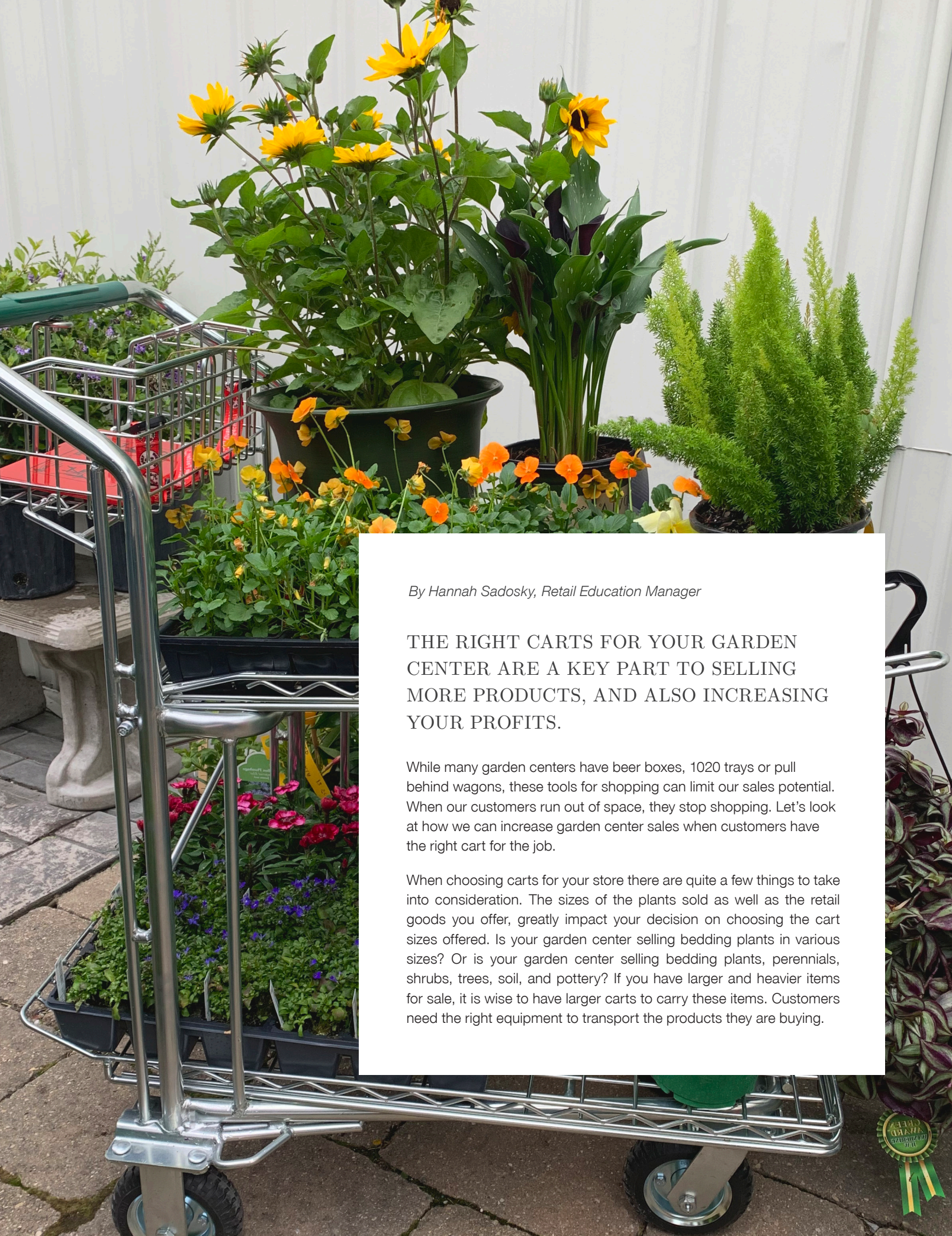




INCREASING
YOUR SALES
BY THE

cart load

Increased space, increased sales. Are your current cart offerings creating the sales they should be?



By Hannah Sadosky, Retail Education Manager

THE RIGHT CARTS FOR YOUR GARDEN CENTER ARE A KEY PART TO SELLING MORE PRODUCTS, AND ALSO INCREASING YOUR PROFITS.

While many garden centers have beer boxes, 1020 trays or pull behind wagons, these tools for shopping can limit our sales potential. When our customers run out of space, they stop shopping. Let's look at how we can increase garden center sales when customers have the right cart for the job.

When choosing carts for your store there are quite a few things to take into consideration. The sizes of the plants sold as well as the retail goods you offer, greatly impact your decision on choosing the cart sizes offered. Is your garden center selling bedding plants in various sizes? Or is your garden center selling bedding plants, perennials, shrubs, trees, soil, and pottery? If you have larger and heavier items for sale, it is wise to have larger carts to carry these items. Customers need the right equipment to transport the products they are buying.



**REMEMBER,
INCREASED
SPACE,
INCREASED
PURCHASE
POTENTIAL**

As business owners we should provide our consumers with the tools to source everything they need for their plantings. Profitable garden centers have both larger and smaller shopping carts to service all consumer shopping styles. Remember, increased space, increased purchase potential. Some gardeners make large purchases at the beginning of the season and then may come back here and there for fill ins. Another purchasing style involves instant gratification. Millennials, Gen X, and Gen Y have grown up in the culture of instant gratification and we are seeing their gardening purchases reflect that. Lastly we have our budget friendly gardeners that come in once a year for a few items.

Push carts for shopping make gardening accessible to the elderly, disabled and even young families; when carts have the child seat option. The sizes between your benching both in- and outdoors is an important factor when choosing carts for your garden center. Smaller aisles or spaces may require a cart with sharper turn radius. Making sure your shopping carts have good maneuverability, the ability to ride smoothly over gravel or rough terrain is equally important. The larger the wheel size, the easier the cart glides over gravel and the occasional hose.

Location, location, location. Where do you have your carts staged? Are they easily visible? The front entrance to your garden center not only invites your customer inside, but it is where shopping carts should be. When a customer must spend time searching for a shopping cart, they become instantly distracted from the buying experience they came to do. Where we place additional carts around the garden center also impacts sales. For example, we can also stage shopping carts in additional areas through the journey of your store, like pottery, soils, or shrub area. If a cart is readily available, customers are apt to start a cart instead of walking away from the purchase.



Millside Cart



LOAD CAPACITY & NESTING

- 20" x 38" poly deck load space
- 300 lb load capacity (when evenly distributed)
- Does not nest

ABOUT

- More options available
- 4" x 10" pneumatic tires for gentle, quiet ride
- Anti-tip, auto-type steering
- Extra-length D shape handle for effortless pulling

SHIPPING

- Ships boxed must assemble wheels and handle
- Select styles available in Griffin warehouses, shop "carts" on Griffins.com

TDI



LOAD CAPACITY & NESTING

- 9 sqft of load space
- 800 lb weight capacity
- Nests every 9.25"

ABOUT

- Zinc plated frames with protective clear coat finish ensures a long-lasting appearance
- Wheels and casters have been adapted to suit every type of surface and weather condition
- Wheels and casters are not welded to the frame - which means if they should wear out they can easily be replaced
- Easy to maneuver, great for tight turns
- Many styles and options available (examples: add brakes, change wheel sizes, child seat upgrade)
- Child Seat is bolted to frame

SHIPPING

- Ships fully assembled on a pallet
- Preferred minimum order quantity 8 carts
- Ships direct, FOB shipping (contact your Griffin Sales Representative for a quote)

Wellmaster



LOAD CAPACITY & NESTING

- 8.34 sqft of load space
- Per Cart Rated at 300 lbs
- Per Shelf Rated at 250 lbs
- Nests every 15"

ABOUT

- Hot dip galvanized steel with powder coated black finish on baskets
- Wheels and casters are directly attached to the aluminum frame this connection creates more stability and less bounce
- Many styles and options available (examples: change wheel sizes, child seat upgrade)
- Child seat is NOT bolted to the frame

SHIPPING

- Ships boxed and must be assembled.
- Feature easy assemble bolt together design)
- Select styles available in stock
- OR Ships Direct FOB (contact your Griffin Sales Representative for a quote)