

Shopping Cart Material Choices

Your store makes dozens of impressions on your guests before they ever get inside to see your merchandise or your prices. One of those impressions is your shopping cart — you can delight or disappoint a customer with your choice of cart. Today, we'll discuss the various materials carts are manufactured from and the pros and cons of each. The material you select can affect many aspects of your stores' operations — from store noise, to parking lot damage, to shopper experience and maintenance costs.

WIRE

What many people picture when they think of a shopping cart is the classic wire cart. This type of cart is made of welded steel and coated with a plating or powder coating process. Wire carts have some

advantages; the way they are manufactured makes it somewhat easier to create custom shapes and sizes. Also, wire carts can be manufactured at a reduced initial cost overseas.

The downsides of wire carts include rust, which will form sooner or later based on the quality of the coating process and the environment; and difficulty in repair. Wire carts require specialized welding skills to repair when welds pop and wires protrude.

“HYBRID”

The hybrid cart is typically a plastic basket and sometimes a plastic lower tray mounted on a steel tube frame. By adding a molded plastic basket, a hybrid cart can add a pop of color to your store.

However, the hybrid suffers many of the same drawbacks as all-wire carts; namely rust and the propensity to bend. The other problem commonly seen with hybrid carts is that the plastic components can be molded poorly or with commodity-grade resin, which leads to color fade or whitening.

ALL-PLASTIC

The all-plastic cart is a relatively new player on the scene, and is a departure from the wire and steel carts of yesterday. A quality all-plastic cart solves many of the problems associated with wire carts; plastic doesn't rust, and will retain its shape after impacts. This keeps the wheels firmly on the floor and prevents wheel wobble. Plastic carts can come in a rainbow of colors to match your stores' décor.

While commodity-grade plastics can fade (see discussion in Hybrid section), engineering-grade resins are designed to last in outdoor environments for many years. If you are considering an all-plastic cart, make sure you ask the manufacturer if they have performed testing to verify fade and crack resistance.

The main disadvantage of all-plastic carts is that the nature of plastic molding makes it more difficult to make certain sizes. You may have to consider switching to a more standard offering to equip your store with an all-plastic cart.



See all-plastic carts at
bemisretailsolutions.com