Target All Plastic Shopping Cart

Molder: Bemis Manufacturing Company

Product Description

Designed to be light in weight yet strong enough to hold 500 pounds. Materials used include polycarbonate, HDPE, glass filled nylon, and PC/PBT. The cart utilizes snap fit construction, gas assist, and in-mold decorating. Component parts to the cart are assembled incrementally with the assist of robotics until the reach they final molding step where final assembly is completed. Tooling was designed to aid in the logical incremental subassembly of components so that final assembly takes no longer than the final component machine cycle. The shopping carts are built per Target requirements and drop shipped to individual stores direct from manufacture as they

transition from the old style metal carts to the new ones. A unique custom designed rail system was developed internally to take advantage of the shipping trailer's height and footprint to minimize shipping costs. Having no interfering metal components allows the contents of the cart to be universally scanned from any direction. Target retained the industrial design firm, Design Continuum in Boston, to develop the design to be an exclusive shopping cart designed specifically for the retailer. The Target cart was featured on the cover of Fortune magazine in the April 7, 2008 edition.

Why is the product innovative?

The Target Corporation deserves a significant amount of credit for deviating from the retail industry's historical practice of purchasing shopping carts designed and built by shopping cart manufacturers. Certainly, by coming to a custom injection molder for a finished product they created a challenge both for themselves and the molder. Yet to the advantage of both. Target has in place a cart with the appearance, functionality and durability they envisioned. The molder ventured out of its comfort zone as well by creating and delivering a complex fully completed ready-to-use product. The uniqueness of this is reflected in the entry categories available to enter this competition. Perhaps in the future the term Customer should replace OEM on the entry form? The cart itself has significant advantages over others available in the market. The all plastic design not only provides aesthetic value in its custom design and color it also provides better impact forgiveness, long-term appearance, and ease of handling. By the elimination of paint, chrome plating and providing for the opportunity of end of life recycling, the impact of both the manufacture and disposition of the unit dramatically eases the effect on the environment. These advantages are obtained without sacrifice of capacity or weight specifications developed by the new Target cart's metal predecessors. The custom packaging and direct ship to user process minimizes excess handling and maximizes the use of fuel. The cart design virtually eliminated sharp edges, provides a safer and durable child seat, and it is significantly less likely to damage in-store facilities and other components such as racking, checkout areas, shelving units and the items for sale. It is also less likely to cause any type of parking lot damage. This is not due entirely to the inherent value of plastics, the cart is easier to turn, has better caster design, is lightweight, and has better balance than other carts on the market. The features and benefits of the Target cart assist in the goal of making the consumer's shopping experience more pleasurable at Target.