

ENHANCING RETAIL EXPERIENCE:

THE 45L TROLLEY BASKET REVOLUTION

In the dynamic world of retail, the shopping experience is paramount. Retailers continually seek innovative solutions to enhance convenience, efficiency, and customer satisfaction.

Please
welcome the
45L Trolley
Basket



ENHANCED STABILITY AND CONVENIENCE

34L Trolley Basket: A Solid Foundation

The 34L Trolley Basket has been a reliable choice for shoppers for more than a decade, offering a compact size that fits easily at checkouts and tills. With its anti-bacterial telescopic handle and separate carry option, it represents a hygienic and versatile shopping solution and can be made from different recycled plastic options.

45L Trolley Basket: Building on Success

Developed in response to customer insights, the 45L Trolley Basket addresses and improves upon the foundational strengths of the 34L model. The 45L model is less likely to tip when in use and it also stacks straighter, avoiding the need for a basket holder. The biggest plus, however, is with a wider, flatter base it is easier to load with grocery, homeware or other items therefore increasing possible basket spend.

THE 45 LITRE TROLLEY BASKET REVOLUTION

Improved Stacking Stability

Unlike its predecessor, the 45L basket is designed to stack straight, eliminating the lean at the store's entrance. This not only enhances the appearance but also improves safety and accessibility for customers.

Reduced Tipping Risk

Thanks to its wider, flatter bottom, the 45L basket is much less likely to tip back when in use, ensuring a more reliable and comfortable shopping experience.

Increased Capacity without Compromising Convenience

The 45L Trolley Basket's larger size and flatter base allows for more products, potentially increasing basket spend per customer. Despite its increased capacity, it remains compact enough to fit most tills and checkouts, just like the 34L version.

Sustainable Choice

Continuing our commitment to sustainability, the 45L Trolley Basket can be made from 25% recycled ocean plastic, aligning with eco-conscious retail practices. If the basket is made from these recycled fishing ropes, then a label is printed on the inside of the basket communicating the message to customers. This is so to help retailers communicate their genuine commitment to making more sustainable decisions and their responsible use of materials to their customers.

RETAILER BENEFITS

Boosting Basket Spend

The 45L Trolley Basket is designed to enhance the shopping experience, encouraging customers to add more items without the inconvenience of a cumbersome basket. This can lead to a direct increase in basket spend, benefiting retailers' bottom lines.

Streamlined Store Operations

The improved stability and stacking feature of the 45L Trolley Basket means easier handling for staff and a tidier store entrance, contributing to a positive first impression for customers. Additionally, its compatibility with existing checkout setups ensures a seamless integration into retailers' operations.

Sustainability as a Selling Point

With consumer preferences shifting towards environmentally responsible products, offering baskets made from recycled materials can enhance a retailer's brand image and appeal to a broader customer base.

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