

# EZcart:

*The EZcart bridges the gap between hand baskets and regular carts*

## *The Facts*

- 40% to 70% of shoppers use hand baskets
- Most hand baskets are full or very heavy at checkout

## *The Problem*

- When the hand basket is full or heavy, shoppers stop buying

## *The Solution*

- The EZcart – basket cart

*Give your customers the opportunity to buy more!*

## *Ten reasons why you should use the EZcart*

1. Increase your average ticket dollars
2. Double basket shopping capacity
3. Keep hand basket shoppers in the store longer
4. Reduce congestion, especially during peak periods
5. Gain more aisle, display and retail space
6. Carts are extremely maneuverable
7. Create happier customers
8. Ergonomic cart eliminates backache and strain
9. Preserves your customer's healthy body alignment and comfort
10. Proven track record of success worldwide



# solutions



Shopping patterns have changed. Consumers are now buying smaller amounts more frequently and the plastic hand basket is enjoying increasing popularity.

Studies have shown that 40% to 70% of shoppers use the plastic hand basket. When the basket is full or heavy the shopping stops. The EZcart allows customers to continue shopping—stores that have introduced the EZcart have experienced an increase in "Average Sale".

The EZcart is light, maneuverable, compact and a pleasure to use. It is also the perfect solution for cramped and tight aisles. Storing the EZcart is easy, with an incredible 4.25" nesting size.

The EZcart has been proven to increase sales, make customers happy and reduce congestion in stores WORLDWIDE!

# EZcart:



The EZcart solves a well-known problem: when shoppers' hand baskets are full or feel heavy they stop shopping. Promotions to encourage shoppers to buy more and shop longer are wasted if hand basket shoppers are limited in their buying. The EZcart increases revenue through hand basket or "express shoppers" by giving them the opportunity to buy more.



*The EZcart allows the customer easy comfortable shopping*



*The EZcart makes shopping at your store more attractive to frequent shoppers, singles and senior citizens*



*Hand baskets stay in store*



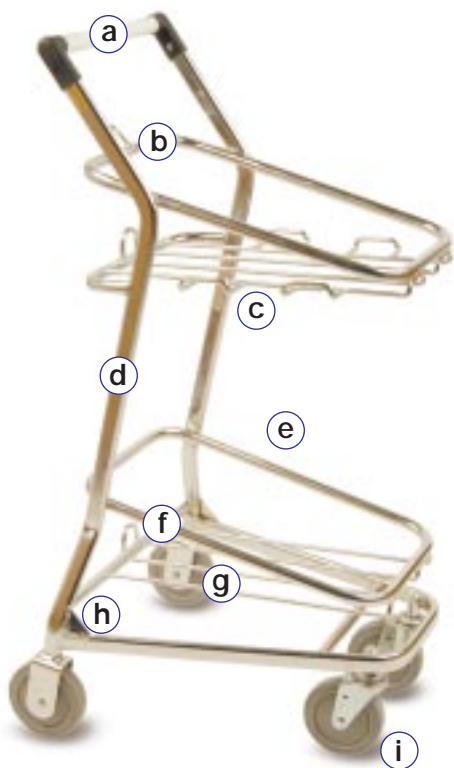
*Multiple carrying hooks to hold bags \**

*\* optional*



*Easily converts hand basket customers to larger purchases*

# specifications

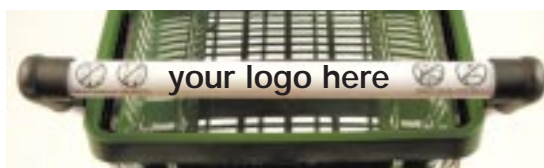


- a**..... Handle allows for graphics on entire circumference - ideal for store name or logo
- b**..... Purse or bag hook allows for maximized basket use and convenience
- c**..... Side hooks hold bags, keeping baskets inside store \*
- d**..... Oval tubing for greater strength and durability
- e**..... Increased distance between baskets for easy access of larger items
- f**..... Eyelet stopper to allow larger items to be carried without basket
- g**..... Bars support goods and bags placed in cart without baskets
- h**..... Gusset plate increases strength of main frame
- i**..... 4" non-marking wheels with steel roller bearings
  - Holds two large baskets
  - Broad rear wheel base creates maximum stability
  - Superb 4.25" nesting allows greater economy of space—almost half of any other cart
  - Entire cart made of recycleable steel and plastic
  - Sporty modern styling gives pleasing, contemporary look and feel
  - Small footprint saves in-store storage space and sleek design reduces in-store congestion
  - Chrome plating finish for long lasting, clean bright look

## Technical specifications

nesting	4.25"
height	41"
width	front 12.75" / rear 19.5"
length	22"
weight	25 lbs
payload capacity	6000 cubic inches or 2 x (19.5" x 13.25" x 10" basket)

- Strong – holds more than 2 x 100 lbs
- Wheels fastened with nylock nuts, not rivets, for easy replacement



EZcart basket cart with baskets



rear view



side view



nested view

\* optional