

Show Sector:

# Innovators Zone







**Premium BBQ covers**

We're a passionate bunch with a few things in common. We care about the planet. We love to BBQ. We hate flimsy, tear-prone BBQ covers. We hate fighting to put the d\*mn thing on. We hate scraping our BBQ cover off next door's hedge. We hate seeing our BBQs slowly rust and decay. So we built a BBQ cover that worked. 100% waterproof, 100% recycled polyester, easy to fit, durable, unrivalled protection from wind, rain and UV.



**WINDPROOF**  
 fully adjustable and designed to snugly cover your BBQ - no more billowing in the wind. storm straps prevent the cover lifting.

**AVAILABLE IN 3 SIZES**  
 we cater for kettle, medium gas and large gas BBQs. our covers fit a wide range of models.

			
heavy-duty backpack fabric	100% recycled polyester	up to 9x thicker material than rivals	12-month guarantee






-  [stormskin.net](http://stormskin.net)
-  [@stormskinuk](https://www.instagram.com/stormskinuk)
-  [@stormskinUK](https://www.facebook.com/stormskinUK)





THE  
**WASABI**  
COMPANY  
ENGLAND

The only growers of wasabi in the UK, we offer a truly original range of condiments and sauces, including the only mayonnaise and mustard in the world made with fresh English wasabi. Four of our own label products have won the coveted 3 Gold Stars award from Great Taste and the range has been awarded a total of 24 Gold Stars across 12 products. All products are made with 100% natural ingredients and packed with original flavours bursting with aroma, pungency, citrus and umami. 2023 sees the launch of two new spirits to join their Wasabi Vodka and Yuzucello: Sansho Spiced Rum and Shiso Gin. All spirits combine small batch, copper pot distilled English spirits with authentic Japanese botanicals.

-  @wasabigrowersuk
-  @thewasabicompany
-  [youtube.com/channel/UCxUo5zp4P2336SzSgdUsmlA](https://www.youtube.com/channel/UCxUo5zp4P2336SzSgdUsmlA)





Chosen by golf courses, football pitches and lawn specialists to repair turf affected by pests and diseases, TurfSolv® improves turf absorption efficiency thus increasing nutrient uptake. This creates a stronger root system resulting in a healthier, more durable surface.

- Made in the UK
- Safe & environmentally friendly, biodegradable
- Effective repair of plant damage caused by pests and diseases



**Stronger, longer roots with TurfSolv = more durable turf**





**Nyfasi Deluxe Detangler: an award-winning, celebrity-endorsed patented invention**

The even application of hair care products and detangling textured hair is painful, tedious and can take more than 50 minutes. The Deluxe Detangler enables the application and distribution of hair care products while detangling. Once filled with a hair care product, it coats and lubricates tangles and knots as such enabling easy detangling, even distribution and fast application saving up to 30 minutes. It was developed and self-assessed with 50 women. 100% of the participants affirmed no product on the market offers the same benefits. In addition, it was endorsed by two celebrities: Dr Zoe Willams from ITV This Morning and Felicia Leatherwood, the best hairdresser in Hollywood.


-  [nyfasi.com](http://nyfasi.com)
-  [@nyfasi](https://www.instagram.com/nyfasi)
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# Odonata International Limited-SNOAP

The lightbulb moment which became SNOAP was the desire for Lisa, mum of three, to reduce the amount of single-use plastic her family was discarding on a weekly basis. Lisa knew solid soap and shampoo were better for her family's skin and hair and also the environment. However, nobody liked the bar experience - Lisa needed a solid soap dispenser, but couldn't find one, so she invented one - SNOAP! A revolutionary solid soap/solid shampoo dispenser. The dispenser holds two bars and dispenses your desired amount as a powder - no-one touches the bar! Each SNOAP bar is equivalent to 10 bottles (2.5l) of liquid, has less than 10% the carbon footprint of liquid, uses 30% less water to wash with - all with no single-use plastic! SNOAP has launched in the UK market and is set to go global.

 [snoop.com](https://snoop.com)

 @snoopuk

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