

COMFORTABLE SHOPPING FOR HER 17% more sales for you

PATENTED SHOPPING BASKET DESIGN BY VANGUARD PLASTICS

Shopping baskets that are both comfortable and strong, improve the shopping experience and increase sales.

Vanguard's unique, sturdy basket designs incorporate Comfort-Grip handles that encourage your customers to **shop longer and buy more.**

A **recent independent study proves** that providing added customer comfort with the Vanguard shopping basket equals **\$3.57 in added revenue**, per basket, at the till. That's an **average increase of 17%**, just by switching to Vanguard's comfortable, plastic handle baskets.

Try Vanguard baskets in **multiple locations** around your store to boost sales even further!

Making comfortable shopping baskets readily available to customers

has proven to increase sales. Combined with Vanguard's comfortable ergonomic handles and increased capacity offered by the Large Basket, you too will profit by simply making your customers shopping experience

as comfortable, easy and practical as possible.



COMFORT-GRIP HANDLE

Vanguard's wide, plastic handles fold together to create a comfortable grip, which evenly distributes the weight. This improved comfort encourages your customers to continue shopping and allows them to carry more.

CAPACITY

Vanguard's **Large Shopping Basket** pays for itself very quickly, enabling customers to bring as much as 60% more product to the cashier every time it's used. A larger basket means increased sales. Vanguard's smaller basket, the **Express Basket**, is just the right size for smaller retail, drug and convenience stores.

LONGER LIFETIME

All shopping baskets are manufactured in Vanguard's ISO 9001: 2000 facility. Utilizing a patented ergonomic design and specialized resins, Vanguard guarantees both superior quality and extended durability.

MAXIMIZED LOGO AREA

Vanguard can hot stamp your custom logo on each basket, ensuring highly visible brand identification.

COMPACT STACKING

With one inch nesting distance, Vanguard's baskets free up valuable retail space, while allowing you to have sufficient baskets on hand for all of your customers.

WARRANTY

A one-year replacement warranty is provided on all baskets.

To find out more about increasing your basket sales by switching your store to Vanguard Shopping Baskets please call or visit www.vanguard-plastics.com/baskets.

ISO 9001:2000
Vanguard[®]
PLASTICS LTD.

Manufactured by Vanguard Plastics Ltd.

Toll Free: 1-800-663-0077

19239-96th Avenue, Surrey,
British Columbia V4N 4C4

Phone: (604) 888-2511 Fax: (604) 888-5330

Toll Free Fax: 1-800-263-3370

www.vanguard-plastics.com/baskets

SURVEY SUMMARY

LOCATION: retail grocery store

STUDY: comparison between wire handle baskets and Vanguard's plastic handle baskets

DEMOGRAPHICS: 1616 shoppers tracked, mid-week from open to close over six days

RESULT: average dollar increase per basket, with Vanguard basket \$3.57, equalling a 17% overall increase

SURVEY DONE BY: CV Marketing Research

For complete survey results visit our website



we mold solutions