



SHOPPING CONVENIENCE



Simple and convenient: Make it easy for your customers! In addition to offering good guidance and a pleasant atmosphere in the store, little conveniences have an important role to play. Shopping convenience is becoming ever more important in today's market. It increases impulse purchases and helps foster customer loyalty. Our shopping baskets and our "Happy or Not" customer satisfaction analysis tool help to make shopping easier for your customers while providing you with clear feedback on specific issues.

HAPPY OR NOT



HappyOrNot

A specific question for the customer, four self-explanatory smiley buttons for spontaneous replies, a wireless device at the desired spot and all the results swiftly evaluated – the simple way to measure customer satisfaction! HappyOrNot is a mobile service device to promote lasting customer loyalty which can be deployed wherever customers come into contact with a product, an offer, a service or a new item. Asking customers a readily comprehensive question here and offering them a straightforward, anonymous means of responding directly yields important information on buying behaviour. A crucial aspect is the fact that HappyOrNot evaluates these data on a daily basis and transmits the results to the client at a defined time, enabling swift action to be taken as necessary. This provides chain store companies in particular with an effective means of avoiding declines in sales, losses of customers, uncertainty or dissatisfaction while offering an ideal instrument to support change processes or market launches. At the same time, customers feel that they are being taken seriously and that their custom and opinions are appreciated. This establishes closer ties with customers and improves customer satisfaction, leading in the long term to stable or improved sales.

Who benefits from HappyOrNot?

HappyOrNot is suitable for all areas of business in which it is important to know customers' opinions. As an ideal customer barometer, it remains in direct contact with customers throughout the opening hours of chain stores, retail outlets, service companies or catering establishments, its wireless design enabling it to be deployed wherever appropriate. There's no faster way of gathering and evaluating customers' views.



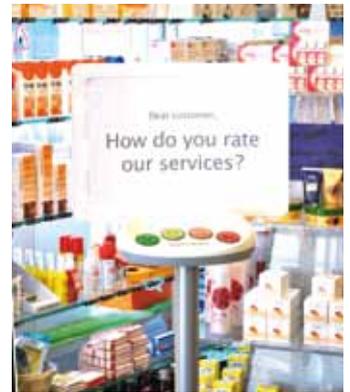
How it works

- The devices are installed at the desired service points
- The customer answers the questions voluntarily, anonymously and spontaneously
- Data transfer and evaluation take place on a daily basis
- Corresponding daily reports are supplied to the client by e-mail or online

Advantages

- Simple and clearly comprehensible operation
- Company-wide data collection for enhanced service quality
- Improved customer satisfaction and customer loyalty
- Increased staff motivation
- Strengthened market position and higher revenue possible
- Improved image
- Art. no.: On request

Unit quantity: 1





Bobby, the rolling shopping basket

Application: Universally practical shopping basket on wheels, that can be carried or pulled along, taking the weight out of shopping!

Advantages

- Bobby increases the average time spent in the shop by 18 % (according to customer survey)
- Larger than an average shopping basket
- 2 handles for carrying or pulling along
- Lightweight and easy to manoeuvre
- Stackable, saves space when compared to shopping trolleys



Art. no.	Wheels	Colour
9200853*	3 (2 with stainless steel rod, 1 multi-directional guide ball)	red 
9200969*	3 (2 with stainless steel rod, 1 multi-directional guide ball)	green 
9200970*	3 (2 with stainless steel rod, 1 multi-directional guide ball)	blue 
9220425**	4 (2 with stainless steel rod, 2 multi-directional)	red 
9220424**	4 (2 with stainless steel rod, 2 multi-directional)	green 
9220423**	4 (2 with stainless steel rod, 2 multi-directional)	blue 

* Product on request, minimum order quantity 125 units
 ** Product on request, minimum order quantity 100 units

Other colours available on request. Bobby can be branded with your company name or logo and supplied with a security element of any available EAS technology.

Material: Polyethylene (High Density)
 Handles: Central handle made of polypropylene · extendible handle made of GFR polyamide
 Capacity: 28 litres
 Weight: 1.3 kg
 Measurements: 520 x 355 x 345 mm

Unit quantity: 1

Shopping basket with 1 or 2 handles

Application: Standard, stackable shopping basket for a comfortable shopping experience in five standard colours, other colours available on request.

Advantages

- For carrying, stackable
- Sturdy quality
- Customisable

Art. no. 1 handle	Art. no. 2 handles	Colour
9410860*	9231329*	red RAL 3020 
9410131*	9410239*	blue Pantone 286 
9411835*	9410377*	green RAL 6024 
9410863*	9407870*	yellow RAL 1018 
9409948*	9410352*	black RAL 9005 

* Product on request, minimum order quantity 10 units

Material: Polyethylene (High Density)
 Capacity: 22 litres
 Weight: 670 g
 Measurements: 430 x 300 x 230 mm

Unit quantity: 1

