Kaboost.

Please contact us to discuss becoming a stockist of Kaboost.



■ Tel: 01473 256076
 ■ Web: www.ardega.co.uk
 ■ Email: sales@ardega.co.uk



A highchair that grows with baby at www.babybrandsdirect.co.uk

Baby Brands Direct has earned a reputation for offering retailers an easy solution for buying their baby and nursery products on-line quickly for next working day delivery. Offering a great mix of products, which can be viewed either on-line or in their new colour catalogue.

The Brevi Slex Evo highchair is a product that lasts and allows a child to sit at the right height, and eat directly on the table with adults, just like adults. This highchair boasts many features including a continuous adjustment of seat height thanks to two simple buttons always ensuring correct posture of the neck, shoulders and back. The Slex Evo also accompanies the growth of the child at all ages, and transforms quickly into an ergonomic chair as the child grows all the way to adulthood.

The adjustable footrests can adapt to 21 positions which allows for correct support of the legs, in order to change position in a natural manner and to move the weight off the back. Suitable for feeding 6 months + babies this highchair offers parents maximum longevity. For more information about this great product from Brevi, simply watch the product video on-line at www.babybrandsdirect.co.uk.

Baby Brands Direct stock the best brands, the best products at the best prices and has just won 'BEST WHOLESALER 2012'. This Baby and Nursery wholesaler offers an easy to use website for independents with a physical shop premises and department stores with a minimum carriage paid order at just £200. For more information simply register at www.babybrandsdirect.co.uk

■ Tel: 0845 370 8370
 ■ Web: www.babybrandsdirect.co.uk
 ■ Email: sales@babybrandsdirect.co.uk



Totseat - the washable squashable highchair

The multi award-winning **Totseat**, a fully adaptable chair harness, can be used at home, or whilst out and about. Available in seven contemporary designs including - the **BRAND NEW** Candy Pink Stripe; Seaside Blue Stripe and Tapas. Packaged in its own tiny travel pouch and fully machine washable, Totseat is the most versatile product of its type.

Recognised to be the best fabric highchair currently on the market Totseat has won Gold in the coveted Practical Preschool awards for the second year running!

The **Totseat's** simple yet ingenious design makes it easy to convert almost any chair into a fully functioning highchair. Simply slip over the chair back, adjust the length, clip firmly, sit back and enjoy.

This 'washable, squashable highchair' is a great way of offering parents an alternative to restaurant highchairs and is invaluable when a highchair is not an available option.

Totseat is available exclusively in the UK from **Hippychick**.

■ Tel: 01278 434440
 ■ Web: www.hippychick.com
 ■ Email: sales@hippichick.com



When is the right time to start potty training?

A common question, the range of products in store should help parents to understand what is needed and when.

While there's no standard age at which a child is ready to start using the potty, most toddlers will develop the necessary physical and cognitive skills between 18 and 24 months of age, though this does vary and some aren't ready to start until they're as old as four. A general trend toward independence and an understanding of what it means to go to the bathroom are key signs that potty training is ready to begin.

Parents are often under unnecessary pressure from friends and relatives to begin potty training before their child is actually ready. This advice from Babyworld should put their minds at rest: "Yes you can achieve training before the age of two, but it often means your child has to be reminded about the toilet several times a day, and the 'hanging on' time is reduced to a few vital seconds. Leave training that little bit later and your child's physical maturity will mean the whole process is a lot easier and quicker – maybe no more than a few days."

While some children are soon dry at night too, it is perfectly normal to continue with nappies for a year or more at bed time, with occasional bed wetting for a few years after. Trainer nappies are perfect for the in-



between stage and for the first few long trips out during the day to avoid any accidents. Retailers should ensure that they have a good selection of both disposable and fabric to give the customer a better choice. It is only when a toddler has a dry nappy in the morning that they should begin to stop using them at night.

Before potty training begins, suggest that your customer buys a potty and leaves it next to the toilet to introduce the idea of using it. Make sure you have a full range of potties in a range of colours and materials – some have a useful pouring function for emptying while others have favourite characters on or play music when used. Travel potties are also useful when away from home as children often form an attachment to their potty, causing distress when it is not available.

Trainer seats are often used as a 'next stage' in potty training, so it makes sense to stock a full range of these too, along with toilet steps so that toddler can reach!

Additional items should be displayed alongside, such as baby wipes and potty training books or stories that will help them to learn how it all works in a fun way and even reward charts, since your customer's child will need lots of praise to help him accomplish it.



My Carry Potty

In a short space of time My Carry Potty has become a standout, instantly recognisable brand and product. Not only has it won many accolades, including Most Innovative Product at the Nursery Industry Awards, but parents now actively seek it out in stores and at events such as baby shows.

With My Carry Potty retailers have the opportunity to stock a product that is genuinely innovative and loved by parents and children alike. It is 100% leak and odour proof, easy to clean and can be used at home, when travelling and in a childcare setting.

RRP is £24.99 and it is available in blue, pink and yellow. For a limited time all potties come with a FREE potty training book. To order your stock call 01730 895761, speak to your sales representative or visit www.cheekyrascals.co.uk.

■ Tel: 01730 895761 ■ Web: www.cheekyrascals.co.uk 

2-in-1 Potette Plus - the 'must-have' potty training aid

Boasting an enviable line up of nursery awards, Bibs and Stuff's 2-in-1 Potette Plus continues to go from strength to strength. With the added benefit of the new Reusable Liner accessory, this all-in-one portable potty and trainer seat is now even more of a 'must-have' potty training aid. The flexible rubber Reusable Liner converts the Potette Plus into a standard potty, making it ideal for use at home as well as when out and about.

This maintains valuable continuity and makes the Potette Plus extra economical and environmentally friendly. Available separately in pink or blue, the Liner stores flat on the Potette Plus and is easy to empty and clean, just like a standard potty.

Outside the home the Potette Plus can continue to be used with the bio-degradable, super-absorbent disposable liners. Three of these can be stored on the Potette Plus and when used, the pad in the liner turns liquid to gel for easy disposal.

For the next stage of potty training, the sturdy Potette Plus legs convert into non-slip handles, producing a trainer seat that is ideal for trips out or use in the home.



■ Tel: 01293 774924 ■ Web: www.bibsandstuff.com





www.babybrandsdirect.co.uk
great brands, great products at great prices

Potties with Character at www.babybrandsdirect.co.uk

Fisher Price thinks potty training should be fun for kids, so they developed the Froggy Potty to help encourage children to make the transition from potty to a grown up toilet easier and more fun! The adorable little green character potty is easy for little ones to get on or off independently. There's an integrated splash guard for boys and a removable bucket with seat handles that make it easy to move the potty around the bathroom and to dispose of the waste. The Fisher Price Friendly froggy character certainly makes potty training more inviting! Check out the full range of potties and toilet training equipment from top name brands on-line at www.babybrandsdirect.co.uk.

Baby Brands Direct stock the best brands, the best products at the best prices and has just won 'BEST WHOLESALE 2012'. This Baby and Nursery wholesaler offers an easy to use website for independents with a physical shop premises and department stores with a minimum carriage paid order at just £200. For more information simply register at www.babybrandsdirect.co.uk.

- Tel: 0845 370 8370
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- Email: sales@babybrandsdirect.co.uk

The Neat Nursery Co. — Toilet Time

Toilet training is a messy business, and with so many products on the market to choose from, it can be difficult to know where to begin. Recently launched at the Kind & Jugend show in Cologne, The Neat Nursery Co. offers a great selection of products that can make this process easier. Recognised as one of the leading UK manufacturers of plastic moulded products and factored complimentary ranges, their comprehensive collection is available in a variety of colour combinations and include all the essentials that are needed to help make the progress from nappy to toilet easier.

The Neat Nursery Co. offers varying styles of potties, toilet trainers, step stools and potty chairs to suit all shapes and sizes. Thoughtfully designed and carefully crafted the toilet training range features sturdy construction on all products. The nursery potty chair is fantastic for the older toddler to sit in comfort. Easy to transport and quick to empty. Whereas their toilet training seats help build confidence and are a practical, hygienic step towards little ones using the toilet. Now supplying many of the UK's independent retailers with great quality products, all of which are manufactured in the UK, they strive to offer the best margins possible.

With new products in the pipe line, due to be launched in the New Year, 2013 looks to be an exciting time for The Neat Nursery Co.

For more information on becoming a stockist or to see their full range of products, visit www.neatnursery.com, or facebook.com/neatnursery. Alternatively you can call the sales team on 01843 854058.

- Tel: 01843 854058
- Web: www.neatnursery.com ■ Facebook: [facebook.com/neatnursery](https://www.facebook.com/neatnursery)

The Neat Nursery Co.

THOUGHTFUL PRODUCTS SINCE 1961



Before sleep becomes a problem...

Retailers should recommend a number of 'essentials'

As every baby is different there is no set route to follow when providing families with the equipment they need to best care for their new arrival. Instead, retailers should aim to combine the highest safety standards with sleep solutions to suit each family.



There are a number of different options in baby-bedding, from cellular blankets to organic, untreated fabrics. Bamboo in particular is a popular new choice, thanks to its anti-bacterial and anti-dustmite properties.

Devices designed to sooth baby to sleep are another useful bedtime aid. A few well chosen items can make all the difference to overwrought parents trying to get their baby to sleep. Babies are comforted by familiarity and routine, so predictable and regular use of items can soon become a relied upon bedtime ritual. Sensory devices which incorporate gentle motion or vibration, sound and even scent are all great choices.

Room thermometers, many with digital displays and colour coded warning systems ensure that parents know at a glance that their baby's environment is at the optimum temperature for a comfortable sleep. Maintaining room temperature not only aids sleep but also reduces the risk of baby overheating which is a factor in sudden infant death syndrome.

Blackout blinds are an invaluable addition to any nursery or bedroom as a baby will nap throughout the day, so whatever outlook the room

has the light will be sure to stream through normal curtains at some point during the day.

A bathtime routine can act as an extension of the bedtime process and is especially helpful if parents are having trouble getting their baby to sleep; stocking a range of bath products and linking the sale of them is therefore a good idea.

There are a number of items parents will need to purchase for overnight stays or sleeping on-the-go; travel cots together with cot and pushchair canopies or shades, will make life that little bit easier.

Ultimately, there are many different sleep solutions out there so whilst the sleeping environment must adhere to certain standards, a parent's choice will be governed by the family's lifestyle and baby's sleeping habits. Taking this approach should ensure the best fit for each family.



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■ Tel: 07710 815222
■ Web: www.bsensible.net
■ Email: tony@bsensible.co.uk





What a cute pair...

Grobag and the new Gro-suit have come together to help make The Gro Company Nursery Industry Magazine's 'Sleeptime Brand of the Year'.

With unique quilted arms and a single layer body, the new Gro-suit is the perfect partner to Grobag.

Babies will love having warm arms and mums will love the safety features of a Grobag.

It's a win-win situation.

Or perhaps we should say win-win-win!

To order your stock call
0845 557 2985

gro.co.uk



A Better Night's Sleep From Babymoov at www.babybrandsdirect.co.uk

Baby Brands Direct has a unique range of sleep solutions to offer retailers specialist products not easily available to parents on the high street.

The Babymoov Lovenest pillow is a great product designed to help prevent a baby from developing a flat head. This common problem can be caused by prolonged contact between a surface and an area of the baby's head, which can happen when the baby spends a lot of time on their back for example. With its physiological foam the pillow moulds itself to the shape of the baby's head relieving and redistributing pressure.

This head rest has been created and patented by a paediatrician, is ergonomic and comfortable due to its foam padding and unique design. Suitable from birth to 4 months it can be used practically anywhere including in a mosses baskets, cot, baby carriage or bouncer seat.

Take a look at the full range of sleep solutions on Baby Brands Directs website and look out for other great products like the award winning Sleepcurve range of mattresses, which also helps with positional plagiocephaly (flat head syndrome). You can learn more about these products by watching the helpful video clips on-line at www.babybrandsdirect.co.uk.

Baby Brands Direct stock the best brands, the best products at the best prices and has just won 'BEST WHOLESALER 2012'. This Baby and Nursery wholesaler offers an easy to use website for independents with a physical shop premises and department stores with a minimum carriage paid order at just £200.

- Tel: 0845 370 8370
- Web: www.babybrandsdirect.co.uk
- Email: sales@babybrandsdirect.co.uk



SnoozeShade's not just for summer



SnoozeShade's multi-award-winning range of sun and sleep shades for pushchairs, car seats and travel cots takes the stress out of winter travelling with tots. Universally-sized, they are designed to help maintain baby or toddler's sleep routine - at night, when out and about during the day or simply taking a wintry walk - making any time sleep time.

Receiving 'Highly Commended' in the Nursery Industry Awards Best Sleptime category, SnoozeShade products are made from soft, stretchy, 100% breathable fabric and protect from over 98.5% of UV rays (UPF50+), meaning both sleeping on-the-go and protection from sun, wind, chill and light rain will be a breeze.

Priced from RRP£17.99, the SnoozeShade family includes SnoozeShade for Infant Car Seats, SnoozeShade Original (pictured), SnoozeShade Plus, SnoozeShade Twin and SnoozeShade for Travel Cots - perfect if staying with friends or family this festive season.

- Web: www.snoozeshade.com
- Email: info@snoozeshade.com
- Tel: 01932 500427



LittleLife's latest travel cot packs into its own backpack

Offering children a good night's sleep wherever the destination, LittleLife's Arc 2 travel cot weighs just 2.5kg and now packs down into its own daysack for even easier transportation.

Featuring a technical arc design with shock-corded aluminium poles, the cot is sturdy and stable. Its asymmetric construction offers easy access to the cot's interior while ventilating, mesh fabric at the top and sides keeps bugs at bay.

A removable and washable foam mattress with a soft cotton cover ensures your child enjoys a comfortable night's sleep.

- Tel: 0118 981 1433
- Email: sales@littlilelife.co.uk



Baby Products Wholesale



PRINCE LIONHEART



Prince Lionheart Slumber Bear

The Team at Baby Products Wholesale know how hard it is for your customers to get their little ones off to sleep; but we have the sleep aid that will help.

The **Prince Lionheart Slumber Bear** is a cute teddy bear that has a detachable multi-function sound box which plays 4 lullabies, womb sounds, ocean waves as well as being recordable. The Slumber Bear is available in 3 colours: pink, cream & blue and would make a wonderful addition to your product range, especially at Christmas. Drop Ship terms are now available.

If you are interested in stocking the **Prince Lionheart Slumber Bear**, please contact us on:

- Tel: 01473 743392
- Email: info@babyproductswholesale.co.uk

What's the difference?

Whilst most parents-to-be will research thoroughly before going shopping and ask close friends and family for advice, retailers must help to differentiate between products in store to enable them to make the right choice.

Those who are planning to breastfeed may not think they really need anything at all. However, there are a number of items, in addition to breast pads and nursing bras that make breastfeeding more comfortable. There to soothe engorged breasts, gel breast packs are designed to be placed inside the bra, and can be cooled or warmed depending on the mother's needs. Breast shells, nipple protectors, creams and sprays will complete the range in a dedicated section of the store.

Not all mothers are able to breast feed all of the time – it may be that she is going out for a few hours, is returning to work or just needs a full night's sleep now and again! A breast pump, either manual or electric, will allow mum to do just that. The first thing for retailers to establish is the mother's needs and how much expressed milk is required. If she is planning to return to work, the pump will no doubt be used daily – efficiency is therefore a must and retailers should recommend an electric. For more occasional use, however, a manual pump is fine. Retailers should also find out whether a pump is needed for medical reasons says one leading manufacturer, for example, if the mother has had a premature baby or is feeding multiple infants. In these circumstances she should be advised to use a 2 phase double pump or a hospital grade pump.

Having opted for a breast pump, the customer will no doubt want to know more about other products related to its use. In terms of milk

storage, recommend bottles, ice cube trays or specialist bags.

Helping to ensure a better latch for baby, most breast feeding pillows are designed to fit around the mother's waist to support her back, while others fit the lap, or support the back instead. Bottle feeding mothers will benefit from their use too – keeping her and baby comfortably seated while feeding.

Many new mothers are anxious about breast feeding in public, which is why a good selection of stylish scarves is essential. They offer all the necessary support and come in a range of styles and colours, with some even worn as fashion scarves throughout the day.

Mothers who are bottle feeding will need no fewer than six bottles, though as many as 12 is useful. The smaller 150ml bottles are recommended for the first few weeks as baby may only be drinking small amounts. Wide necked bottles are most popular because they are easier to fill and clean, though standard neck bottles are fine to use too.

Most teats are made in silicone nowadays as they tend to keep their clarity; latex teats do not last as long under the effects of constant sterilization and must be replaced more regularly.

A sterilizer is a must for every mum and they either come with bottles, or go on to influence the shape, size and brand of bottle used.

Other accessories include insulated bottle bags which help to adhere to the recommendations to make up only one feed at a time, and milk powder dispensers. Also not to be forgotten, are bibs!

Parents at the weaning stage will need spoons, food pots and a non spill cup that is easy to drink from. Food preparation products, such as blenders and food processors, for use with fresh fruit and vegetables, are also a must for good nutrition.



Philips AVENT Comfort breast pump

Comfortable positioning is crucial in helping mums express milk more easily. The Philips AVENT Comfort breast pump is the only pump that allows mums to express in a more relaxing, reclined position, preventing backache caused by leaning forward through its ergonomic design. The Comfort breast pump features an innovative, active massage cushion which feels warm and natural on the breast. Its soft silicone petals gently massage the breast to stimulate the let-down reflex, encouraging milk flow and supply.

Each feature of the Comfort breast pump is designed to encourage mum to breastfeed for longer whilst making the whole experience more pleasurable. For example, the uniquely shaped handle and gentle fingertip control found in the Philips AVENT Comfort manual breast pump prevents hands getting tired and can be held closer to the body for a more natural hand and arm position. Whilst the Philips AVENT Comfort electric breast pump features a quiet motor with a pleasant sound pattern that helps make it easier to relax and express.

■ Web: www.philips.co.uk/avent

Ameda's 60 years of experience is rewarded

After nearly 60 years of trading Ameda's passion & quality of products continues to be recognised; with the **Ameda Lactaline Double Electric Breastpump** recently being shortlisted for the Mother & Baby and Practical Parenting Magazine Awards 2012/13.

The secret to the success of the **Ameda Lactaline Double Electric Breastpump** is due to its two CustomControl™ dials, speed and suction, which allows each mother to tailor the pump's performance to her own personal needs. From new mothers looking for help with engorgement or simply increasing their milk supply, the chance of a new mother breastfeeding effectively and comfortably is increased with Ameda CustomControl™, CustomFit™ and Airlock Protection™;

CustomControl™

Vacuum and cycles can be adjusted to the mother's personal preference, offering optimal results every time - increasing milk supply and reducing pumping time.

CustomFit™

7 funnel sizes are provided to ensure optimal convenience when breastfeeding - giving new mothers greater comfort and better milk flow.

Airlock Protection™

The anti-viral barrier keeps the breastpump and breast milk clean and free from bacteria and viruses – allowing mothers to feel optimal peace of mind.

These unique features have been developed for over 60 years, ensuring that every mother and baby can use the **Ameda Lactaline Personal Double Electric Breastpump** with confidence knowing that their personal pump will guarantee them; customisation, comfort and convenience.

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Chillipeeps

– The Ultimate Feeding Accessory

The multi award-winning Chillipeeps teat solves a common problem experienced by many when out and about with young hungry babies and no clean sterilised bottle to use.

Ideal for travelling, days out, shopping trips and holidays abroad, the ingenious Chillipeeps re-usable teat screws on to most water bottles or cartons to provide a baby friendly drink wherever a family finds itself!

The teat comes in an ultra-compact, sealed pod (the same size as a dummy pod) that is small enough to fit in handbags and changing bags and ensures a sterile environment on the go.

The BPA free, vari-flow teat has two adaptors – one that allows it to screw into cartons and one that allows it to screw on to most water bottles. The teat allows slow, medium and fast flow making it suitable from 3 months plus.

Designed by a mum, Chillipeeps couldn't be easier to use and re-use! Dishwasher proof – they are super easy to keep clean between uses, and when the time comes to use them they fit on to bottles and cartons in a matter of seconds.

Now available in a Pre-sterilised version!

Chillipeeps are exclusively distributed in the UK by Hippyck



■ Tel: 01278 434440
■ Web: www.hippyck.com
■ Email: sales@hippyck.com

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BEABA



The NEW Ellipse collection from BEABA. Ingenious tableware

The new Ellipse tableware collection from BEABA has a refined, innovative and ingenious design while also being ergonomic and flexible.

The Ellipse collection, available from the end of 2012, includes two sizes of training plate, a Bento box with cutlery for keeping meals warm or cold when on the move, a two plate set with steam lid, a three in one training cup, two in one straw training cup and a training glass.

Each item in the range is available in 4 colours and every item has been designed so that it is easy to hold and handle by both children and adults.

■ Web: www.beaba.com
■ Email: unitedkingdom@beaba.com

Express your love...

You know the right breastpump can make all the difference in maintaining milk supply when a mother is away from her baby. So dial up your expectations of what a personal breast pump can deliver - customisation, comfort and convenience.

The Ameda Lactaline™ Personal Electric Double Breastpump features independent, two CustomControl™ dials that allow each mother to tailor her pump's performance to her own body's response for optimal comfort and milk flow.

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- See the full Beaba range at www.beaba.com
- To become a stockist contact our UK office at:
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* Creator of good ideas





MAM'S innovative Anti-Colic Bottle Starter Set wins Practical Parenting Award!

MAM's innovative award winning bottle starter set reduces colic and self-sterilises; no need for a steriliser, just add water, pop into the microwave for three minutes and it's sterile! Enjoy 80 percent less colic thanks to the smart base ventilation, easy switching between mum and MAM thanks to the unique teat and practical self sterilisation thanks to the innovative technical design! Due to the unique nature of this bottle set it has won the Practical Parenting 2012/2013 Gold Award and has also been short listed for a Mother and Baby Award this year too.



■ Tel: 020 8943 8880
■ Web: www.mambaby.com



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Paediatrician approved the Cushi Tush baby seat gently hugs baby in a supportive, natural sitting position at feeding and playtime.

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The Range



Toy seat for dolls and toddlers for children over 3 years of age.



Bottle insulator keeps feeds hot or cold for up to 6 hours.



contact us for stockist opportunities
www.cushitush.co.uk



Baby Products Wholesale

Mamascarf®

Mamascarf Breastfeeding Scarf

Here at Baby Products Wholesale we know it is hard for retailers to know which brands to offer their customers, especially when it comes to feeding. This is why we have included the fantastic **Mamascarf Breastfeeding Scarf** by Mama Designs Ltd to our comprehensive range of feeding accessories. The **Mamascarf Breastfeeding Scarf** is a discreet scarf that your customers will love. The scarf is in stock & currently available in 4 colours – Navy, Black, Retro & Cream.

If you are interested in stocking the **Mamascarf Breastfeeding Scarves**, then please call us on:

■ Tel: 01473 743392 ■ Email: info@babyproductswholesale.co.uk



Dr Brown's simply the best baby bottle

Created by a physician, Dr Brown's Natural Flow baby bottle comes with a patented internal vent system that actually helps promote good health in babies. By eliminating the vacuum and air bubbles in a feed, the bottle helps to reduce colic symptoms. In fact 9 out of 10 Health Professionals recommend that mums use the Dr Brown's Natural Flow system to help alleviate colicky symptoms.*

As a company, Dr Brown's goal is to provide the best technology-driven products available whether a baby is fed on expressed breast milk or infant formula. The positive pressure created by the Dr Brown's system is as close to breastfeeding a bottle fed baby can get.

The Dr Brown's Natural Flow feeding system is the only fully vented vacuum free baby bottle available and mums using Dr Brown's are the first to agree that their babies don't suck in as much air compared with other brands*.

To find out more about Dr Brown's products visit www.drbrowns.co.uk. They also have a range of trainer cups to complement weaning. This product too boasts a unique technology; a sip-activated valve that ensures an easy flow of liquid and spill-proof cup.

■ Tel: 01538 399541
■ Facebook: Dr Browns Natural Flow UK

*www.thecolicreport.com

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The new NUK First Choice range consists of a 150ml, 300ml and 150ml learner bottle in a gender neutral colour and design. NUK First Choice Bottles use First Choice Teats which are shaped to mimic mother's breast during breastfeeding and are scientifically proven* to make the transition between breast and bottle feeding easier. The NUK Learner Bottle has trainer handles with anti-slip grip and a free-flow spout to help when learning to drink from a cup. NUK First Choice Glass Bottles are also available.

FOR MORE INFORMATION CONTACT YOUR NUK ACCOUNT MANAGER



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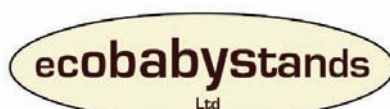
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