

Vending trolleys boost sales

Innovative design appeals to more customers

By SIYABONGA KALIPA

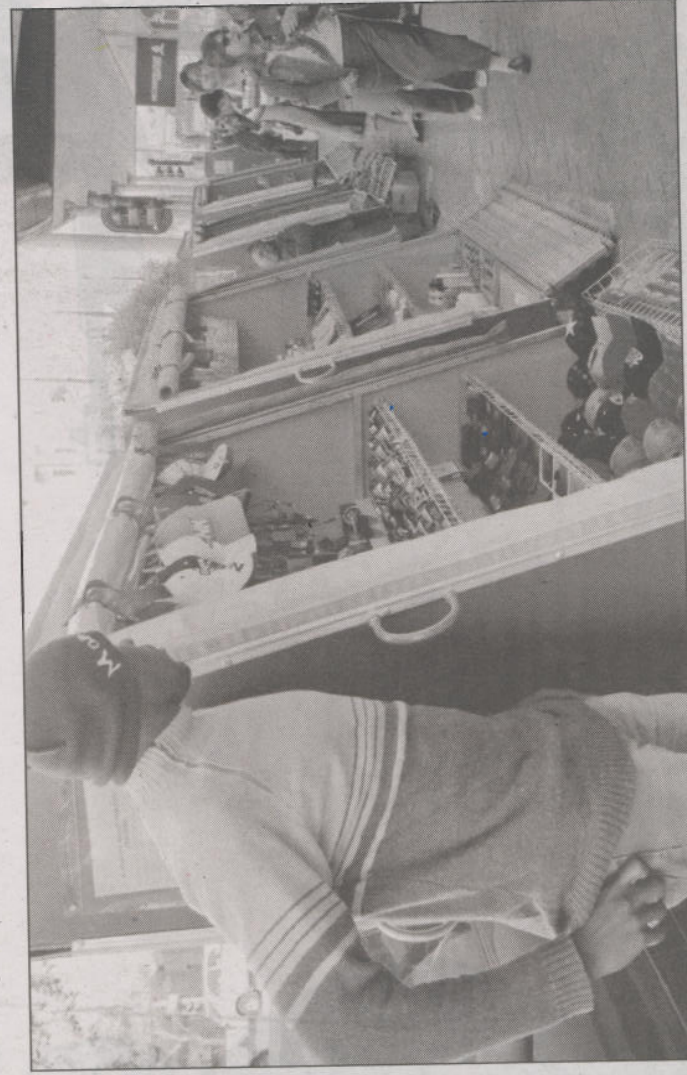
The city's new vending trolleys are a major hit with Adderley Street traders, who say they are attracting more customers and boosting sales.

Last month 16 new vending trolleys were handed over to the traders as part of a joint initiative by the City's Central Improvement District (CCID), Metropolitan Health Group (MHG) and its managed health-care subsidiary, Qualsa.

The trolleys were introduced because Metropolitan Health Group wanted to improve trading conditions outside their offices.

Eventually they will also be placed in public spaces around the city. The traders in front of Metropolitan offices in Adderley Street trade in cigarettes and sweets, hand bags, fruit and vegetables, cosmetics, caps, sunglasses and belts.

A fruit and vegetable trader, Kashief Dickson of Woodstock, said: "This is more convenient. The display is very nice and it uplifts the area, and now there is more space for people to



INNOVATION: A trader sells caps and sunglasses from his trolley

Picture: MLONDLOZI MBOLO

walk." Trader Ntsiki Nani of Blaauwberg, who has been trading for four years in Adderley Street, said: "These new trolleys are more spacious and safe."

"People take us seriously and respect us now, thanks to the trolleys."

our city, it will allow more space for pedestrians and hopefully attract more customers and improve their sales," he said.

Owner of Gimme That! Yolanda Methvin, who designed the trolleys, said: "I sell my company's ideas to the big corporates and if they like it they buy into it like I did with Metropolitan. I sold them my idea and they bought into it."

Each trolley costs around R16 000 to make and Metropolitan has entered into a three-year contract with Gimme That!

The vendors pay a fee of R15 a day. The units have been designed to be self-contained, lockable and structurally sound, ensuring safe and easy storage of goods. They are also weatherproof and conform to the trading bay dimensions of the city by-laws.

MHG brand manager Heidi Bowman said: "It's not always easy to stand out in a busy public space but the innovation and design of the trolleys has been attracting a lot of positive attention."

The chief operations officer of the Central Improvement District, Tasso Evangelinos, welcomed the project.

"Not only will it enhance