



## TROLLEY & BASKET SPECIALISTS

We offer a comprehensive range of shopping trolleys and baskets for Garden Centres  
For more details visit us online

- New and refurbished options available from stock
- On-site servicing and maintenance to preserve your existing fleet
- Flexible hire service to cover busy sale periods



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# Cherry Lane and Formbar: Revolutionising THE RETAIL EXPERIENCE

FORMBAR BECOMES PROUDLY ASSOCIATED WITH CHERRY LANE GARDEN CENTRES

**F**ormbar is proud to be associated with Cherry Lane Garden Centres. With an expanding footprint across East Anglia, Yorkshire, and the Midlands, Cherry Lane has carved a niche for itself by delivering exceptional value to its customers. Cherry Lane Garden Centres set themselves apart with their strong brand identity, thoughtful layout, quality product presentation, and knowledgeable staff.

At the forefront of innovation in customer service and retail solutions, Formbar always showcases its latest products at trade exhibitions. At Glee 2021, the Hybrid Garden Centre Trolley was the latest trolley to



be unveiled. This event also featured our range of all-plastic shopping and flatbed trolleys, a line that has been well-received by garden centres since its introduction in 2018. It was here that the Cherry Lane team was captivated by our range of trolleys, marking the beginning of a significant conversation about the future of shopping efficiency in their centres. The discussion revealed that many existing trolleys and baskets in Cherry Lane centres were a mix of various models and makes, some of which were not up to the mark in terms of modern customer needs. Recognising this, Cherry Lane has been proactive in its approach to enhance customer satisfaction. As part of its comprehensive re-fitting programme, Formbar's trolleys and baskets were incorporated.

Formbar's baskets, crafted from recycled plastic and featuring the Cherry Lane logo, are not just tools for shopping but symbols of sustainability and brand pride. The trolleys are available in two models: the 110L hybrid with a lower platform and the 175L all-plastic shopping trolley for larger shopping needs.

Cherry Lane expressed its satisfaction with Formbar's service, highlighting how the new trolleys and baskets have not only resolved a logistical issue for its customers but have also streamlined Cherry Lane's operations by establishing Formbar as a reliable, single supplier for its needs.

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