

INCREASE YOUR SALES

Vanguard's Comfort Grip shopping baskets are designed to improve your customers' shopping experience. Studies prove that a comfortable shopping basket can **increase your sales by as much as 17%**. Our unique, sturdy basket design enables your customers to comfortably shop longer, carry more items and buy more.

- JUMBO BASKETS
- EXPRESS BASKETS
- STANDS WITH SIGNAGE FOR COMPACT STACKING
- TROLLEY ON WHEELS FOR EASY MOVING



"You can't know how much shoppers will buy until you've made the shopping experience as comfortable and easy and practical as possible."

—Why We Buy: The Science of Shopping by Paco Underhill

COMFORT GRIP HANDLE

Vanguard's wide rounded handles fold together to create a comfortable grip that evenly distributes the weight. A comfortable basket creates a more enjoyable shopping experience for your customers, allowing them to shop longer and carry more.

COMPACT STACKING

Our handles completely inset into each basket for a tidier nesting distance of less than one inch. This frees up valuable strategic, high traffic retail space and allows you to store enough baskets for all your customers.

RE-INFORCE YOUR BRAND

Increase your brand's impact and visibility with a large hot stamped logo area. The large hot stamp area allows you to make Vanguard's baskets your own. The Express Basket has a logo area of 3" x 5" and the Jumbo Basket offers a 3" x 7" area.



CAPACITY

Vanguard's Jumbo Shopping Basket pays for itself by enabling customers to bring up to 60% more goods to the cashier each time it is used.

STANDARD COLOURS



Custom colors available and quoted on request.

WARRANTY

One-year replacement warranty provided on all baskets purchased.

CONTACT INFORMATION

ISO 9001:2000
Vanguard[®]
PLASTICS LTD.

Manufactured by Vanguard Plastics Ltd.

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JUMBO Shopping Basket 1775 Cubic Inches (30 quarts)



Size: 20.5"L x 13.75"W x 10"H

Material: 100% Virgin High Impact Polypropylene
Very durable and flexible to ensure long life.

Weight: 2.1 lbs. each

Nesting Distance: 1" per basket

Load Capacity: 150 lbs.

Colors: Available in 5 popular colors. Custom colors by request.

Hot Stamping: 3" x 7" logo area available

EXPRESS Shopping Basket 1111 Cubic Inches (19 quarts)



Size: 17"L x 11.5"W x 8.5"H

Material: 100% Virgin High Impact Polypropylene
Very durable and flexible to ensure long life.

Weight: 1.3 lbs. each

Nesting Distance: 1" per basket

Load Capacity: 65 lbs.

Colors: Available in 5 popular colors. Custom colors by request.

Hot Stamping: 3" x 5" logo area available