



Lighter, easier, funnier

More in the basket

**Only because you sometimes
don't need a trolley you should
have a choice not to carry what
you've been shopping**

**Customers in
Sweden:**

ICA Nära

ICA Supermarket

ICA Kvantum

ICA Maxi

Hemköp

Tempo

Matöppet

VI

Coop

Pressbyrån

Biltema

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- ❖ Takes up very little room
- ❖ Measures: 490 x 320 x 340
- ❖ Moves lengthwise





- ❖ **Very stable**
- ❖ **Always horizontal**
- ❖ **The articles can be put over the brim**





- ❖ **Not too big**
- ❖ **Capacity 28 lit.**
- ❖ **And therefore it doesn't compete with a trolley**





❖ **Not too high**

❖ **And because of that easy to empty**





- ❖ **Easy to use**
- ❖ **Wheels without any friction**
- ❖ **Can be pulled or carried**
- ❖ **With folding handles**
- ❖ **Weight 1,3 kilo**
- ❖ **Can be stacked into each other at the checkout**

ELEGANT

Blue or red plastic as standard

And also other colours are possible

With 4 wheels of rubber. 2 at the back and 2 rotating in front

Room for logotypes and/or advertising





Quite often people do their shopping several times a week and of that reason they don't always need a trolley. Only a basket.

To carry around a basket becomes increasingly unpleasant the more you fill it up. Of course you speed up your shopping to get home as soon as possible.

With a wheeling basket it's quite comfortable to mooch about and stay a bit longer to be able to bring also the potatoes, mineral water and some special offers.

We already know for sure that the unit of time customers spend in the shop means a lot. The longer they stay the more they buy.

The name of the game is profit.

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As a matter of fact this basket should replace – not complement – the traditional one. Such a progress is possible – and fast!

Only the baskets are different. The total number will most likely be the same. The ” old ” baskets can gradually be changed as the turnover is getting higher.

This basket most certainly brings further competitive strength but even more important is the profitability. It will pay off real soon.

Please think about it!

The wheel has been invented for quite some time. Let`s use it – wherever convenient.

THIS PRESENTATION IS ADDRESSED TO GROCERS AND CHAINS BUT IS OF COURSE RELEVANT IN LOTS OF OTHER OPERATIONS.

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