# Application Form 2025

##### Name:

Address:

Post Code:

Tel no:

Email:

If you are a student of higher education, please state the University/College you are attending, which course you are undertaking and which year the course will be completed.

##### Name:

Address:

Post Code:

Course Title:

Year of course completion:

Please return this entry form to the Baby Products Industry Association by 12 noon, Friday 5th September 2025.

***Intellectual Property***

The Baby Products Industry Association strongly advises entrants to safeguard and secure the Intellectual Property rights and design rights of their products. Although the Baby Products Industry Association employees and members of the judging panel sign confidentiality agreements, if you succeed as a finalist, you will be asked to showcase your product to the industry and therefore your product will be in the public domain.

A signed confidentiality agreement will be sent following receipt of this entry form. Please sign and return this as soon as possible. All entries will be treated in the strictest confidence and will be shown only to the judging panel.

For further information and advice in the first instance, please contact the UK Intellectual Property Office.

UK Intellectual Property Office, Concept House, Cardiff Road, Newport NP10 8QQ Website: [www.ipo.gov.uk](http://www.ipo.gov.uk/)

Email: enquiries@ipo.gov.uk Telephone: 0845 9500 505 or 00 44 1633 813930

WITHIN THE SPACE PROVIDED BELOW AND ON THE FINAL PAGE, please outline the nature of the product you are entering and include pictures and/or drawings.

After the closing date, a shortlist of candidates will be selected by the judges. These entrants will then be asked to present to the judging panel, providing more comprehensive information about their product. A presentation using Microsoft PowerPoint will be possible at this stage, if desired. This will take place at a date to be confirmed and from here, the finalists will be chosen. The finalists will be invited to exhibit their product at one of the industry’s premier trade events, Harrogate International Nursery Fair, which will be held from 12th – 14th October 2025. This is an incredible opportunity to showcase your product design and the experience alone is considered a worthy prize. Please ensure you are available to attend at least the first day of this 3-day event as this is a necessary requirement for entry to the award programme. The winner will be announced at the end of the first day of the show.

Please address any queries about the competition to Julie Milne at the Baby Products Industry Association: Tel: 0845 456 9570: Email: julie@b-p-a.org.

*For more information about the trade event, visit* [www.nurseryfair.com](http://www.nurseryfair.com/)

***Product Information***

Please outline the nature of the product you are designing, its purpose and the age range for which it is intended. Please refer to the guidance notes which were sent to you with this entry form. We recognise that your original concept may change as you develop your ideas. All entries will be treated in the strictest confidence and will be shown only to the judging panel.

Continue on a separate sheet if necessary or preferred.

#### Signed

Date \_

Please submit your entry by 12 noon on Friday 5th September 2025 to: julie@b-p-a.org or if you prefer to send by post to:

*Julie Milne, Baby Products Industry Association, Ael-Y-Bryn, Login, Whitland SA34 0XE*



**Guidance notes for applicants**

*About the Baby Products Industry Association*

The Baby Products Industry Association was established in 1945, with the objective of promoting the baby and nursery products sector in both the UK and Europe. It is now the voice of the baby and nursery products industry. Today, it plays an active role in the development of product standards and provides an umbrella of support and specialist services to its membership.

*What are the Association’s Concept & Innovation Awards?*

The Baby Products Industry Association actively encourages new product development and innovation in its industry and, for many years, has championed visions of new design through the Concept & Innovation Award. The award is presented at our partner premier nursery trade event; Harrogate International Nursery Fair in the presence of key members of the industry.

In previous years, we have seen new inventions launched successfully onto the UK market via the Concept & Innovation Award. The Baby Products Industry Association believes it is important that the industry has a vibrant and proactive outlook on innovation and is determined that new ideas continue to come through.

### What are we looking for?

Products should be within the following scope:

All baby and nursery products, baby related equipment such as prams, pushchairs, buggies, nursery furniture, highchairs, safety related items including barriers, car sets and restraints, clothing, bedding, alarms, gifts for young children and prospective parents, toys, audio and books should be included. Accessories for all the above categories should also be included.

Please note, this award programme only applies to products in development and not articles available for sale as at 1st October 2025.

Applicants are asked to consider the following aspects when considering their application:

* Use of environmentally friendly and sustainable goods
* Safety awareness and reduction of accidents
* Current and future requirements and demands on parents in everyday living

The issues you need to think about at this stage are:

* What is the purpose of the product?
* What age and weight range is it suitable for?
* Is it novel? What would be its unique selling point(s)?
* What leads you to believe that the product will sell?
* How much will it cost to make the economic batch quantity and what will be the retail price of the product?
* Is it safe? Which safety standard(s) are relevant to your product and is it likely to meet these standards?
* What information should be included in the instructions for use on the packaging, on the product itself and at the point of sale?

For products where there are no relevant product safety standards applicable, it may be necessary to consult PD CEN/TR 13387 – Child Care & Use Articles – General & Common Safety Guidelines (Parts 1-5) and The General Product Safety Regulations 2005 (SI 2005 No. 1803) *(Correct at time of going to print but may be updated before the 2025 show)*.

The Office for Product Safety and Standards (OPSS) has produced [product safety advice for businesses (on GOV.UK)](https://www.gov.uk/guidance/product-safety-advice-for-businesses) placing consumer goods on the market in Great Britain (England, Scotland and Wales). The [Product safety A to Z of industry guidance (on GOV.UK)](https://www.gov.uk/guidance/product-safety-for-businesses-a-to-z-of-industry-guidance) helps you find out which regulations apply to your products and where to go for further information on how to comply with them.

The Department of Business and Trade (DBT) has also produced guidance for [placing manufactured products on the GB market (on GOV.UK)](https://www.gov.uk/guidance/placing-manufactured-goods-on-the-market-in-great-britain).

### Interested?

If you would like to enter either of these awards, please complete the attached entry form. When submitting your application, please also include engineering drawings and/or photographs or sketches of your product. Applications should be returned no later than 12 noon, 5th September 2025 to:

*Email:* *julie@b-p-a.org* *or by post to: Julie Milne, Baby Products Industry Association, Ael-Y-Bryn, Login, Whitland SA34 0XE*

A shortlist of candidates will be asked to formally present their products to the judging panel, providing further information about the product and where appropriate, demonstrate a prototype. It will be possible for these selected entrants to use a Powerpoint presentation if desired. From this meeting, the finalists will be chosen.

### The Prize

The finalists will be invited to attend Harrogate International Nursery Fair in conjunction with the Baby Products Industry Association which will be held from 12th – 14th October 2025 as an exhibitor, showcasing their products to the nursery industry. Finalists will be required to provide a prototype or professional graphic drawings for the exhibition stand. The winners of both awards will be announced at the end of the first day of the show. An additional prize is offered by the sponsors and will be announced nearer the time.

### Services which may be of interest

* **Finch Group** – Finch Group, established in 1971, is an Insurance Broker with a dedicated service ethic. We are part of Ethos Broking, giving us an unparalleled support system.

Insurance is a specialist area; regulated by the Financial Conduct Authority in the UK. The Baby Products Association are therefore not permitted to give you any advice on insurance, nor recommend insurers. However, Finch Group have put together a comprehensive package of insurance covers, specifically designed for this association. Please be assured that the Baby Products Association does not benefit from this arrangement – except to provide assistance to its members.

* **Brabners** – is a Leeds-based integrated commercial law firm focussed on the legal needs of both businesses and the people that own and run them. It can offer specialist advice on company law, employment issues, agents, regulatory defence, commercial property, intellectual property, dispute resolution, insolvency, franchising and corporate finance.
* **Croner** – Advice line covering HR, employment, legal, health & safety, tax and VAT with a website featuring a comprehensive library of employment, legal and health & safety documents provided free of charge and without restriction to members.
* Members of the Baby Products Association can access discounted testing services thanks to a cooperation with SGS United Kingdom Ltd. SGS is the world’s leading inspection, verification, testing and certification company, recognised as the global benchmark for quality and integrity. From textiles to appliances, furniture, electronics, cosmetics and personal care products, the company’s range of services facilitates the quality, compliance and safety of consumer products across global supply chains. All SGS laboratories operate under ISO 17025 Guidelines and are accredited by the country’s local accreditation agency and key laboratories; and are also CPSIA accredited. SGS services enable manufacturers, importers, exporters and retailers to gain a competitive edge. It ensures trusted, ethical and environmentally conscious goods such as electronics, textiles, toys, footwear and house wares reach consumers. Members receive 10% discount off in-house testing carried out by its Bradford, UK lab. This is in relation to physical, mechanical and flammability testing of juvenile goods. It excludes chemical testing. Members can also receive technical support on juvenile products and technical consultancy packages with training , regular technical support, product reviews, risk assessments and label reviews.

For more details, contact James Birch of SGS on 07584 635264 or email: james.birch@sgs.com – you will be asked to provide evidence of your membership to the association.

If you would like contact details of any of the above companies, please call the Baby Products Association on 0845 456 9570 or email julie@b-p-a.org.