Practical guide to choosing Personalised Shopping Trolleys

Practical comparison, checks and worksheet for choosing a promotional gift.

1. Choose the product type for your campaign

Start with what recipients will find useful and how the items will be distributed.

Compare	Trolley coin keyring	Shopping trolley
Best suited to	Widely distributed gift for openings, fairs and promotions	Loyalty reward or points-collection prize; useful everyday gift
Benefit to customers	Unlocking a shopping cart without using coins	Carrying groceries in a wheeled bag
Features to check	Type of token, keyring attachment, materials and finish	Foldable design, handle, wheels, pockets and supports
Branding	Available area on front, back or token, where applicable	Logo position on the fabric and available printing method

2. Match the design to a compatible printing method

Use these suggestions as a guide: always confirm available methods under “Printing info” for the chosen product.

Artwork to reproduce	Methods to check	Product
Simple logo, few solid colours	Screen printing	Fabric shopping trolley
Design with several coloured elements	Transfer printing	Fabric shopping trolley
Gradients or detailed images	Digital textile transfer	Fabric shopping trolley
Simple mark without colour	Engraving	Trolley coin keyring
Logo to be printed in colour	Pad printing	Trolley coin keyring

3. Key checks before comparing models

[ ] For shopping trolleys: check whether the model folds and how it closes.

[ ] Examine the wheels, handle, any zipped pockets and supporting feet.

[ ] For keyrings: identify a built-in token, a disc token or a multifunction model.

[ ] When referring to recycled materials, check which components contain them.

4. Comparison worksheet to complete

Fill in one column for each alternative using the information on its product page. If anything is missing, ask before deciding.

Feature to compare	Model A	Model B
Product name / code	_____	_____
Recipients and occasion	_____	_____
Type: trolley / token	_____	_____
Material and components	_____	_____
Size / overall dimensions	_____	_____
Useful features	_____	_____
Available logo position	_____	_____
Printing method	_____	_____
Sample checked	_____	_____
Final assessment	_____	_____

5. Checklist before placing an order

[ ] The chosen product suits the recipients, budget and campaign objective.

[ ] I have checked the dimensions and functional features of the model.

[ ] The logo position and printing method are available for the chosen product.

[ ] I have checked the “Printing info” section carefully.

[ ] Where necessary, I have considered the “BUY SAMPLE” option.

[ ] Any claims about materials refer to verified components.

6. Catalogue and complementary products

Category: Personalised Shopping Trolleys

For food-related campaigns: Corporate branded Aprons • Personalised Placemats • Custom Wine & bar accessories

Practical worksheet for assessing products: dimensions, materials and techniques are those specified on each product page.