

# 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.

# Vanguard®

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[www.vanguardshoppingbaskets.com](http://www.vanguardshoppingbaskets.com)

## 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