



Why consider a cart retention system?

These are four top reasons for requiring a system:

1. Cost of losing/ recovering carts
2. Local Government demands a system.
3. Shortage of carts at critical times
4. Other environmental pressures.

1. How to calculate the costs:

- A. Clearly if a cart costs 100 Gold pins (our example currency) and the store loses 5 a week, then the replacement cost will be G500 a week or **G26,000** per year.
- B. However, if 5 carts are lost each week, typically at least 25 carts will be taken every week, 20 of them will be found and returned. This means that around 1040 may leave the store's property every year. The costs of finding and returning carts is no less than 15 % of the cost of the cart – so this adds a further **G15,600** to the cost.
- C. There are other management and related costs in managing calls and handling loss and recovery issues F100 per week – **G5,200** a year.
- D. If carts are not available in the correct numbers then some shoppers will not shop at all or use a basket. If new carts are ordered then they will come at a premium costs through shipping etc – this could be costing a further **G1,000** year.

Total so far for 5 carts per week : G47,800 (83% higher than the simple replacement costs).

With 4 carts missing per week : G38,240

With 3 " " " " : G30,592

With 2 " " " " : G24,473

- E. Many countries have regulations where stores are fined for carts that are found off site – these can be as high as G200 per cart. If 4 carts are found this is G800 per week which could be G41,600 which almost doubles the cost.

The Radlok system often offers a payback in less than 1 year (see the detail at the end of this document).

2. Local Government regulations, permissions or ordinances.

- A. Sometimes local authorities insist on a retention system before giving the store planning permission. Occasionally, it's for a good reason but often they just do it anyway (one local authority actually insisted every cart has its own number label – as if this was going to help!). The Radlok system can be supplied in reduced quantities to allow the retailer to meet their obligations at fairly minimal costs.
- B. A credible retention system can be offered as a defence against fines.

3. Where are our shopping carts when we need them most?

We have had shopping mall retailers who often get all their carts back at the end of each day, but they are missing from the store at lunchtime when they are needed most. If you need to keep the carts in the store then Radlok is highly effective.



4. The environmental image.

Many retailers are aware of their environmental obligations and do what they should with respect to protecting the neighbourhood from their shopping carts.

The Radlok payback.

Radlok is the environmental, low cost, wheel braking system that offers a great return on investment. It needs no power and has low maintenance costs.

Two Radloks fitted will cost around 30 Gold pins (against a 100 Gold pin shopping cart in the created illustration shown above). There is also a triggering system that may cost around G12,000 so if the store has 500 trolleys this will have a total of 15,000 giving a total of G27,000.

All stores are different but based on these costs the store would get a pay back within:
30 weeks at 5 carts per week lost
37 weeks at 4 carts per week
46 weeks at 3 carts per week and
57 weeks at just 2 carts per week

These figures do not include any fines from local government which would clearly make the case even stronger. It is clear from these figures that even if a few shopping carts still escape every year, the likelihood that the system will pay for itself in a very short period is high.

If you have not considered Radlok yet then please call:
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