

PRODUCT FINDER

Baby Clothes
Backpacks
Bathtime
Bedding
Bibs
Bottle Feeding
Bouncing/Rocking Chairs
Breastfeeding
Buggies/Strollers
Car Seat Accessories
Car Seats - Group 0/0+
Car Seats - Group 1
Car Seats - Group 2 and 3
Changing Bags
Cots
Cribs and Moses Baskets
Door Bouncers/Swings
Footwear
Furniture
Gifts
Highchairs
Home Safety
Maternity
Mattresses
Mobiles & Décor
Monitors
Nappies
Organic Products
Potties And Toilet Training
Sleeping Bags
Slings and Carriers
Soothers
Stairgates
Sterilisers
Summer Sun
Thermometers
Toiletries
Toys - Activity
Toys - Bathtime
Toys - Soft
Travel Cots And Playpens
Travelling With Baby
Walkers
Weaning
Wheeled Goods - budget
Wheeled Goods - top end
Wheeled Goods - Twin
Wheeled Goods Accessories
Wholesalers

A busy week!

This week has been very busy for us at Nursery Online, though unfortunately for this newsletter, much of it is still under wraps. We may be technically in a recession but exciting things are happening!

Recession is a time when many companies are fighting for their survival, but it is also a time for investing in the future. And it is good to see that there are new companies arriving on the nursery scene (more about this in a later issue!) and innovative products. It was fascinating to watch a professional posse of photographers at the launch of the new Taga pushchair. Visitors to Kind und Jugend and Baby & Child last year will already have seen this strange new product – part bike, part pushchair!

The cycling industry has already taken to it – nursery is being a little slower on the uptake. Don't let fear of something different deter you from considering it! More information below!

[Go to the Top](#)

[Return to Main Page](#)

Taga

The sun was shining as Mums including celebrity Laura Bailey, launched the new Taga pushchair in front of the British Press at The Design Centre on Wednesday. Taga – the new travel experience for urban parents and their children – is now in stock.

The innovative and stylish three-wheeled vehicle, set to be this year's 'must have' yummy mummy accessory, is both a pushchair and child carrying bicycle, combining the benefits of both to become the perfect travel solution for the modern urban family. Taga converts neatly and efficiently from one to the other within seconds.

Commenting on the launch Hagai Barak General Manager Taga said: "Taga is what all busy city living, environmentally conscious parents have been waiting for. Navigating any town or city with small children can be challenging, not to mention time consuming, costly and harmful to the environment if you must go everywhere by car. Taga has been specifically designed to allow parents and children to travel together more intimately and easily, turning a typical urban journey into an adventure."

"Unlike in a regular bike with a rear child seat, the innovative design of Taga ensures that the child really feels part of the journey it's making with its parent, making Taga not only extremely functional but also a great bonding experience for both parent and child."

Suitable from birth, but with maximum appeal for children aged 9 months up to six years, Taga is the ultimate modular family travel system. It is easily disassembled for storage and can be fitted with a wide variety of accessories including an adapter for parent-facing car seat, a two-seater bike option, sun and rain hoods, large shopping basket, carrycot and more. This year, Taga has won the prestigious Kind & Jugend Innovation Award and the Eurobike Award, two of the most accomplished awards in the baby care and bicycle industries.

For more information contact Simon Pearson via simon@taga.nl

[Go to the Top](#)

[Return to Main Page](#)

Bobux - A great Success Story!

Sales of Bobux shoes have soared despite the current economic climate, reports Jackie Crocker, Director of UK Distributor Purple Crocodile.

Established way back in 1991, Bobux were the creators of the leather soft-soled baby shoe that is now a staple part of a baby's wardrobe. Bobux are renowned for not compromising quality and safety for profit and continue to use only the finest Eco-Leather available for all their shoe ranges. Their 'outstanding TUV colouration mark is a guarantee that their colours are safe for baby and naturally, they exceed BS & EU safety standards. Almost twenty years later, Bobux Originals are still hand-made in New Zealand and are sold in over 32 countries around the world.

I-walk, their range of First walkers, now allows care for little feet for even longer. Classic styles with a modern twist offer soft, highly flexible shoes made with our Eco-Leather reassurance. The range has proved to be an instant hit with mother's looking for an all leather shoe that is light, flexible and supportive.

To complete the picture, Bobux also have a beautiful collection of clothing and blankets in the softest, natural materials. Pure New Zealand merino wool, organic cotton and their star of the season, Bechl, a silky light-weight knit made from beech plant fibre.

"We have been overwhelmed by requests from customers for details of stockists, so we are currently actively seeking high quality retailers to roll out the various collections. Bobux

Use Respense
anywhere...



kiddy
The Original
comfortpro
[group 1/2/3] [9-36kg]



hippychick
part of the family

practical
media
services

the original
bobux®

KiddyCover
Raincovers for almost every make
0191 565 1206
kiddycover.com





their babies.”

are committed to providing high quality products at affordable prices and this has clearly proved a great success with parents. We can count celebrity customers Angelina Jolie, Halle Berry and Isla Fischer amongst the many discerning parents who choose Bobux for

For more information, contact Jackie Crocker on 020 8543 1910 or via www.bobux.co.uk

[Go to the Top](#)

[Return to Main Page](#)

Frugi joins forces with Real Baby Milk to help encourage more mothers to breastfeed

Frugi's range of discreet breastfeeding clothing helps negate the 'embarrassment whilst feeding in public' problem identified by online breastfeeding support agency Real Baby Milk. Both have teamed up in a campaign to address the problem.

Whilst most mothers would prefer to breastfeed their newborns, many give up and opt for bottle feeding after a few weeks. A recent poll carried out by Real Baby Milk, reports that more than 50% of mums feel self conscious when feeding, acting as a major hurdle to successful breastfeeding. Lucy Jewson, Frugi co-founder experienced this herself when she wrestled with awkward clothing on a first shopping trip with her new baby, forgetting to popper up after feeding.



"My clothing, I thought, was perfectly suitable. You know, one of those button-up breastfeeding rugby style tops. No worries, I thought. Anyway, sometime later I emerged slightly flustered, after feeding and changing baby Tom, trying to balance him, his pram, his change bag and the shopping... luckily my sister caught me in time – in all the fuss I hadn't managed to button up my top - which could have been a little awkward about town!"

Having had this experience, Lucy vowed to make it easier for mums to feed when out and about and came up with a great innovative double layer system that negates the use of poppers and the need to expose excess quantities of flesh. "The system allows discreet and comfortable feeding to the point that no-one would really notice what you and your baby were doing, reducing fuss and any potential worries about feeding in public places. Real Baby Milk believes that these nursing clothes will help encourage mothers to continue breastfeeding successfully."

"We just love the new Frugi breastfeeding tops. We can tell they have been designed by someone who has experienced the potential pitfalls of breastfeeding when out and about! Real Baby Milk is always looking to help mums feel more comfortable with all aspects of breastfeeding and we are sure these tops will help enormously with reducing the anxiety of feeding in public that affects a significant number of women" reports Arwen Folkes, Managing Director Real Baby Milk.

Frugi and Real Baby Milk have come together to support breastfeeding groups nationwide, by providing them with information and resources to help new mums through the challenges of successfully breastfeeding their baby, naturally. With the campaign coinciding with National Breastfeeding Awareness Week in May, they hope that they can help encourage women to conquer their fears of breastfeeding in public places.

For more information, head over to www.welovefrugi.com

[Go to the Top](#)

[Return to Main Page](#)

Cowprint Cuddledry shortlisted

Cuddledry's cowprint apron towel has been shortlisted for the prestigious Gift of the Year Award in the best baby gift category.

These awards seek out the very best gifts in the UK each year - and our funky cowprint baby bath towel has been selected as one of the very best prezzies for a new babies.

The cowprint design Cuddledry has become a favourite with our retailers in recent months, catching up in popularity with the natural oatmeal colour in the range. The cowprint towel uses the original apron-style design, created to make bathing and lifting a new baby simple, and is made with Cuddledry's incredibly soft organic cotton and bamboo fibre blended towelling. It is made with two layers of towelling so the parent wearing the towel genuinely avoids a soaking at baby bathtime. And the design is just 'mootiful' – a big hit with style-conscious new parents.



Purchasers of Cuddledry products – both their baby and toddler towels – are a mix of parents themselves and gift buyers. From a retail point of view this offers a winning combination, cleverly combining practicality with luxury.

For more information email trade@cuddledry.com, call 01823 323363 to speak to Charlotte Campbell, or see www.cuddledry.com

[Go to the Top](#)

[Return to Main Page](#)

Babies in Sheep's Clothing

Introducing 'Babies in Sheep's Clothing', an exciting new range of lambskin and Merino clothes, booties and accessories made in New Zealand, that are guaranteed to prove popular with your little flock this spring.

After Babies in Sheep's Clothing founder Lysette Parbhu's searched for a range of lambskin booties in the UK similar in style to a pair given to her first child proved fruitless, the brand was born and everything they do is underpinned by the passionate belief that natural clothing is best for everybody but particularly babies and children.



From baby wear and hats to fantastic Ugg-style booties and slippers, the ranges are designed specifically with babies and toddlers in mind and are completely handmade in rural New Zealand with all the materials ethically sourced and each piece made of natural fibres.

Lambskin and sheepskin clothing looks set to be 'the next big thing' because it allows the body to breathe and regulate its temperature naturally whatever the time of the year and unlike plastic or oil based clothing it's not manmade and doesn't make babies and toddlers sweat. The company are also proud to be the exclusive stockists of Weebit hand-made merino ranges in the UK and there are no synthetics or polyesters in any of the Babies in Sheep's Clothing ranges so they can go right next to your child's skin from birth – you can literally wrap them in a merino blanket and pop a pair of our lambskin booties on their feet for the journey home from hospital!



"I was given a pair of sheepskin booties by my mother in law for my eldest child when he was 8 weeks premature and just wanted to put them on him as soon as I could and thought that other parents would feel the same way," says Babies in Sheep's Clothing founder Lysette Parbhu. "Merino wool is as rare and sought-after as cashmere, but can be washed and is affordable so is one of the finest natural fibres available and all our lambskin products are produced with vegetable dyes that don't impact on the environment."

The Babies in Sheep's Clothing ranges are classic styled and beautifully made with the intention of them being hardwearing, fun, organic and unique and children love the feeling of Merino and lambskin on their skin because it's natural and doesn't itch. The material's unique properties also mean that they allow your child's body to breathe so they don't overheat and lead to sweaty feet or heads!

"All the items are unisex so can be lovingly passed down to siblings and my children Jacob and Sam are very much the inspiration for the ranges," adds Lysette. "Today people are much more aware of what is good for us, and putting natural, sustainable fibres to our skin is just the next step."

For more information, email sales@babiesinsheepsclimbing.com or head over to www.babiesinsheepsclimbing.com

[Go to the Top](#)

[Return to Main Page](#)

The Baby Show with Prima Baby Sponsored by Volvo is Back – Birmingham NEC 15 - 17 May 2009

Myleene Klass will be at The Baby Show on Friday 15th May. The Baby Show runs until Sunday 17th May, offering hassle-free shopping for parents-to-be and new parents, with credit-crunching offers as well as expert advice and fun for the whole family.

There will be fun for the whole family with funky fashion shows showcasing maternity wear to toddler gear. Myleene Klass will be speaking on the stage at 11am and 2pm on Friday 15th May, as well as meeting visitors at the Mothercare stand where parents can see and buy her Baby K range.

Appearing on The Comfort Pure Stage with Prima Baby will also be Chris Smart from ParentGuidetoMoney.co.uk offering 'A Parents' Sleep at Night Approach to Money' with financial preparation for a new arrival and what help is available.

Parents to be and new parents can test and compare all the leading products, buy irresistible luxuries from boutique retailers and discover the latest, innovative products.

Advice on sleep routines will come from Prima Baby's expert Jo Tantum and consultant to the stars Clare Byam-Cook, will be advising on how best to breastfeed a baby.

The UK's leading expert on baby and children's food and nutrition, Annabel Karmel MBE, will be talking about her imaginative approach to creating healthy food and Mosey Jones, author of The Mumpreneur Diaries will entertain with tales of multi-tasking as a mother of the noughties and 'mumpreneur'.

For those with bumps on board or babies in tow, The BabyCentre Cravings Café offers the chance for visitors to indulge their cravings for fresh food and drink. Plus there are lots of seating areas to relax in at the show and refreshing vitamin boosters can be found at the Pregnacare Juice Bar.

The Baby Show is designed to be completely hassle-free; wide aisles; a free crèche; free Shopping Drop-Off and Collect by Car facilities provided by Emma's Diary; the Pampers Baby Changing Room with free nappies and wipes; and the Tommee Tippee



Feeding Area with free baby food, a private breastfeeding area and full bottle warming facilities.

Visitors can also take advantage of the opportunity to have a free photograph taken of their baby or toddler by a professional photographer, and enter Prima Baby's Search for The Face of The Baby Show 2010.

For further information visit www.thebabysshow.co.uk

[Go to the Top](#)

[Return to Main Page](#)

Footballer Michael Duberry and his wife Natasha have launched funky new baby products website

Former Chelsea and Leeds footballer Michael Duberry and his wife Natasha have set up a fabulous new website for trendsetting babies and toddlers at www.mummyonlinebabyshop.com

With four children between them Natasha and Michael struggled to find stylish and original products for their little ones - not to mention presents for friends' and team-mates children. 'We never seemed able to find anything original here in the UK. We always ended up buying gifts for our children and our friends children when we were abroad, as we always came across the coolest brands while travelling. We could never understand why we couldn't find these brands here in the UK' explains Natasha.

Natasha formerly a fashion buyer for House of Fraser had always thought about running her own business, and when the time came for Michael to start making plans for his future post-football career, they both realised that it was the perfect time for them to start a business together that they would both be passionate about!

Although Michael is still playing football full time, he is very much committed to www.mummyonlinebabyshop.com, and is very involved in all the buying decisions. 'We've sourced a lot of fantastic products and have had a great response. But I don't go home after football and sew babygrows myself! We buy in brands from all over the world, particularly America, Canada and Holland as well as the UK. 'We sell unusual gifts for baby showers, lots of different types of funky clothing, accessories with a bit of character - basically this is the place to come for presents with a wow factor' says Michael 'That's what my friends are looking for and I know there are a lot of other people out there who want to find that something special too'

Mummys Online Baby Shop offer a wide selection of the trendiest products from all over the world, such as Six bunnies, Personalized pacifiers and the much raved about Flatout bears! They also stock brands that are exclusive in the UK to www.mummyonlinebabyshop.com, such as Sam and Bellie, Rock and Rattle, Born to love clothing, Urban Tots, Baby Rock Apparel and Wee Revolution.

'Like me, most of my friends are very particular about what they buy as gifts for baby showers and the children's birthdays, they are always looking for something a bit different! They love the fact that now there is one place to come and buy all the hottest new imports without having to step foot on plane!'

[Go to the Top](#)

[Return to Main Page](#)

Bambino Merino Sleeping Bag - A hot product!

Bambino Merino's 100% pure merino sleeping bag has been voted a Hot product by NCT parents in the Cheltenham & North Cotswolds area.

Bambino Merino's sleeping bag was given the thumbs up for its ability to keep babies warm when it's cold or cool when it's hot. Because the same sleeping bag can be used so effectively for all seasons, there's no need to worry about different TOG ratings for summer and winter, making it ideal for year round wear.

Produced entirely from natural fibres with no synthetic fillings or linings, the product is designed to keep baby warm without the risk of overheating. Merino has numerous attributes making it one of the most comfortable fabrics for babies to wear.

For more information, call 020 8877 1377, email contact@bambinomerino.com or head over to www.bambinomerino.com

[Go to the Top](#)

[Return to Main Page](#)

PJP wins baby perfume brand

Leading parenting PR & Marketing consultants PJP www.pjpartnership.co.uk has been appointed to work with Parisian made perfume brand Mon Bébé, hypoallergenic, alcohol-free scented water created especially for babies.

'Scented toilet water and baby perfume has always been available on the Continent but now parents will be able to buy it here,' says Gaye Price-Jones of PJP. 'This is a perfect toiletry accessory for any yummy baby's nursery: with its drop-shape bottle set in an elegant and simple white box.'

Mon Bébé is a fresh blend of scented vanilla, chamomile and mandarin making it a very light fragrance and a perfect new baby gift. Subtle and delicate it contains natural plant extracts such as hawthorn, lime-tree and centauree, all of which have been traditionally used to favour peaceful sleep, relieve anxiety and soothe baby's tummy aches.



Says Founder, Sandrine McLocklin, 'We are delighted to be working with PJP. They are PR, Communications and ePR specialists with a portfolio that combines in-depth experience of the parenting sector with stability; creativity and flair. Their activity in turn will help us meet our business goals.'

For more information, head over to www.monbebeperfumes.com or call 07791277870

[Go to the Top](#)

[Return to Main Page](#)

Lindam choose Azaria

After winning a three-way pitch, [Azaria](#) will be working with Lindam's new Marketing Manager Claire Rayner to implement their extensive integrated PR and marketing plan, which has been designed to take the company's success to the next level.



Activities will include supporting the launch of their new website, maximising their brand exposure and product ranges, whilst supporting several new and exciting product developments. The key campaign themes will be based around Lindam's proven track record as the UK's number one brand for child safety.



Lindam's Claire Rayner says; "I am extremely pleased to announce the appointment of Azaria. The PR element completes our 2009 marketing drive and I'm confident that, as members of our team, Azaria's expertise and passion will help us deliver excellent results."

Azaria Managing Director Amber Steventon adds; "We are delighted to add such a well-respected and well-known company as Lindam to our portfolio. It's an exciting time at the company and we are looking forward to heading up their PR."

Log on to www.lindam.com for further company and product information. For more details on Azaria, visit: www.azariapr.co.uk or contact Amber at: amber@azariapr.co.uk / 0845 226 7577.

[Go to the Top](#)

[Return to Main Page](#)

Award Winning Smart Trike Plus and Smart Trike Plus Girls

The ultimate Steer & Grow Trike has been specially developed to grow with a child. It features a safety harness, seatbelts, detachable sunshade, high back rest and fold away footrest.

Parents are fully in control with the removable parent steering handle, which is a great way to build an infant's confidence while parent's remain in control at all times. Suitable for toddlers as young as 10 months+, it will still be a favourite outside toy when they are three.

"The trike travels well and appeared comfortable as my daughter was on it for well over 20 minutes; we struggle to get her off of it and have to hide it when not in use! Therefore I would highly recommend this product, brilliant value for money and grows with your child"

- Zoe

[Go to the Top](#)

[Return to Main Page](#)



Announcing the arrival of the Icoo Vario

The Vario focuses on simple handling, utmost safety, agility and versatility, a pushchair suitable from birth and benefits from reversible seat unit. Its aluminium frame makes it light and easy to manoeuvre and weighs only 10kg.

With the wide range of matching accessories, the Vario will convert to a Travel System, Pram, and Stroller and to ensure mums are prepared for all the elements, they just need to add the rain cover.

The Vario has everything needed from birth onwards. If parents are travelling then this fits the bill perfectly. The unique adjustable seat unit enables parents to be flexible at all times. If touring, the stroller can be positioned for a safe and comfortable ride. Is baby getting tired? Parents just need to lie the seat back in recline position and let them snooze in safety and comfort. Stopping for lunch? Never fear Vario is here! It can be taken into a restaurant, where the height of the seat unit can be increased and then parents have their very own portable highchair. No need to upset baby as they can stay seated in correct position and parents can then enjoy a family lunch together.



For more information, head over to www.hauckuk.com or call 01978 664362

[Go to the Top](#)

[Return to Main Page](#)

Growing show boasts many new exhibitors

Organisers of this year's Childcare and Nursery Show are reporting a surge in uptake amongst exhibitors. Nineteen new businesses have now booked space at the show in

addition to those organisations already involved.

The exhibition is dedicated to all nursery owners, managers, nursery group executives and professional childcarers and takes place at Olympia Two from 26th - 27th June 2009.

Due to the success of last year's show, this year's event has been relocated to London's Olympia to accommodate the additional exhibition stands, features and buyers.

The Childcare & Nursery Show is the UK's most established nursery business event; it's free to attend and provides unrivalled opportunities for visitors to source and experience the very best - in day-nursery and childcare sector products and services.

For further information on visiting or exhibiting at the Childcare and Nursery Show, please contact Emma Barrett at Ocean Events on 01425 470666 or emma@nurseryshow.co.uk or see www.nurseryshow.co.uk

[Go to the Top](#)

[Return to Main Page](#)



Baby Sense at the Baby Show, Birmingham

[Hippychick](#) will be supporting Baby Sense on their stand (P42) at The Baby Show, Birmingham (15-17 May), continuing to raise awareness and interest in the Baby Sense method.

The increasingly popular books and accompanying products took Harrogate by storm – if anyone who did not make it there would like Peter Shaw, our Sales Manager, to visit them about this line please contact us on sales@hippychick.com.

To mark the importance of Breastfeeding Awareness Week (10-16 May), Hippychick will be offering a 10% discount on some fabulous breastfeeding products until the end of May, namely the award winning Baby Sense Nurture Nests and Feeding Shawls. To place your order now, email trade@hippychick.com.



For further information on the full Hippychick range visit www.hippychick.com

[Go to the Top](#)

[Return to Main Page](#)

The NeoNato Range – Elegant lines and modern styling!

The new NeoNato range of complete fashionable travel systems from BabyStyle brings a taste of Italian design flair to outings with baby without sacrificing versatility.

Complete with carrycot, pushchair seat and car seat plus a whole host of co-ordinating accessories including hood, sun canopy, rain cover and shopping bag, the NeoNato has everything that a Mum needs from birth onwards.

With a compact three dimensional fold system, the chassis is freestanding when folded making it easy to store and carry. The simple Quicky Fit™ locking device ensures a precise, accurate and confident fit of both the carrycot and the car seat.



The stylish chassis features Brake on and Brake Off pedals and has four sets of twin wheels with swivelling front wheels for easy manoeuvring. The carrycot has a ventilated base for continuous airflow and an adjustable backrest which ensures your child adopts the correct posture as he child grows. Rocking rails on the carrycot base and a safety mattress are standard.

As a pushchair the NeoNato has four positions including the important lay flat position. The pushchair can be used in a forward or rearward facing position and has an adjustable footrest and removable bumper bar.

More information is available from BabyStyle UK Ltd who can be contacted on 01509 816444 or by email at info@babystyle.co.uk

[Go to the Top](#)

[Return to Main Page](#)

Bizziebaby.co.uk know parents votes count

The latest Award winners have been announced by Bizziebaby.co.uk. This product review website is dedicated to one thing only – in-depth product reviews from parents nationwide.

Bizziebaby Gold has been awarded to BaaBaa Blinds and the Buggy Buddy . [Click here](#) to see the full review.

Bizziebaby Silver has been awarded to the Smart Trike Plus for Girls from Mookie Toys, the Elle TENS Babycare TENS, the Easy2Name Allergy Tags, Raw Organic, Pregnacare and the Maclaren Quest. See the review [here](#).



Bizzie Baby is the website showcasing detailed reviews on anything and everything applicable to a new and growing family. For companies, it is the ideal source for market research. For Parents it is the ideal source of information.

See www.bizziebaby.co.uk for more information

[Go to the Top](#)

[Return to Main Page](#)